



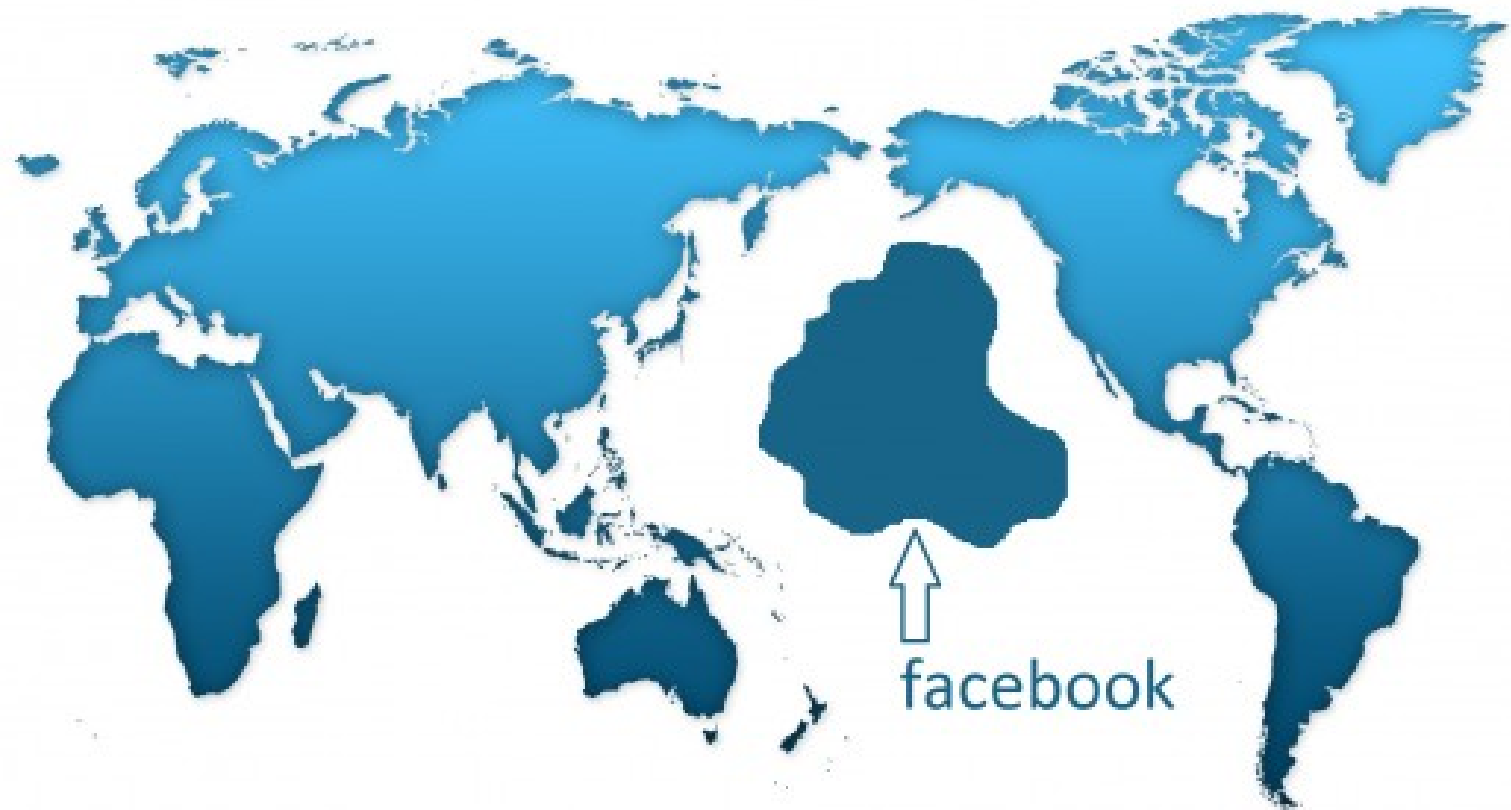
*Nutzerbeteiligung bei Facebook: Wie Millionen  
Nutzer an Entscheidungen über Privatheit und  
Data Governance involviert werden*

**Jens Grossklags**

The Pennsylvania State University

Forum Privatheit – 27. November 2015

# Das größte Land der Welt



Demokratische Prinzipien?

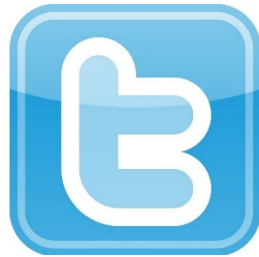
# Vision von sozialen Netzwerken als öffentlicher Raum

*In short, social network sites are **publics** both because of the ways in which they connect people en masse and because of the space they provide for interactions and information. They are **networked publics** because of the ways in which networked technologies shape and configure them. (d. boyd)*

**Networked publics sind jedoch in den meisten Fällen nicht unter Kontrolle der Gemeinschaft.**

# Gegensätzliche Anreize

Unternehmensinteressen



Kompromisspotential?

Nutzerinteressen



# Mangel an Anreizen für Nutzerbeteiligung: Power Imbalance

- Keynote Vortrag von Eric Clemons:
  - Aggressive Nutzung von Konsumentendaten
  - Ausbau von dominanter Marktposition
  - Verstärkung von Lock-In, Switching Costs & Netzwerkeffekten; verringerte Interoperabilität
  
- Nicht nutzerfreundlich, aber “akzeptiert” und wachsend
  
- Warum Nutzerbeteiligung?

**NOTHING  
GOOD CAN  
COME OF THIS**



February 26, 2009

## Facebook Opens Governance of Service and Policy Process to Users

### Releases Draft Principles and Statement of Rights and Responsibilities For User Review, Comment and Vote

**PALO ALTO, Calif. – February 26, 2009** – Facebook® today announced a new approach to site governance that offers its users around the world an unprecedented role in determining the future policies governing the service. Facebook released the first proposals subject to these new procedures – The Facebook Principles, a set of values that will guide the development of the service, and Statement of Rights and Responsibilities that make clear Facebook’s and users’ commitments related to the service. Over the coming weeks, users will have the opportunity to review, comment and vote on these documents. An update to the Privacy Policy is also planned and this change will be subject to similar input.

“As people share more information on services like Facebook, a new relationship is created between Internet companies and the people they serve,” said Mark Zuckerberg, founder and CEO of Facebook. “The past week reminded us that users feel a real sense of ownership over Facebook itself, not just the information they share.”

“Companies like ours need to develop new models of governance,” Zuckerberg added. “Rather than simply reissue a new Terms of Use, the changes we’re announcing today are designed to open up Facebook so that users can participate meaningfully in our policies and our future.”

“This is an unprecedented action. No other company has made such a bold move towards transparency and democratization,” said Simon Davies, Director, Privacy International. “The devil will be in the detail but, overall, we applaud these positive steps and think they foreshadow the future of web 2.0. We hope Facebook will realize these extraordinary commitments through concrete action and we challenge the rest of the industry to exceed them.”



# Regeln

- 7000 Kommentare nötig, um eine Abstimmung zu initiieren
- Abstimmungsergebnisse sind nur dann bindend, wenn 30% der aktiven Nutzer teilnehmen



Facebook  published a note.

April 3, 2009 · 

## Next Steps on Facebook Governance

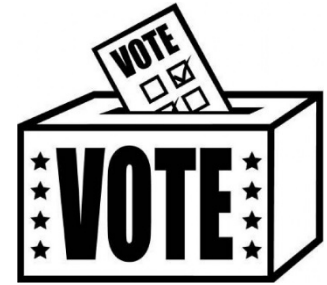
On April 16, we'll be posting revised versions of the documents based on the feedback we've received. We'll also be sharing a written response to the main concerns people have expressed. This will explain in clear language why we did — or did not — make certain changes. This is similar to how U.S. federal agencies create regulations.

At the same time, we'll be asking people to vote on the new revised documents. Voting will begin on April 16 and end on April 23. It will be done through an application developed on Facebook Platform by Wildfire, and the vote tabulation will be audited by an independent auditor to ensure that the results are accurate.

We encourage you to participate in this vote on our new revised documents. If it is approved, all future changes to the Statement of Rights and Responsibilities will go through the same process of notice and comment. As specified in the SRR, we will hold a vote on any proposed change if at least 7,000 people submit comments and the vote will be advisory unless at least 30 percent of our "active users" (people who have logged into Facebook at least once in the previous 30 days) participate in the vote. If turnout is 30% or more, the results will be binding.

Your continued involvement in this process is crucial, and we want to thank everyone who has participated so far. We look forward to taking the next step towards a more democratic system of online governance.

# Abstimmung No. 1



- Abstimmungsthemen:
  - Facebook Principles (“Freedom to Share and Connect”)
  - Statement of Rights and Responsibilities (SRR)
  - Etablierung Abstimmungsverfahren und -regeln

Facebook Site Governance *Vote*

Details Enter Voting Voting Rules Privacy

**Which documents should govern the Facebook Site?**

Choices: \*

- The proposed documents:** Revised Statement of Rights and Responsibilities and Facebook Principles - 4/16/09 (These documents reflect comments from users and experts received during the 30-day comment period.)
- Existing documents:** The current Terms of Use - 9/23/08 (This document was developed entirely by Facebook and does not reflect any third-party outside comments.)





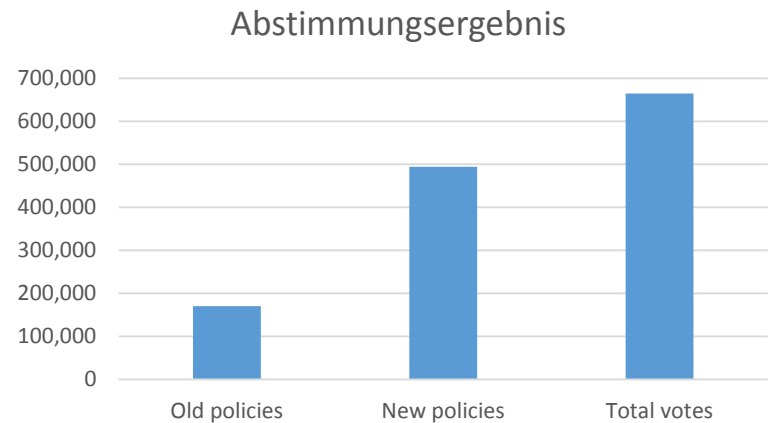
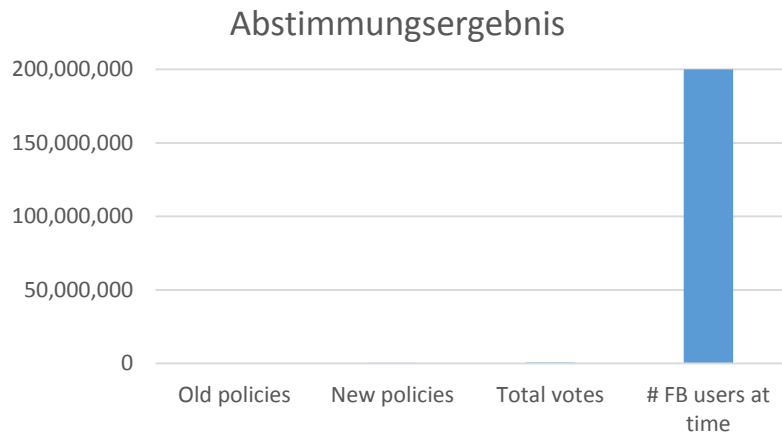
**Was war das Ergebnis?  
(Wahlbeteiligung & Präferenz)**

# Zwischen- ergebnisse einsehbar

- Nach 2662 abgegebenen Stimmen



# Abstimmung No. 1 - Resultat



# 2009-2011 - Keine Abstimmungen

- Oktober 2009:
  - Änderungen der Privacy Policy
  - Schwellenwert von 7000 Kommentaren nicht erreicht
- März 2010:
  - Änderungen der Privacy Policy und SRR
  - Schwellenwert von 7000 Kommentaren nicht erreicht
- Dezember 2010:
  - Änderungen der Privacy Policy
  - Schwellenwert von 7000 Kommentaren nicht erreicht

# Abstimmung No. 2

- Mehrere Perioden für Kommentare
- Weniger als 7000 Nutzerkommentare
- Themen:
  - Updates der SRR und Data Use Policy

Facebook Site Governance Vote

About Enter Voting FAQ



Your voice. Your vote.

**About the Vote**  
Recently, Facebook posted proposed revisions to its Statement of Rights and Responsibilities (SRR) and Data Use Policy, provided explanations of those changes, and invited users to provide comments on these new documents. Now, please vote to let Facebook know which documents you prefer to govern the site.

To be notified about future proposed changes to the documents governing Facebook, please like the Facebook Site Governance Page.

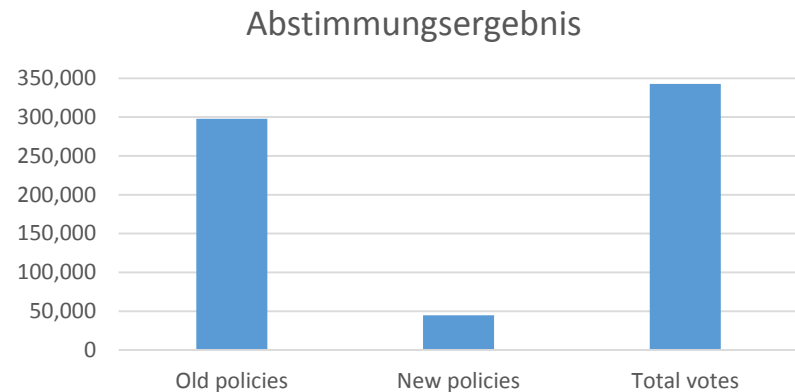
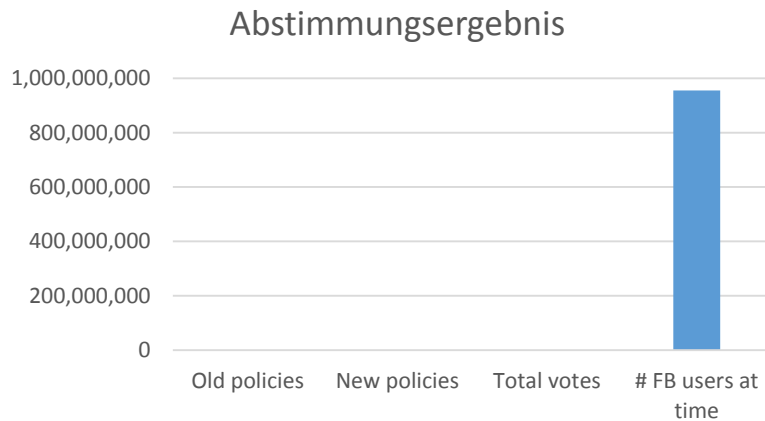
Like 2.1m

**Voting Starts**  
June 1, 2012 at 9:00 am (PDT)

**Voting Ends**  
June 8, 2012 at 9:00 am (PDT)

Enter Voting

# Abstimmung No. 2 - Resultat



Wahlergebnis:

- **Ablehnung** der Änderungen
- Facebook **übernimmt neue** Regeln



# Abstimmung No. 3

- 20,002 Kommentare erzwingen eine Abstimmung
- Thema:
  - **Abschaffung** des Abstimmungsverfahrens

November 21, 2012

## Proposed Updates to our Governing Documents

by **Elliot Schrage**, Vice President, Communications, Public Policy and Marketing

As a result of this review, we are proposing to restructure our site governance process. We deeply value the feedback we receive from you during our comment period. In the past, your substantive feedback has led to changes to the proposals we made. However, we found that the voting mechanism, which is triggered by a specific number of comments, actually resulted in a system that incentivized the *quantity* of comments over their *quality*. Therefore, we're proposing to end the voting component of the process in favor of a system that leads to more meaningful feedback and engagement.



# Facebook to users: Please vote to abolish your right to vote

The social network is proposing to change the way it makes decisions about how Facebook is governed.

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Internet

November 21, 2012  
10:13 AM PST



by *Paul Sloan*  
*@paulsloan*

Facebook has long been big on user feedback -- not just the kind that it collects behind the scenes to decide what products to tweak, develop, or kill entirely. The company in 2009 launched its current site governance model, which gave users the right to vote on **site governance issues**.

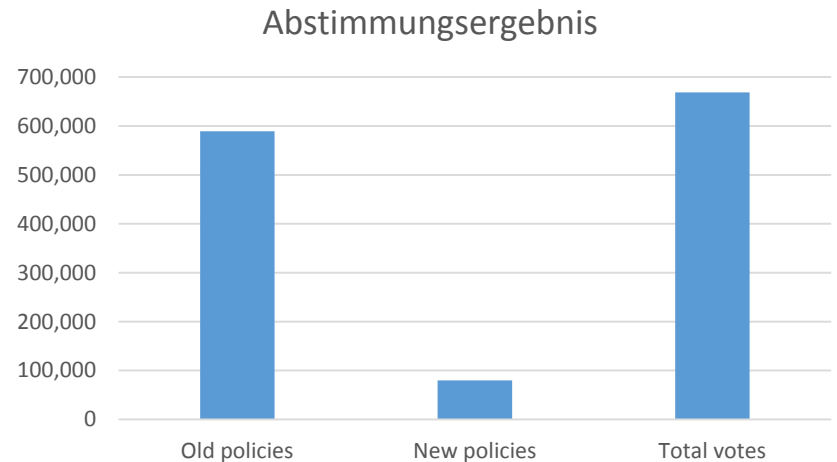
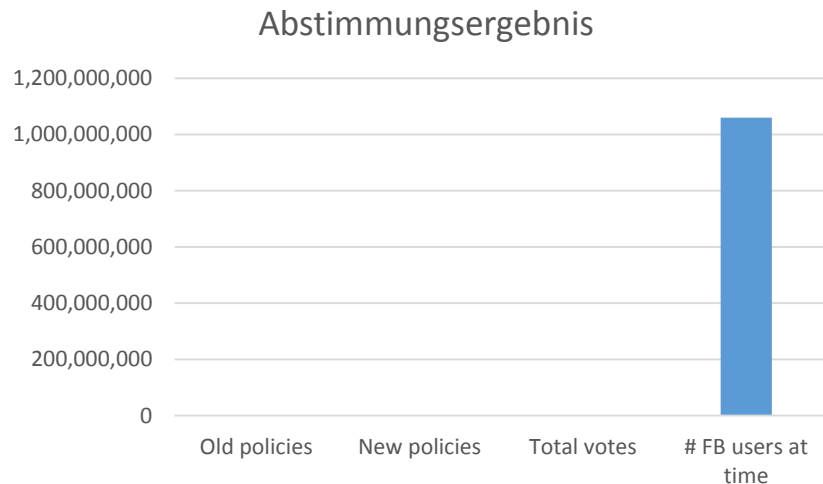






**Was war das Ergebnis?  
(Wahlbeteiligung & Präferenz)**

# Abstimmung No. 3 - Resultat



## Wahlergebnis:

- **Ablehnung** der Änderungen
- Facebook **übernimmt neue** Regeln
- **Abstimmungen sind abgeschafft**



# Reaktionen der Presse



NEWS

## **Vote ends on Facebook privacy changes, for good**

Apathetic users mean vote falls far short of forcing Facebook to keep old rules

By Sharon Gaudin

Computerworld | Dec 10, 2012 5:10 PM PT

The user vote over Facebook's latest proposed privacy policy change is over and [the results](#) showed two things: Facebook overwhelmingly got the go-ahead to [make its policy changes](#) and it showed just how apathetic the site's users are about online privacy.

The vote, which ended Monday at 3 p.m. ET, showed 589,141 users opposed to the change and 79,731 in favor. At first glance, you'd think that means Facebook won't be able to move ahead. That's just not the case, though.

According to Facebook's standing rules, if more than 30% of all active registered users vote, the results are binding. If the voting turnout is less than 30%, the vote is nothing more than advisory. Since Facebook has more than 1 billion active users, more than 300 million people needed to vote for the decision to count.

# Reaktionen der Nutzer (1)

- Analyse der Kommentare begleitend zur Abstimmung
  1. Zeitliche Rahmenbedingungen
    - Thanksgiving Woche
    - Nur wenige Tage für Abstimmung
  2. Informationen schlecht verbreitet
    - Inkonsistenter Email Versand
    - Keine Informationen in Nutzers Timeline
    - “Like” Facebook Governance Site  
(Do you “like” Privacy Policies?)





# Facebook experiment boosts US voter turnout

Mass social-network study shows that influence of close friends raises participation.

Zoe Corbyn

12 September 2012 | Clarified: 12 September 2012

 [Rights & Permissions](#)

Just how much can activity on Facebook influence the real world? About 340,000 extra people turned out to vote in the 2010 US congressional elections because of a single election-day Facebook message, estimate researchers who ran an experiment involving 61 million users of the social network.

The study, published today in *Nature*<sup>1</sup>, is the first to demonstrate that the online world can affect a significant real-world behaviour on a large scale, say the researchers. But the closest Facebook friends exerted the most influence in getting users to the ballot box.

**Today is Election Day** What's this? • close



Find your polling place on the U.S. Politics Page and click the "I Voted" button to tell your friends you voted.

**I Voted**

01155376  
People on Facebook Voted

**Social message**

**Today is Election Day** What's this? • close



Find your polling place on the U.S. Politics Page and click the "I Voted" button to tell your friends you voted.

**I Voted**

01155376  
People on Facebook Voted

 Jaime Settle, Jason Jones, and 18 other friends have voted.

*Ref 1*

Facebook sent out 'informational' (top) and 'social' messages to users during the 2010 US Congressional elections.



# Reaktionen der Nutzer (2)



3. Unverständlichkeit der Änderungsvorgaben für Nichtexperten
  - Verstehen der Worte, aber nicht der Konsequenzen
4. Generelle Ablehnung der Abschaffung des Abstimmungsverfahrens
5. Bestimmte wichtige Themen nicht Teil der Abstimmungsverfahren
  - Einführung Timeline
6. Genereller Widerstand gegen Datennutzung
  - "I oppose" Kommentare
  - "I do not authorize my data to be used for" Kommentare

# Diskussionsthemen

- Zu früh aufgegeben, falsch durchgeführt und/oder “Schnapsidee”?
- Konflikt bzgl. Unternehmensphilosophie der Transparenz (“Transparent Process”)
  - Anregungen zum Beitragen von Nutzerdaten (“Free Flow of Information”)
  - Transparenz der data governance policies (“Common Welfare”)
- Wie motiviert man Massen?
  - Öffentliches Gut: Anreize für Beteiligung an Abstimmungen
  - Gemeinschaftssinn (Interdependenzen)

A large, diverse crowd of people is arranged on a white surface to form the shape of a question mark. The crowd is dense and multi-colored, representing a wide variety of individuals. The word "Questions" is written in a bold, yellow, italicized font across the center of the question mark shape. The background is a plain, light gray, and there are a few small figures scattered around the main crowd, some appearing to be walking or standing near the edges of the question mark.

***Questions***