

**Do-not-track as a driver for
transparency of
social networking
advertisement practices?**

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What information is made available?

- Details of the offer
 - Information traded away (When and Where?)
 - Used for advertisements (What?)

Transparency goal achieved?



But is the offer a fair bargain?

- Consumers need to evaluate trade-off
 - Material/immaterial goods
(Acquisti & Grossklags; WEIS05)
 - Evaluate data streams and consequences over time
(Acquisti & Grossklags; S&P05)
 - Etc.

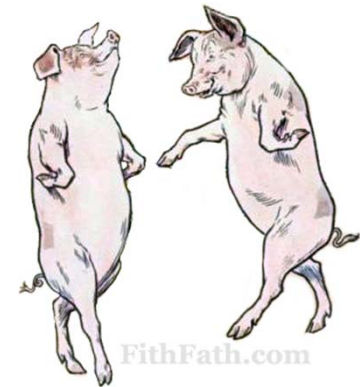
Too difficult?



What are users doing?

- Reflect their preferences in their marketplace behaviors
 - Recommendations and private information (Spiekermann, Grossklags, Berendt; EC01)
 - Spyware and private information (Good, Grossklags, Mulligan and Konstan; CHI07)

Too much temptation?



Do-not-track interfaces

- Keep in mind that scenario is challenging
 - Different from do-no-call (invasions to privacy in the home when engaged in unrelated affairs)
 - User-initiated marketplace activities that are keenly pursued
- Fallacy: Just another tool
 - Disabled or circumvented?

