

Privacy in a Public Place

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Value Sensitive Design (VSD) is a theoretically grounded approach to the design of information technology that attempts to account for human values in a principled and comprehensive manner throughout the design process. In this talk, I'll discuss two studies that draw on Value Sensitive Design to investigate privacy in a public place, one a physical place and the other a virtual place. "The Watcher and The Watched" study concerns using high-definition plasma displays in an office environment to provide a "window" to the outside world. In addition to the individuals in the office, this study considers the indirect stakeholders whose images appear in the simulated window implicating the values of privacy and physical welfare. The second study, in a virtual place, concerns information and control of web browser cookies, implicating the value of informed consent. I'll conclude with some propositions about system design, privacy, and social context.

For more information on VSD, please see www.ischool.washington.edu/vsd/

Biography

Batya Friedman is an associate professor in the Information School and adjunct associate professor in the Department of Computer Science and Engineering at the University of Washington. She received her PhD from the University of California, Berkeley in 1988. Her research program has commitments to the areas of Value Sensitive Design, social-cognitive and cultural aspects of information systems, and human-computer interaction. Her work has investigated numerous values in the context of different technological design spaces, including Web browsers, urban simulation, the human-robotic relationship, network security, adaptive agents, Web cams, and large-screen displays. Currently she is funded by the National Science Foundation for three research projects, including a large-scale five-year project to extend and validate Value Sensitive Design.