An open and honest online culture advocated by Facebook

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  - " Give people the power to share, and to render the world more open and connected"
  - Mark Zuckerberg believes, ...
    - Individuals should have just one identity
    - Having two or more identities showed a lack of integrity
    - In a more open and transparent world, people would be held to the consequences of their actions and be more likely to behave responsibly
    - More transparency should make for a more tolerant society
    - Transparency increases integrity, by essentially saying the same thing to everyone

An open and honest online culture advocated by Facebook

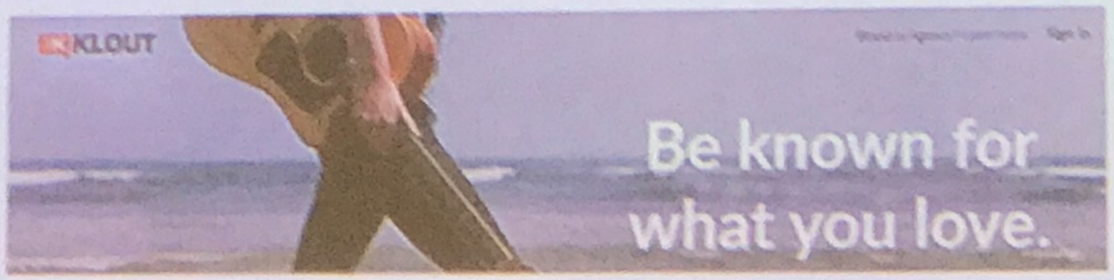
- Principles and logic underpinning digitised market economy ：Personal information as currency
  - ‘charge-free’ online services ↔personal information
- Asymmetry in this transparency between individuals and organisations
  - transparency of social media users
    ⇔social media platform companies, with respect to the ways in which they handle personal information

- Not every users of Facebook provide true information!?

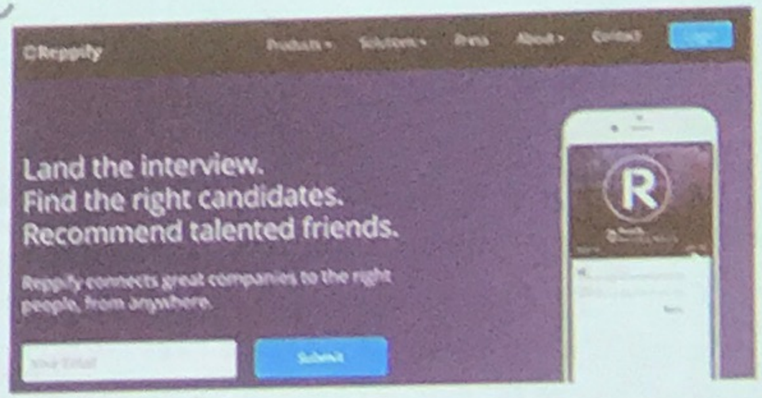
Online services which undermine the open and honest culture

- Klout
  - A website and mobile application launched in 2008
  - Measures its users' online social influence via 'Klout Score' through analysing their postings on social media sites including Facebook, Twitter and Instagram

- This service may encourage its user to embellish him/herself online to get a higher Klout Score
  - if he/she expects the score relates to his/her interests or reputation



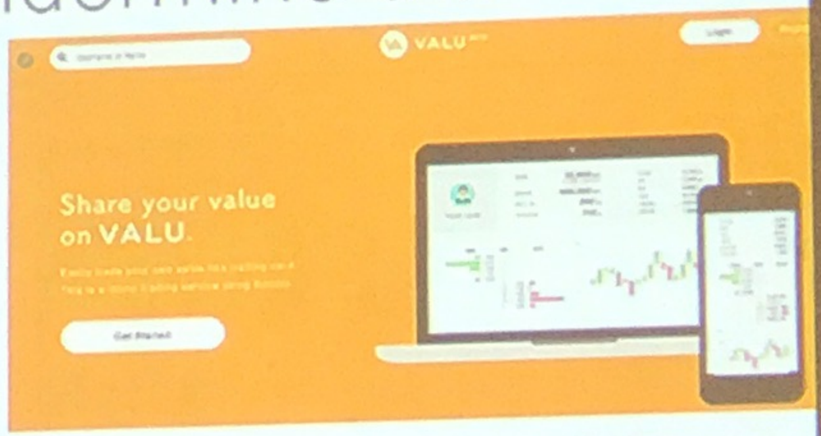
Online services which undermine the open and honest culture



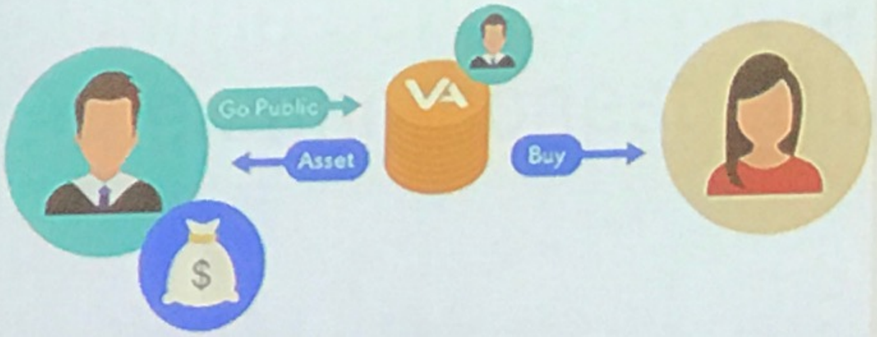
- Reppify
  - Provision to recruiters and human resource departments with job applicant's 'job fit score' calculated based on his/her personal information put on social media sites
- If this service becomes widely used, …
  - Those who want to find good jobs would substantively be forced to reveal their personal information online, and
  - To control what they publish online so that they can receive high job fit scores

    ➔ Job seekers are compelled to internalise expectations of their potential employers online

Online services which undermine the open and honest culture



- VALU
  - Japanese online service released in May 2017
  - An individual user accredited by VALU Inc. can issue virtual stock called VALU for a commission of ¥500
    - The upper limit of the initial offering price of a user's share is calculated in bitcoin based on his/her social media presence including the numbers of Facebook friends and Twitter followers
    - The total number of authorised shares of a user is decided based on his/her social media presence
      - The issuance of additional VALU is not permitted



- VALU
  - Potential VALU issuers would have an incentive to strategically embellish themselves online to enhance the economic value of their VALU
- Stockholders or VALUERs of VALUs a user issues are motivated to support him/her because they desire to get a gain in share dealings
  - Not because they are fans of him/her
  - From the viewpoint of VALUERs, …
    - VALU issuers could be just devices whereby to make money
    - VALU issuer governance becomes a matter

Online services which undermine the open and honest culture

料金：1人あたり8，000円

日本テレビ「行列のできる相談所」でも取り上げられ、LINEニュースで話題になったSNSにリア充ぶりを投稿するために利用する新しい代行サービスです。現在、月の利用者数は30人超。最先端のリア充を体験できるのはここだけ。ご自身のバースデーパーティーや女子会など、使い方は自由自在。たくさん拡散してもいいね！」を炎上狙ってもらっちゃおう。

- Family Romance
  - The company dispatches professional staff who play customers' parents, siblings, friends or acquaintances and are taken 'Instagramable' or 'Insta-genic' photos with customers for fabricating their fulfilling real life

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芝麻信用 ZHIMA CREDIT

芝麻信用
ZHIMA CREDIT

- Zhima Credit
  - An independent third party credit evaluation company, Affiliate of Alibaba Group
  - Zhima Score
    - Applying for a loan, getting a credit card, visa, booking a hotel room, renting a house or car, dating etc…
    - Resource data
      - Basic information
      - Shopping activity
      - Payment record （Tax)
      - Social network　　etc…

Honest people pull the short straw

- The existence of another form of online informational transparency asymmetry
  - Those who commit to informational openness
  - Those who consciously attempt to control their identity
  - Clever people
    - To enhance the strategic value and to exploit the innocents
      - Consciously control what information about them is opened up online by them or others
      - Incentive to reveal innocents' information for their own benefit,
      - hope innocents to keep to behave honestly online in order to maintain their edge against innocents

- however,,,,
  - Subject to the distortion of their digital identity or diremption between their identity and self-awareness

Questions!

- Is online openness and honesty a virtue in the current Internet environment?
- Is the pretence of openness and honesty online a wise act?

Risks entailed in an open and honest culture: Diremption between self and identity

- In the current socio-economic and technological situation, …
  - Using social media in their own ways to construct relationships with others
  - → The development of their identity
    - Mutually revealing personal information about themselves and/or others at various levels of accuracy and detail

- Individual can control digital identity completely ?

Risks entailed in an open and honest culture:Diremption between self and identity

- Distortion of digital identity
  - Those who suffer the distortion may be compelled to play a part their distorted digital identity defined in certain contexts

➔ Serious diremption between their identity, defined in a heteronomous fashion, and self

➔ Dysfunction with respect to the mental processes involved in generation of the self

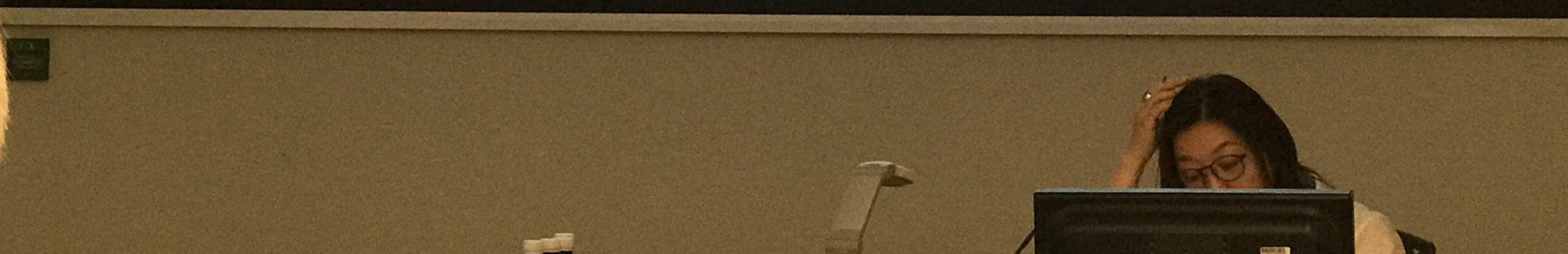
Risks entailed in an open and honest culture:Strategic Creation of a Digital Identity

- For clever Internet users, …
  - Social media may seem to be an expedient tool for subtle self-promotion
- However, …
  - Those who desire to strategically identity should give their full attention to the management of potentially stigmatising information pertaining to themselves that others can disclose
  - They should attempt to encourage others to post positive things about them online and discourage the posting of negative things.

- Are these clever people truly wise and prudent?
  - They would be forced to continue to wear the mask created by their clever online activities!?

Risks entailed in an open and honest culture:Strategic Creation of a Digital Identity

- When the gap between the virtual identity created by their strategic social media use and actual identity is recognised by others in real space, they would suffer stigma.
- However,…
  - Considering that the majority of Internet users are non-technical users, and that the technological architecture of social media is reviewed and upgraded on a regular basis.
  - Effective measures to deal with issues



Policies to deal with the risks

- Two types of transparency asymmetry
  - Between Individual and organization
  - Between honest people and clever people
  - New world
    - Honest people can only make fools of themselves
    - The Internet economy and digital network society have seemingly rendered honesty as no longer a virtue.
- Paradoxical situation
  - Various kinds of online services for individual users, which encourage openness with respect to their own and others' personal information, → Clever users with an incentive to strategically hold back and/or counterfeit their personal information
  - Difficult to control digital identity in a favourable manner
  - "the most effective way of controlling information about oneself is not to share it" (Froomkin,2000).
  - No share → Social exclusion and economic disadvantage

Policies to deal with the risks

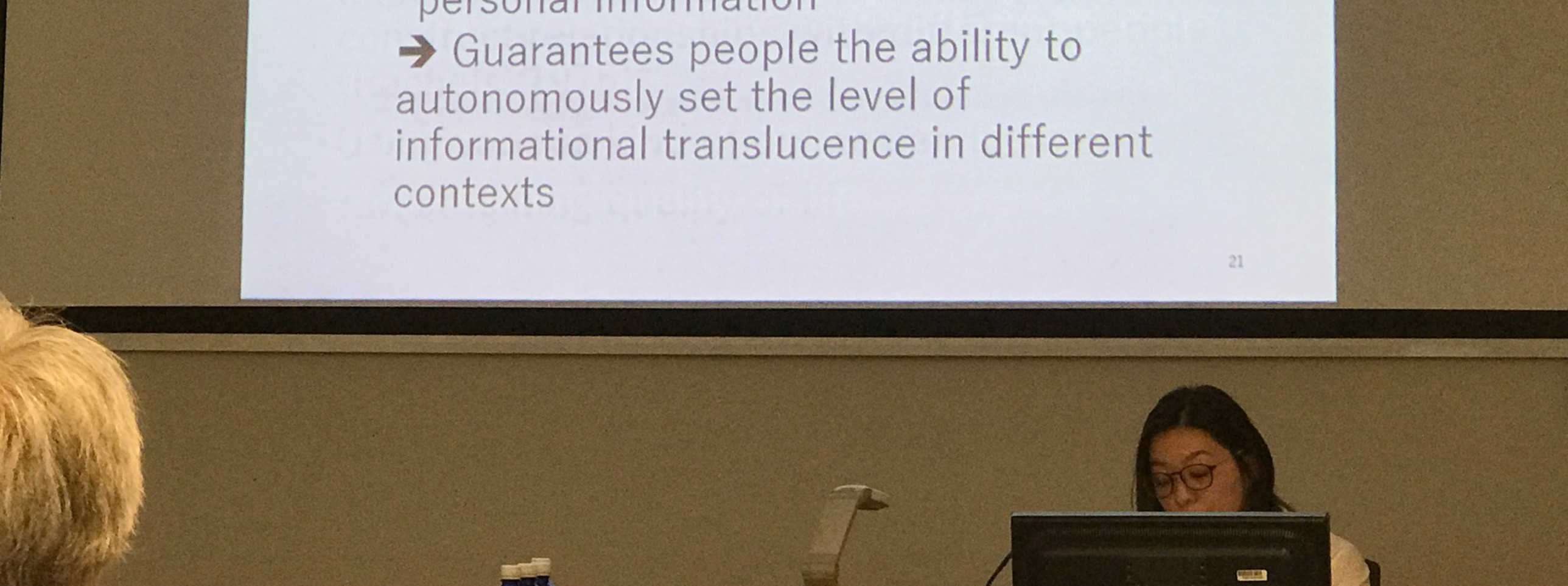
- Paradoxical situation
  - Distortion of the digital identity of the subject
    - Serious distortion of his/her identity in real space.
  - Stigmatising information
    - online vigilantism
- Importance of ability to autonomously construct relationships with different people (Rachels, 1975)
- Using various kind of online services

→ Maintaining quality of life

Policies to deal with the risks

- The right to be translucent
  - Our capacity to control the selective disclosure of our personal information
    - Our capacity to control the selective disclosure of our personal information and therefore can be executed on others' activities regarding the revealing of our personal information

➔ Guarantees people the ability to autonomously set the level of informational translucence in different contexts

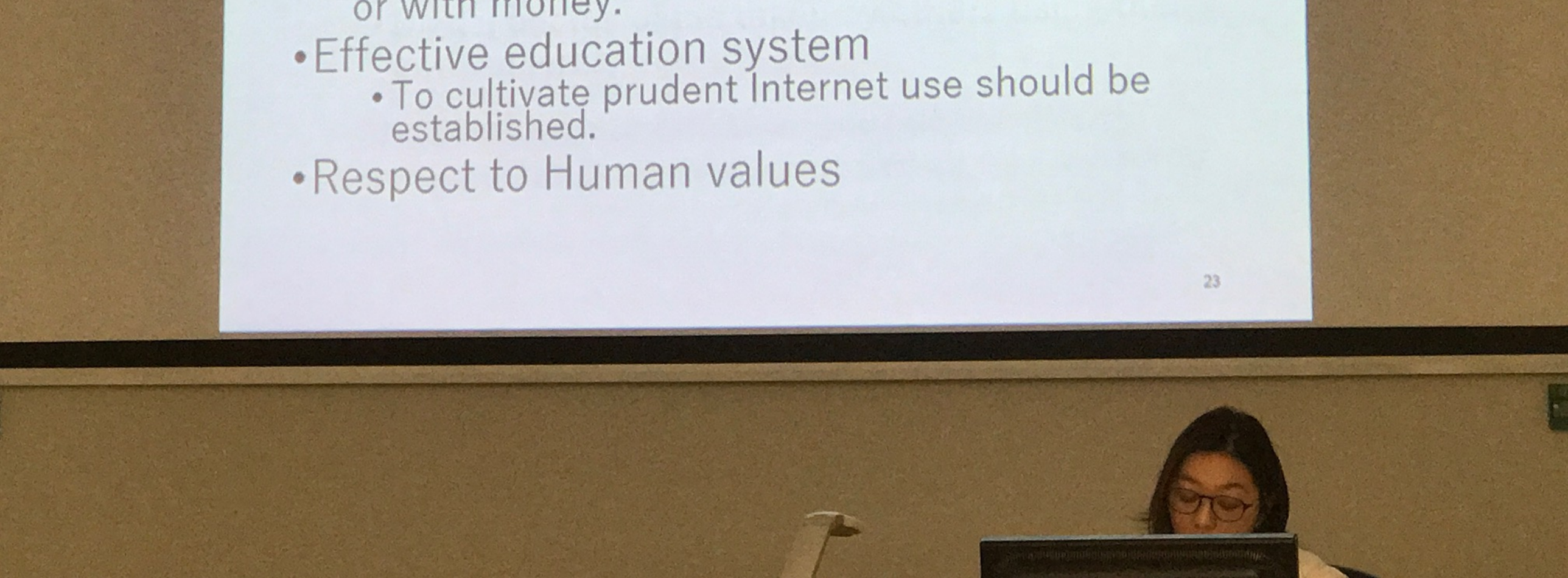


Policies to deal with the risks

- Notion of co-ownership of digital objects
  - Claim the ownership of digital objects stored in organisational databases or owned by other individuals that contain our personal information
    - Digital photos of me taken by others using their own cameras, …

Policies to deal with the risks

- Privacy Premium
  - The majority of existing Internet businesses that provide charge-free services force their customers to 'purchase' the services by providing personal information, or to otherwise decide against using them.
  - Under that system, people are required to choose whether to partake of a commercial service by paying with personal information or with money.
- Effective education system
  - To cultivate prudent Internet use should be established.
- Respect to Human values

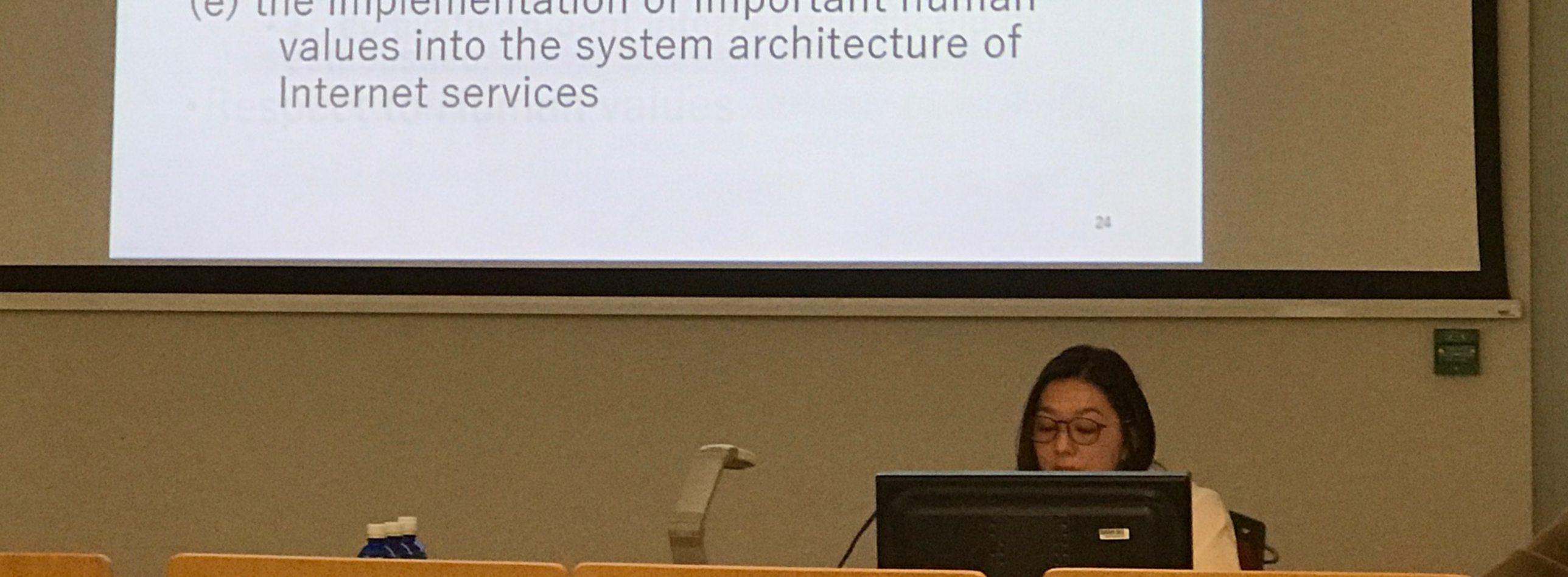


Conclusions

(a) the right to be translucent

(b) the notion of co-ownership of digital objects

(c) a system for a privacy premium

(d) an effective education system to cultivate prudent non-technical Internet users

(e) the implementation of important human values into the system architecture of Internet services