Communicating Privacy
MMC6936-18C5
Wednesday, Periods 3-5, 9:35am-12:35pm
1078 WEIMER Hall

Contact:
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Office Hours:
T/T h: 3PM-5PM and by appointment

Overview:
Privacy and security are ever important topics in this era or social media, big data, and targeted advertising. Yet, individuals and organizations are finding it difficult to communicate information related to personal privacy, whether it be in privacy policies, terms of agreement, or legislation. This has consequences for both consumer and organization. The purpose of this class is to both train students to effectively communicate privacy and security information, and to recognize the importance of the interdisciplinary study of this topic. This class is a seminar with the expectation that students will have read materials before class, formulated questions, and be prepared to discuss the topics. Guest speakers may also visit.

Objectives:
- Identify and define the psychological, economic, legal, and other processes that inform choices about privacy and data control.
- Synthesize research privacy and data control from various disciplines.
- Dissect various kinds of mechanisms used to communicate information about privacy and data control.
- Identify pertinent research questions related to communicating information about privacy and data control and design project for further study.

Required Text(s):
None. All readings are linked to UF library databases. If not, you will be able to access the readings through course reserves.

Deliverables:
Weekly reading notes:
As part of their preparation for class each week, all students must post to the Canvas forum 5-7 questions/points of further discussion based on all of the readings for that week by the end of the day before class (in this case Wednesday). These questions should summarize and/or reflect on key arguments, contributions, and questions raised by the reading set. These questions will form the basis of our in-class discussions.
Discussion leader:
Every student will choose one week during the semester to be the discussion leader. The discussion leader presents (20-25 minutes) on a current event/situation/debate related to the topic we are covering in class that week. Students should do some background research on the topic and be able to spark discussion among their classmates. Students should contact the professor no later than one week prior to their chosen date to discuss what they will be presenting. Sign-up will be the first week of class.

Smaller group project: Privacy Policy Analysis
In groups, students examine the privacy policy of one company. This will require that the teams read the chosen policy, and compare that to what they know/have learned in relation to the law in the United States (and other places). This project requires that the teams consider the language of the policy and the possible outcomes of any violations, events, or conflicts with respect to that policy. Students may want to consider recent events in which the similar policy of another company has been called into question. Requirements: Student groups must deliver a report and a presentation (25 minutes min). The report may take the form of an at least 5-page paper or some form of multimedia report. More detail will be found on Canvas.

Larger group project – Research project:
This project allows students to complete the beginnings of applied research about the best ways to effectively communicate information related to privacy, information control, or disclosure. Student groups should formulate research questions related to overall concept of communicating privacy information based on the issues each group spotted with the privacy policies/ToS in the smaller group project. This may include issues including:

- Notice and disclosure
- Data breach notifications
- Badges
- The use of multimedia in explanations
- Policy design considerations

Other topics exists for student teams to explore. This research should result in a paper/research proposal that could be pursued for completion later, or for submission to a conference, symposium (and maybe a journal) for consideration. Groups will also present their findings to the class. All groups must submit a written document and complete a presentation (35 minutes min). More details will be found on Canvas.

Places for submission (not exhaustive):
- AEJMC Midwinter
- ICA: Information Systems or Communication Technology Divisions
- ACM.org (various calls and deadlines)
- ASIS&T SIG Social Informatics (various calls and deadlines)
- Others that may arise
Optional:
Law, joint degree, and doctoral students may choose to complete the paper above in fulfillment of their seminar requirement (CS/HCC/ENG may also be eligible).

Grading Parameters:
Weekly reading notes 10%
Discussion leader 15
Privacy Policy/ToS project 30
Research project 45
100%

Grading Scale
A 92-100
A- 90-91
B+ 87-89
B 83-86
B- 80-82
C+ 77-79
C 70-77
D 60-69
E 59 or l

Attendance
Punctual attendance is expected of graduate students unless an absence is allowed under UF policy. If you are going to be absent, let me know ahead of time.

Academic Integrity
UF students live by an honor code that prohibits academic dishonesty such as (but not limited to) cheating, plagiarism, fabrication, engaging in unauthorized collaboration, reusing work from another class, writing a similar paper for two classes, drawing too heavily on another’s work for your own, and having someone else write your paper.

Be aware of the UF graduate school academic honesty policy as well the one in the CJC Doctoral Handbook. Students have an affirmative obligation to know what is in the handbook and to abide by it. If you are unsure of citation rules or what requires attribution, ask me.

My default practice for an academic integrity violation is a failing grade for the course.

Students with Disabilities
Contact the Disability Resource Center as early in the semester as possible to be provided documentation so appropriate accommodations can be made. The center is in Reid Hall, 392-8565.
Help with Coping
The UF Counseling and Wellness Center is a free resource for any student who could use help managing stress or coping with life. The center, at 3190 Radio Road on campus, is open for appointments and emergency walk-ins from 8 a.m. to 5 p.m. Monday through Friday. To make an appointment or receive after-hours assistance, call 352-392-1575.

Course Evaluations
Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations. You will be notified by email when the evaluations are open, near the end of the semester. Summary results are available to you and the general public.
Schedule

Week 1: August 24, 2016 – Getting our bearings
Read:
- Solove, D.J., 2011. Why privacy matters even if you have ‘nothing to hide’. *Chronicle of Higher Education.*

Week 2: August 31, 2016 – What’s ‘privacy’ anyway?
Read:

Week 3: September 7, 2016 – The ‘Privacy Paradox’
Read:

Week 4: September 14, 2016 – How people make privacy decisions (part 1)
Read:

Week 5: September 21, 2016 – How people make privacy decisions (part 2)
Read:

Week 6: September 28, 2016 – (Communicating) Risk
Read:

Week 7: October 5, 2016 – Signals/Heuristics
Read:

Week 8: October 12, 2016 – Boundary Regulation
Read:

Week 9: October 19, 2016 – Rights; Privacy Policy Analysis Due, Presentations
Read:
Week 10: October 26, 2016 – Surveillance and Encryption
Read:

Week 11: November 2, 2016 – Algorithms & Big Data
Read:

Week 12: November 9, 2016 – Behavioral Economics and Nudging
Read:

Week 13: November 16, 2016 – ________ (by) Design
Read:

Week 14: November 23, 2016 (No Class)

Week 15: November 30, 2016 – Industry specific standards
Read: TBA

Week 16: December 7, 2016 – Presentations

Final submissions due – 5PM, December 14, 2016