Communicating Privacy  
MMC6566  
Fall 2018  

Contact:  
Jasmine McNealy, J.D., Ph.D.  
3062 Weimer Hall  
352-846-0226  
jmcnealy@ufl.edu (best)  

Office Hours:  
Virtual and by appointment  

Overview:  
Privacy and security are ever important topics in this era of 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.  

Op-ed: Students will complete a piece of persuasive writing on a matter of technology policy of public significance. This op-ed will be related to the findings from their larger research paper. 
The op-ed will be no more than 800 words. Students should pitch their op-ed to a publication or to the Conversation. **Due November 7.**

**Discussion leader:** Every student will choose one week during the semester to be the discussion leader. The discussion leader presents 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.

**Larger group project – Research project:** This project allows students to complete 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 topics we have discussed in the readings or others. 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 for submission to a conference, symposium (and maybe a journal) for consideration. Groups will also present their findings to the class. **More details will be found on Canvas. Due December 5.**

Places for submission (not exhaustive):

- BEA Law & Policy
- AEJMC Midwinter/Southeastern Colloquium
- ICA: Information Systems, Communication Law & Policy, 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:**

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<th>Component</th>
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<tr>
<td>Weekly reading notes</td>
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<td>Discussion leader</td>
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<td>Op-ed</td>
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Research project 55
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
This is an online class. Therefore, it is important that you participate on the Canvas site a minimum of once per week. Attendance is expected of graduate students unless an absence is allowed under UF policy as specified in the UF Graduate School Catalog. 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 Coping with Graduate School
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.
Course Topics

Week 2: August 29 – What’s ‘privacy’ anyway?
Read:

Week 3: September 5 – The ‘Privacy Paradox’
Read:

Week 4: September 12 – How people make privacy decisions
Read:

Week 5: September 19 – (Communicating) Risk
Read:

Week 6: September 26 – Signals/Heuristics
Read:


Week 7: October 3 – Behavioral Economics and Nudging
Read:


Week 8: October 10 – Surveillance and Encryption
Read:

• Albrechtslund, A., 2008. Online social networking as participatory surveillance. First Monday.


Week 9: October 17 – Algorithms & Big Data
Read:


Week 10: October 24 – _______ (by) Design (meet)
Read:

Week 11: October 31 – Work on paper

Week 12: November 7 – *Op-Ed due*

Week 13: November 14 – Work on paper

Week 14: November 21 – Thanksgiving break!

Week 15: November 28 – Work on paper

Week 16: December 5 – Papers due

*Final submissions due – 5PM December 5*