

Privacy and Identity

Paradoxes and Opportunities

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Today's' agenda

- Something on current research on the Mobile Age
- It is changing, we are told...
- *But is it a question of the 'shock of the new?' or is it old habits in new guise?*
- A case in point: the problem of saying 'Hello' and its relationship to identity
 - Is this harder now or easier with mobiles?
 - Is it important anyway?
- Some suggestions for future services

Current research

- The world is changing: look at **community**
 - Community is less place-based
 - There are 'smart mobs'
 - Networks replace space and blood bonds
- **Work** is anywhere anytime
 - It follows you; you access it
 - The physical boundaries of the work place de-materialise
- **Identity**
 - Keeping in touch is an expression of yourself
 - You choose a phone because of how it looks
 - Differences in the way men and women personalise their devices
- Mobiles are the key to modern identity

Research agenda that results: *the porthole problem*

Stuff it in!



Peer inside



And there is the
magic of social
life



New identities - new content - new communities

Research agenda that results: *Building identity*

To wearables



To new
form
factors



To who you are



From the first
personalisation

Hold on! Let's think about this..

- Identity
 - Identity is all about 'lifestyle', fashion, the Idea of 'being in touch', information access to all and anything
 - This is a new basis of identity
- *Really?*
 - Are people so different now from thirty years ago? Before that even?
- *Is there a difference between what we think we see because of the 'shock of the new' and what actually happens...*
- Take saying hello
- This may tell us something about identity

Hello



- In the mobile industry 'C.L.I.' is
 - A 'nice to have'
 - Something that stops offensive phone calls
- What is it?
 - It means that the caller's phone number is recognised at recipient end
 - If this is combined with a name in the recipient's address book, then the caller's identity is made viewable
- So?
- *For users it is a big benefit*
- Why?

Social relations and identity

- Saying hello is fraught with implications about such things as
 - Whether you have the right to say hello
 - Whether the person you call should be expected to reply
 - What the topic in the conversation that follows might be
 - Whether the time is right
 - Whether the place is right

- Identity is in part measured by these rights
"I am who I know and who I let know me"

- Saying hello is a complex social ritual
 - Can't we address this in design?

- Users already have, in part.....

User design

- Users have been making mobiles do work for them
- *They use the 'virtual address book' based on CLI to create new 'hello rituals'*
- E.g. they have invented the "missing call note"
 - You call someone who has your name in the address book and stop after two rings
 - They know who you are since your name is on the screen, this announces you want a chat, but lets the person you called decide whether to call back...
 - Or even to allow them to avoid answering....
 - It's a hello that doesn't necessarily lead to a conversation
- They are creating new ones now: such as the 'Bluejack note'
 - When near to someone (I.e. within bluetooth range)
- And others....

Identity: old or new?

- In these ways new technology is supporting old practices
 - Solves the problem of 'who I let talk to me and who I do not'
- *The technology acts like a Victorian Butler*
 - Filtering access rights
- So, is the end result of using CLI a new social practice or an old one?
- Are mobile identities new, or are mobiles letting identity operate in old-fashioned ways?



Altering the rules

- So CLI and the address book enable users to control access
 - 'I call you and you decide what to do about it'
- But could we design the technology to let the caller affect the recipients device?
 - "When I call you, your phone will start 'calling' continuously until you answer me"
- Like a Harry Potter 'Howler'
- There could be many versions:
- Could send 'whispers', vibrates, shakes, bellows.....



So what?

- But this would be a radical change
- Operators and manufacturers do not like the idea of letting users send 'scripts' across the networks
- *They may carry viruses*
- But letting them do this might open up huge new market potential
- The art of doing different sorts of hello's could be made available to users
- And they would use this...(I will stake my career on it!).

And identity?

- People *modulate* how they say hello in real conversations
 - Whispering, bellowing, summoning
 - They do it politely, angrily, tardily, reluctantly
- With future mobiles they could do the same....
- So identity will not change because of mobiles...
 - It is rather that mobiles will let people do what they have always done in the past but current technology won't let them do....
- The future will be a different place
- Only because it will be like the place we used to live in, not the one we are living in now