The Global Network Initiative (GNI) is a code of conduct for companies to follow when handling user data. However, despite its efforts, GNI has struggled to attract corporate members.

Example: Google, Microsoft, Yahoo, and others have signed on to the code, but Facebook, Twitter, and others have not. This is because these companies face different legal and business challenges in countries with stricter Internet censorship, such as China.

Privacy
- How much of your personal life do you reveal online?
  - Nothing: I have no online footprint. Google'd find nada.
  - Some: I might find a photo or two of me, not much else.
  - Many: I would find photos & blogs & videos of me if you were my friends or family, not much else.
  - All: You'd find photos & blogs & videos & tweets, but nothing embarrassing. I filter what I put up.
  - Public: My entire life is visible to the world. I hold nothing back. Location, videos, etc. JennyCam has nothing on me.

Tyler Clementi, RIP
- Student at Rutgers who was cyber-bullied in Sep
  - Filmed by roommate in a sexual encounter
  - After found out and complained:
    - It had happened again
    - He committed suicide
  - The same month, four other teens committed suicide after “bullying”
  - Internet amplification of invasion of privacy

Robbins v Lower Merion School District
- Details
  - In 2009-2010 Lower Merion issued MacBooks to each of 2,306 HS kids
  - The schools elected to use TheftTrack to allow school district employees to remotely activate webcam
  - Classic case of spyware
  - $610k settlement

Peer Instruction
- Student at Duke who documented sexual encounters in PPT
  - 41 pages, photos and tables and graphs
  - Men are ranked, physical details shared
  - Shared with 3 others
  - Went Viral
- If Karen were a man?
- Lesson
  - Anything can go viral
Peer Instruction (thanks to BH)

Music on your portable player: Where do you get it?

a) I paid to download everything on my iPod
b) I bought everything, either as a download or ripped from CD/DVD
c) I bought most of my music but there are few exceptions
d) I bought a little of my music, but most of it I didn’t buy
e) It’s all from Limewire / BitTorrent / friends / etc

Creative Commons

- A GREAT way to share / remix / reuse content
- Legal!
- Infrastructure that makes it possible
- UC Online
- This issue has come up, they have to find the right one...

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<th>Share alike</th>
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<th>Non Commercial</th>
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Peer Instruction

“I trust electronic voting machines & infrastructure.”

- I strongly disagree
- I disagree
- Neutral
- I agree
- I strongly agree

E-Voting

- “Hacking Democracy” is an Emmy-nominated documentary
- Harri Hursti demonstrates “Hursti Hack” on Diebold machines thought safe
- Senate Ok’s online vote only for military in Washington state
- Bill goes to House
- It’s really scary, folks

Summary

- Be cautious about your online exposure
- Fight for your privacy
- Use Creative Commons to share / remix / reuse content
- Pay for your music
- or use Pandora, which does it for you
- Fight online voting
- CS195 to learn more