

QUELLO LECTURE:



PRIVACY IN THE AGE OF AUGMENTED REALITY

ALESSANDRO ACQUISTI

Dr. Acquisti will discuss the feasibility of combining publicly available Web 2.0 data with off-the-shelf face recognition software for the purpose of large-scale, automated individual re-identification; and will discuss whether current "notice and consent" approaches to privacy policy are adequate means for privacy protection in this context.

He will illustrate techniques that can infer personal information (like interests and SSNs) from photos posted to social media. Results highlight implications of the convergence of face recognition technology, online self-disclosures, and the emergence of 'personally predictable' information.

Dr. Acquisti is an associate professor at the Heinz College, Carnegie Mellon University (CMU) and the co-director of CMU Center for Behavioral and Decision Research. He investigates the economics of privacy. His studies have spearheaded the application of behavioral economics to the analysis of privacy and information security decision making, and the analysis of privacy and disclosure behavior in online social networks.

NOV. 14

LECTURE: 6:15-7:15PM

RECEPTION: 7:15-8:00PM

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