OSTROM WORKSHOP COLLOQUIUM SERIES

Apu Kapadia

Luddy School of Informatics, Computing, and Engineering, Indiana University

"It's Easier than Causing Confrontation: Sanctioning Strategies to Maintain Social Norms and Privacy on Social Media"

This is a joint work with Yasmeen Rashidi, Christena Nippert-Eng, and Norman Makoto Su

Monday, February 3, 2020

12:00–1:00 PM • Ostrom Workshop, 513 N. Park

Sanctions play an essential role in enforcing and sustaining social norms. On social networking sites (SNS), sanctions allow individuals to shape community norms on appropriate privacy respecting behaviors. Existing theories of privacy assume the use of such sanctions but do not examine the extent and effectiveness of sanctioning behaviors. We conducted a qualitative interview study of young adults (N=23), and extend research on collective boundary regulation by studying sanctions in the context of popular SNS. Through a systematization of sanctioning strategies, we find that young adults prefer to use indirect and invisible sanctions to preserve strong-tie relationships. Such sanctions are not always effective in helping the violator understand the nature of their normative violation. We offer suggestions on supporting online sanctioning that make norms more visible and signal violations in ways that avoid direct confrontation to reduce the risk of harming on-going social relationships.

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Apu Kapadia is an Associate Professor of Computer Science at the Luddy School of Informatics, Computing, and Engineering, Indiana University Bloomington. He is interested in topics related to computer security and privacy, with a recent focus on privacy in the context of cameras and pervasive photography. He has received eight NSF grants, including an NSF CAREER award in 2013, and a Distinguished Alumni Educator Award from the University of Illinois at Urbana-Champaign in 2015.

Presentations are open to the public and are live streamed (see our website for URL and papers). You are welcome to bring your lunch. For questions, contact Allison Sturgeon (sturgeon@iu.edu; 812/855–3151).

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