Achieving Privacy in the Age of Analytics
Perspectives from the National Forum on Web Privacy and Web Analytics

DLF Forum 2018
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Community notes

tiny.cc/dlfforumnotes

#librarywebprivacyforum
Acknowledgements
Outline

1. Background
2. Process
3. Outcomes
4. Directions
Project Background
Background — Project Title

A National Forum on Web Privacy and Web Analytics
Background — Funding
Background — Personnel

- Scott Young, PD
- Sara Mannheimer, co-PD
- Jason Clark, co-PD
- Lisa Hinchliffe, Project Analyst
- Jacqueline Frank, Forum Facilitator
- David Swedman, Grants Coordinator
Background

lib.montana.edu/privacy-forum
Background — Goals

- Critically address web analytics practices

- Develop a roadmap towards privacy-aware, values-driven analytics
Project

Process
Process — Participants
Process — Pre-Forum Survey
Process — Pre-Forum Survey

Major Themes

Policies and Statement
Practical Guidelines
Partnerships and Collaborations
Privacy, Equity, and Justice
Outreach and Education Models
Analytics Tools
Process — Forum Event
Process — Forum Event

OPENING (DIVERGENT)  EXPLORING (EMERGENT)  CLOSING (CONVERGENT)
**Process — Forum Event**

- Participation
- Mutual learning
- Equal expertise
- Shared power
- Co-creation
Process — Design Activities
“Float Your Boat”

- Draw a boat. The boat represents “privacy education and engagement”
- Attach anchors and sails to the boat.
  - The anchors represent obstacles and challenges.
  - The sails represent strengths and aptitudes.
USER

learned helplessness /
disengagement

prioritizing convenience/
time

low literacy/tech.

knowledge

over-reliance on
tools/lack of
holistic approach
USER

- learned helplessness/
disengagement
- prioritizing convenience/
time
- low literacy/tech.
knowledge
- over-reliance on
tools/lack of
holistic approach

PEER

legacy processes/
tunnel vision
- fear of, e.g.,
change, complexity,
technology
- inadequate
professional dev./
behavior change
- lack of standards,
pro-active messaging,
oversight
USER
- Learned helplessness/disengagement
- Prioritizing convenience/time
- Low literacy/tech. knowledge
- Overreliance on tools/lack of holistic approach

PEER
- Legacy processes/tunnel vision
- Fear of, e.g., change, complexity, technology
- Inadequate professional dev./behavior change
- Lack of standards, pro-active messaging, oversight

ADMIN
- Focus on low cost over other benefits/values
- Lack of stakeholder knowledge
- Competing priorities
- Lack of...
Knowledge
competing priorities

late-stage capitalism
lack of accountability
political climate/social services scarcity

commodification of education

corporate control of conversation and tools and $

industry standards
industry jargon

EXTERNAL
Awareness
increasing $ for collective action
centering users/
Seamless experiences
(philosophy)
reach/physical presence

Libraries are
Trusted
(expertise)

ALA code of Ethics
ACM
Project

Outcomes
Outcomes — Deliverables

- A **white paper** that synthesizes forum activities and articulates the direction for a national privacy-focused values-based agenda for web analytics.

- A practice-based **action handbook** that provides background, resources, and best practices to guide libraries in implementing web analytics.

- Conference **presentations** and peer-reviewed **publications** that will further disseminate forum activities and generate engagement and buy-in around forum topics.

- Implementation of emerging **Forum themes and strategies**
Outcomes — Major Themes

- Data of one’s own
- Library-built tools and certifications
- Leading with values
- Naming and challenging systemic issues
Outcomes — Emerging Strategies

- Privacy Badging and Certifications
- Privacy Leadership Training
- Privacy for Tribal Communities and Organizations
- Model License for Vendor Contracts
- Privacy Research Institute
- Responsible Assessment Toolkit
Outcomes — Privacy Certification

- CERTIFIED: 40 - 49 POINTS
- SILVER: 50 - 59 POINTS
- GOLD: 60 - 79 POINTS
- PLATINUM: 80+ POINTS
Outcomes — Leadership Training

- Develop a privacy-focused ethics and equity module for leadership training organizations
Outcomes — TCUs

- How does privacy and surveillance affect TCU communities? What is privacy to tribal members?

- How can tribal organizations implement culturally appropriate web analytics and web privacy practices?
Outcomes — Model License

- Equip libraries with model licensing language that will promote patron privacy in third-party systems.
Outcomes — Research Institute

- Preliminary research agenda
  - Privacy and analytics
  - Alternative analytics
  - Student expectations of privacy
  - Library and university values
- “Redefining metrics in a way that redefines success.”
Outcomes — Assessment Toolkit

- Create definitional talking points
  - “Privacy is a social good.”
- Collect only necessary data. Challenge definitions of necessity.
- Promote prior informed consent and data protection planning
- Help institutions avoid legal liability
Future Directions
Directions
Directions

- Facilitate the realization of one or more of these strategies
Directions

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- DLF Technologies of Surveillance Working Group
Directions

- Facilitate the realization of one or more of these strategies
- DLF Technologies of Surveillance Working Group
- Community effort to achieve community goal
Directions

Upcoming Conferences

- CNI
- Code4Lib
Directions

If you see yourself contributing to any of our emerging strategies...
Directions — Emerging Strategies

- Privacy Badging and Certifications
- Privacy Leadership Training
- Privacy for Tribal Communities and Organizations
- Model License for Vendor Contracts
- Privacy Research Institute
- Responsible Assessment Toolkit
Directions

...please contact us!

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Thank you