

Data Taxonomy: General

- **Provided.** Data originates via direct actions taken by the individual in which he or she is fully aware of actions that led to the data origination. It includes postings, such as social media postings. Level of data subject awareness is always high.
- **Observed.** Data is simply what is observed and recorded. On the Internet, and specifically in social media, one may observe, for instance, what the individual posts, looks at, and even who he likes or dislikes. Level of data subject awareness varies from medium to low.
- **Derived.** Derived data is data that is simply derived in a fairly mechanical fashion from other data and becomes a new data element related to the individual. For example, medical condition based on diagnostics tests and political convictions based on social media postings. Individual awareness tends to be low.
- **Inferred.** Inferred data is the product of a probability-based analytic process. Inferences and correlations that result from big data analysis produce inferred data. Individual awareness is always low.

Source: Martin Abrams/IAF -
"The Origins of Personal Data and
its Implications for Governance"

Data Taxonomy: Social Media

- **Service data.** Service data is the data you need to give to a social networking site in order to use it. It might include your legal name, your age, and your credit card number. (PROVIDED)
- **Disclosed data.** This is what you post on your own pages: blog entries, photographs, messages, comments, and so on. (PROVIDED)
- **Entrusted data.** This is what you post on other people's pages. It's basically the same stuff as disclosed data, but the difference is that you don't have control over the data -- someone else does. (PROVIDED)
- **Incidental data.** Incidental data is data the other people post about you. Again, it's basically the same stuff as disclosed data, but the difference is that (i) you don't have control over it, and (ii) you didn't create it in the first place. (OBSERVED or DERIVED)
- **Behavioral data.** Inferences based on the data that the site collects about your habits by recording and analyzing what you do and who you do it with. (INFERRED)

Source: Bruce Schneier,
"Taxonomy of Social
Networking Data"

What is it all about?

Social Media

It's your own private newspaper;

It's your own private professional billboard;

It's your own private photobook;

It's your own private TV Channel;

It's even your own private geo-location tool.

The Whole Point is to Share

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Provocative Questions

HOW TO BALANCE DESIRE TO
DISCLOSE AND THE RIGHT TO
PRIVACY?

HOW MEANINGFUL IS CONSENT
IN SOCIAL MEDIA?