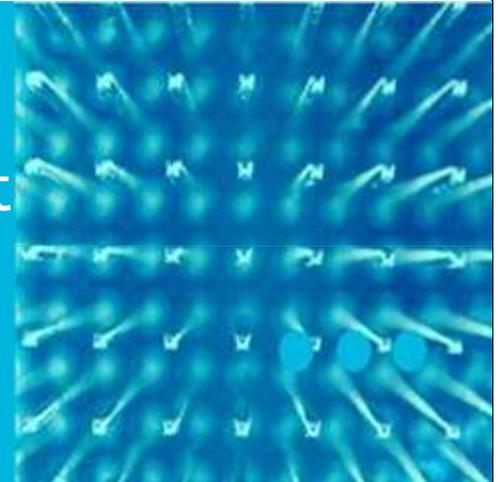

Putting Privacy into Perspective: Balancing Potential, Pitfalls, and the Public Trust

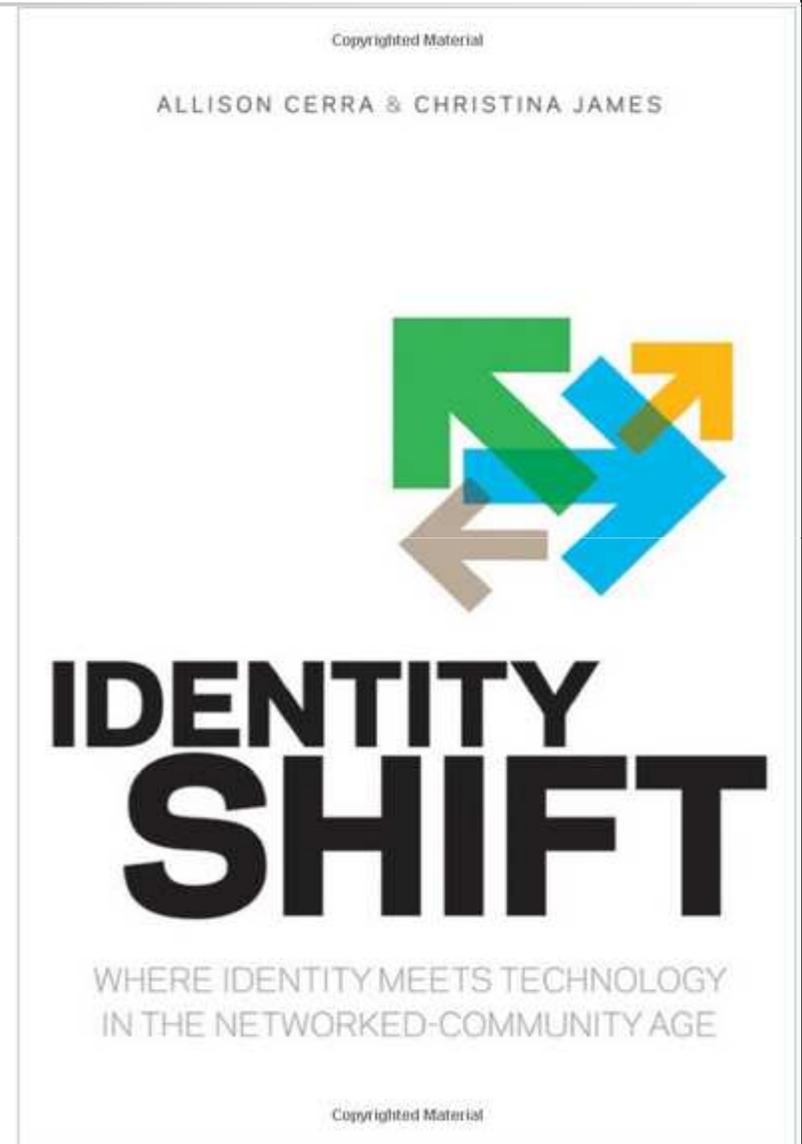


Derek Richer
Alcatel-Lucent

What We Set Out to Do

Understand how identity is changing and identify potential opportunities and pitfalls

- What is the construct of identity in a 2.0 world?
- What do people know, say, do and value about identity considerations?
- How are traditional notions of privacy changing?
- Where do people draw the privacy line?
- What are the roles and responsibilities of individuals, government, and business?



Methodology

In late 2010 and early 2011 we conducted a multi-phase research study to better understand online identity and how people think and act in an online environment.

Phase I: Expert Interviews

We interviewed experts from organizations such as the Pew Internet & American Life Project, Alcatel-Lucent, Stanford University, Center for Internet Freedom, as well as other experts and advocates within corporations and think tanks.



Phase II: Ethnographies

We conducted 30 ethnographies across the US, reflecting a representative mix of age, ethnicity, gender, and habitat. Any particular ethnography was conducted over two days.

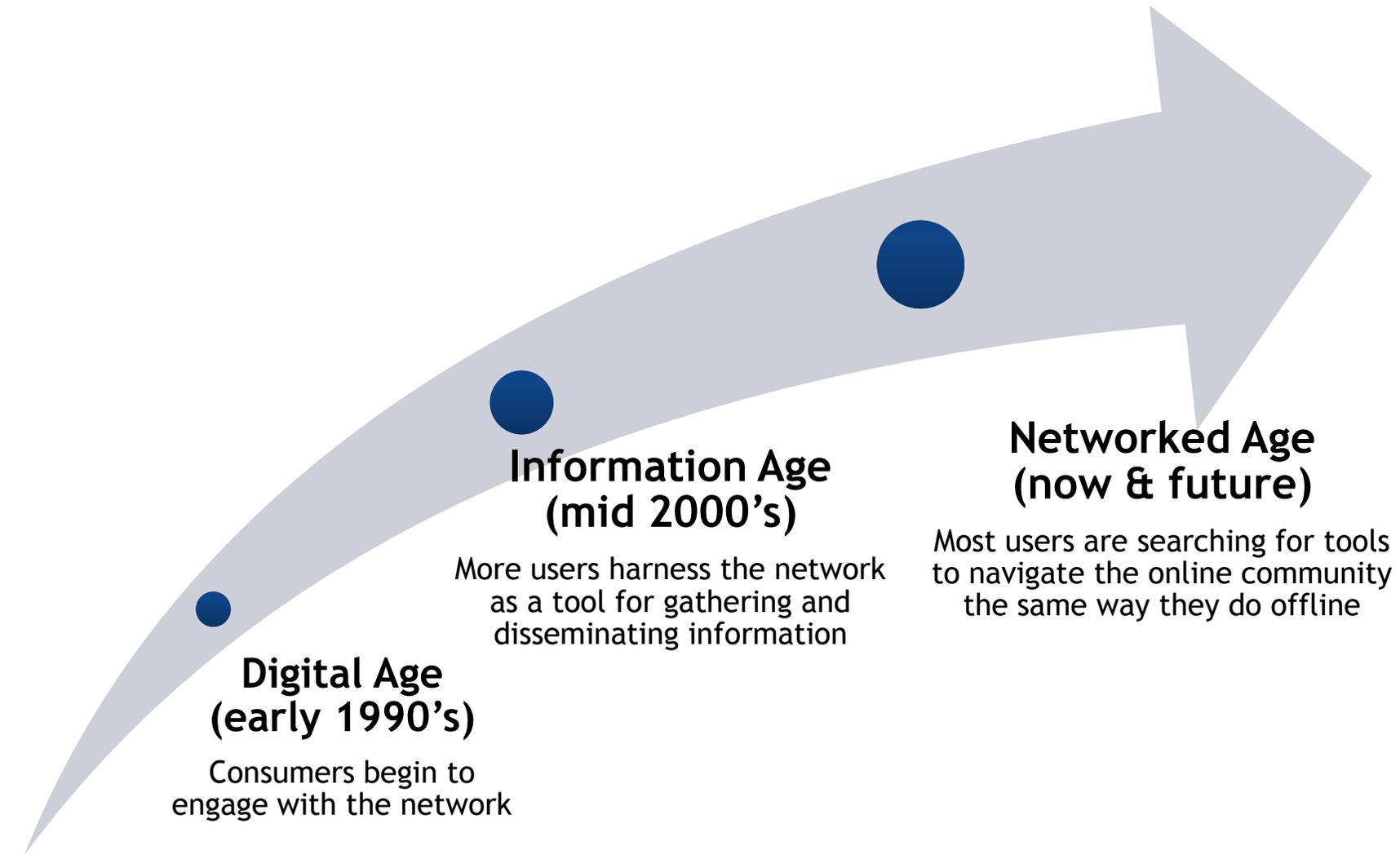


Phase III: Quantitative

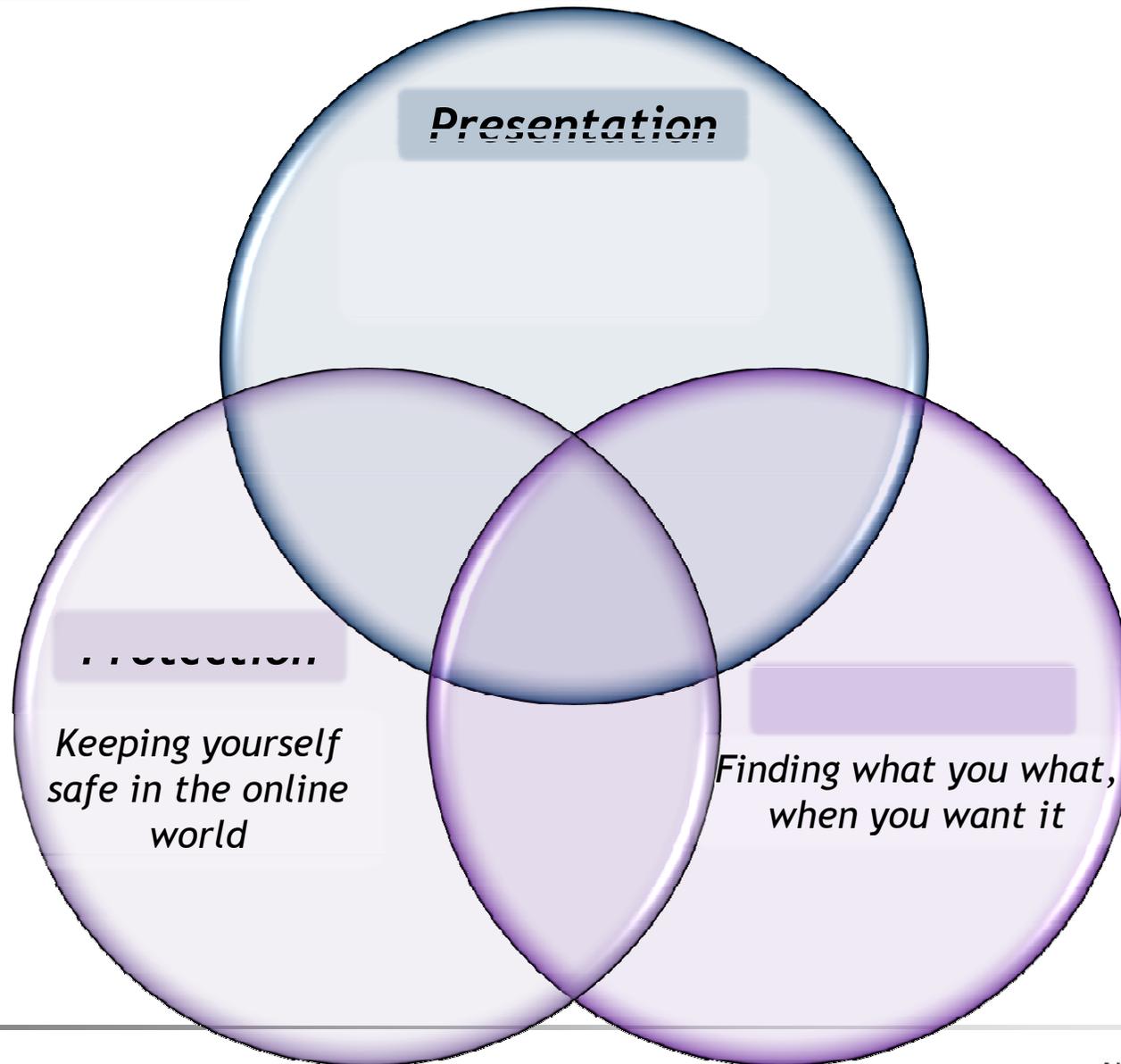
Interviews were conducted online among 5,369 network engaged consumers across the US

- Consumers were surveyed between January 29 and February 10, 2011
- The margin of error is +/- 1.34 at a 95% confidence level and higher for subgroups

Transition Underway



3-P Model of Identity



Disconnect As We Transition

18% identify as “private” people, carefully managing what they share and where they are with others

But...

50% regularly update their social networking page with details of where they are or where they plan to be

18% are cautious types who worry about being taken advantage of

But...

63% discuss personal details about themselves with others when online

11% see the world as a “scary” place
- requiring care to avoid placing themselves or their family in harm’s way

But...

66% admit to having offered their credit card information to a newly discovered site

Why the Disconnect?

We Are Confused

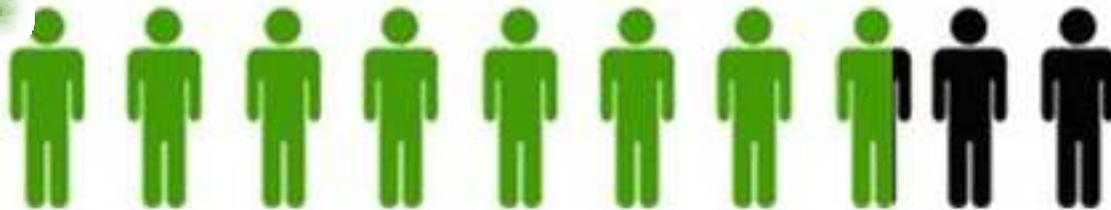
**TECH SAVVY MORE LIKELY
TO SAY STAYING SAFE IS TOO
COMPLICATED**



The Definition of Privacy Is Changing



78%

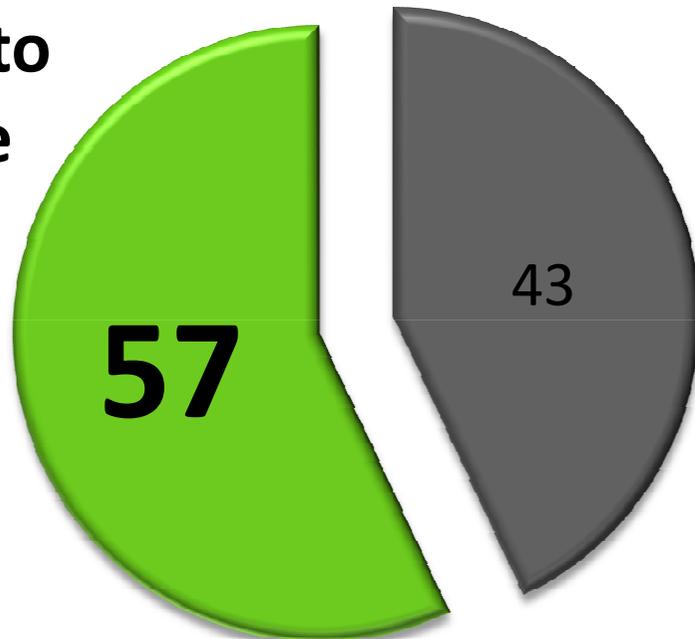


say that *privacy is the right to control and manage what information about me is available to others*

So What Should We Do?

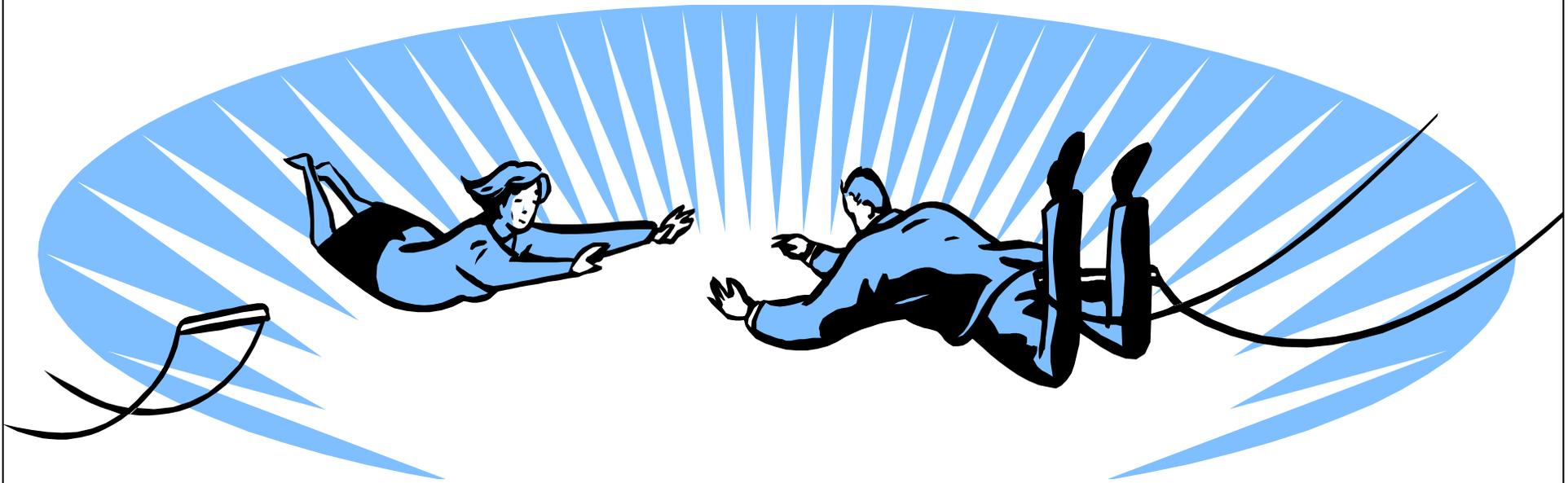
Keep It Simple

Privacy settings should be simpler and easier to understand and use



Privacy settings should be more comprehensive to protect me when I'm online

Focus on Building/Fostering Trust



62% correlation between trust & willingness to pay

Stay Humble

ALMOST 2 IN 3 SAY STAYING SAFE ONLINE IS THEIR OWN RESPONSIBILITY

64%

27%

9%



**Individual
Responsibility**



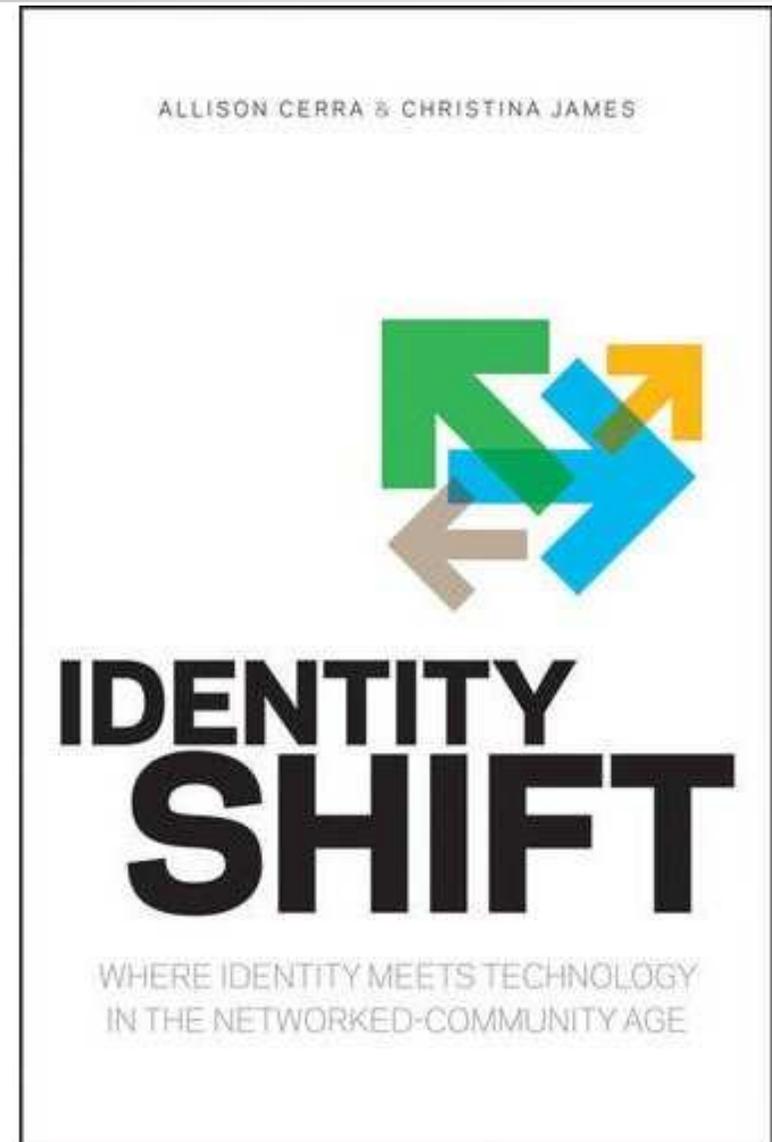
**Internet Provider
Responsibility**



**Government
Responsibility**

Buy the Book!

- Part 1: The 3-P Model of Identity
 - Presentation: The Mirror Image
 - Protection: Exposing the Blind Spots
 - Preference: The (Un)Conscious Filter of Infinite Choice
 - Trust: Meeting at the Crossroads of Identity
- Part 2: The Universal Laws
 - The Law of Learned Helplessness: Failure is the Only Option
 - The Law of Illusion: Lie to Me
 - The Law of Recall: Taking it from the Top
 - Rationalization: Finding Harmony in the Discord
- Part3: Identity through the Life Stages
 - Teenage Growing Pains
 - Emerging Adulthood: What's My Age Again?
 - The "Meet" Market
 - The Parent Puzzle
 - The Midline Rebirth
- Epilogue: Who Are We Becoming?



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