



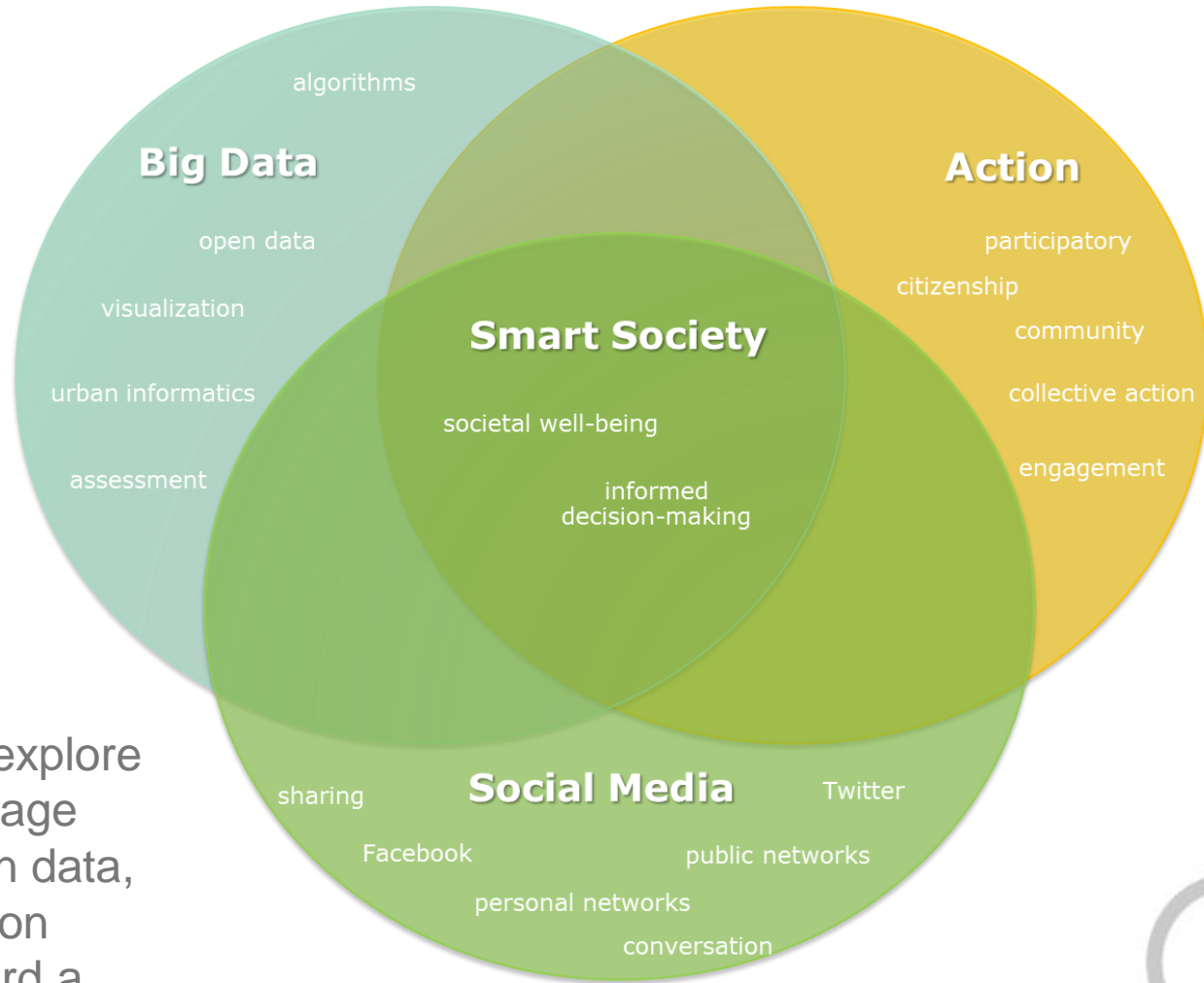
# Designing for the Perils of Public Voice in the Age of Social Media

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Research Scientist & Social Entrepreneur, Third Place Technologies

At Pecha Kucha Seattle Vol. 60: Watch me now. Notes on a Surveillance Society  
February 26, 2015



# Third Place Technologies



Our mission is to explore new ways to leverage social media, open data, and collective action technologies toward a smarter, better society.



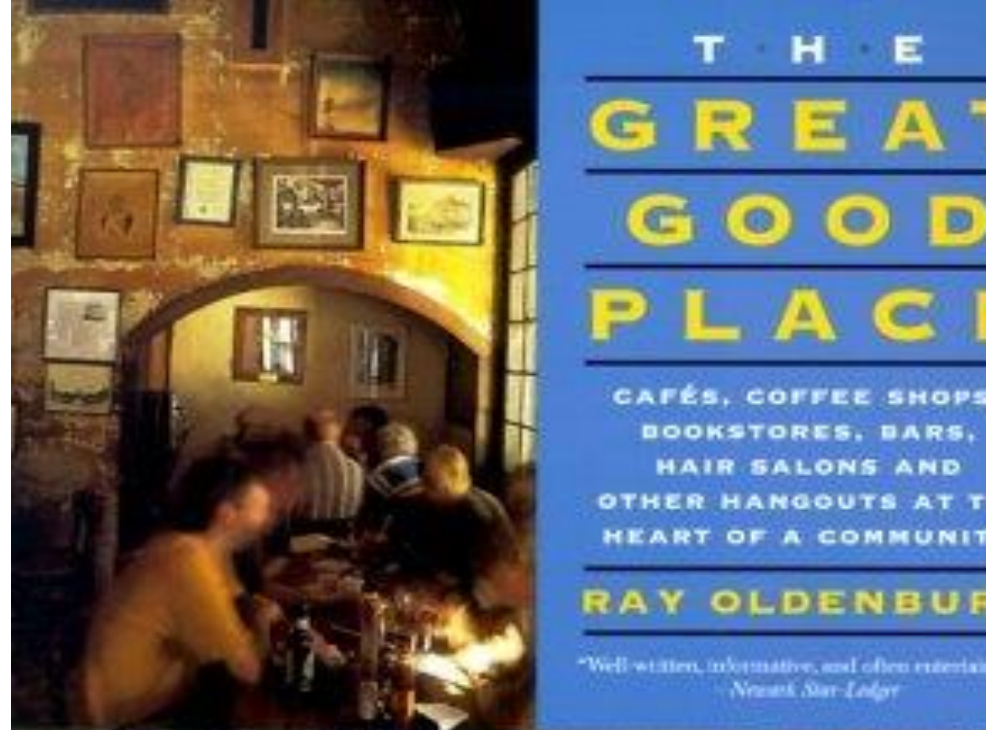
# NETWORKED PUBLICS AS THIRD PLACES

## ► Networked Publics:

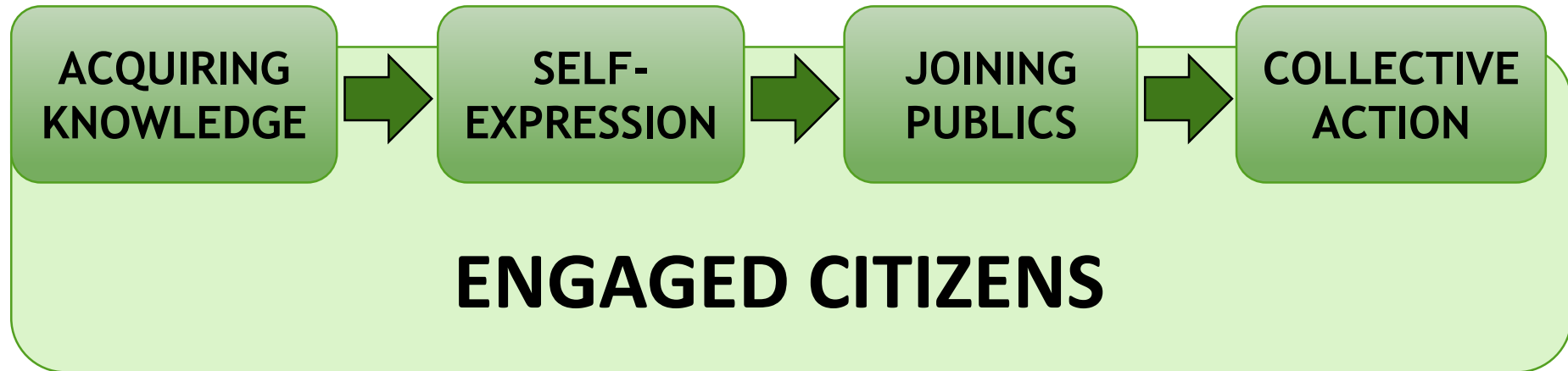
- Social media, community technologies, big social data, Wikipedia, learning networks

## ► Third Places:

- Public places away from home and work
- Gathering places for conversation
- Essential for the emergence of communities and collective action

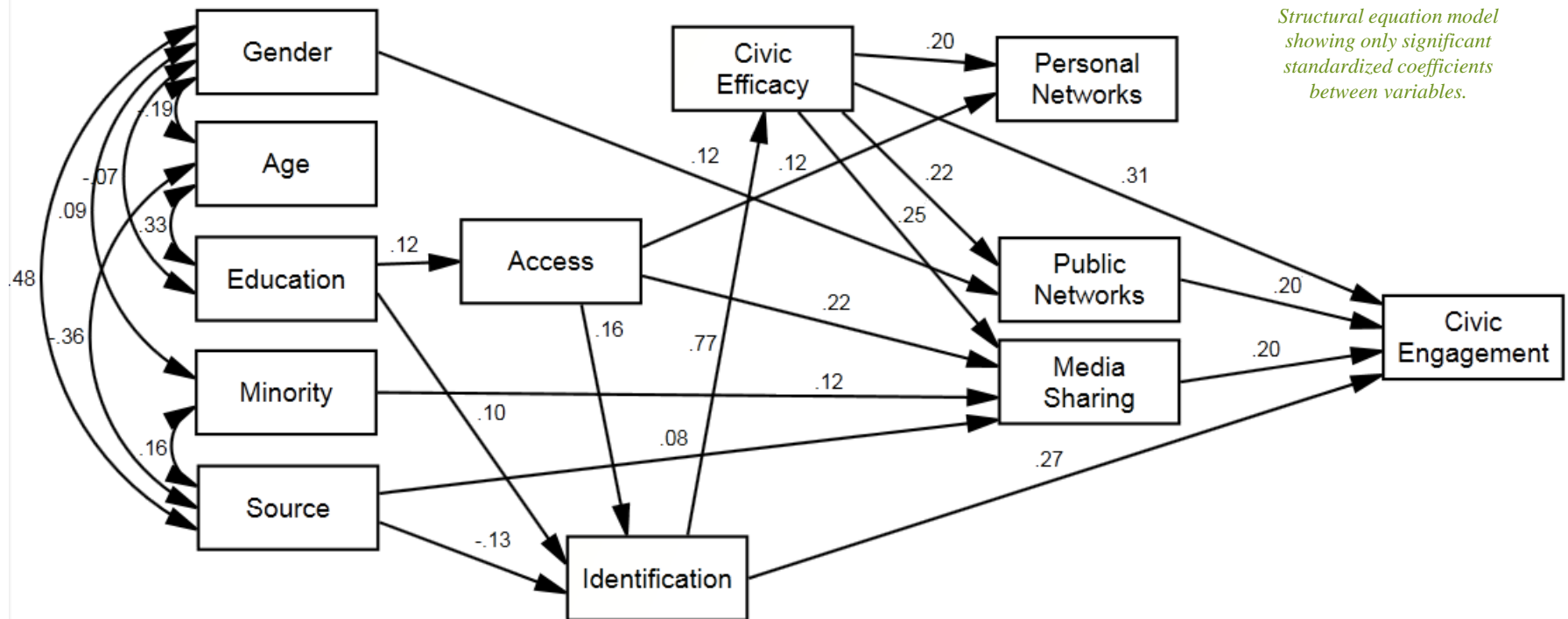


# DESIGNING FOR CIVIC ENGAGEMENT ONLINE



The mere act of participating in public discourse online is a form of civic engagement.

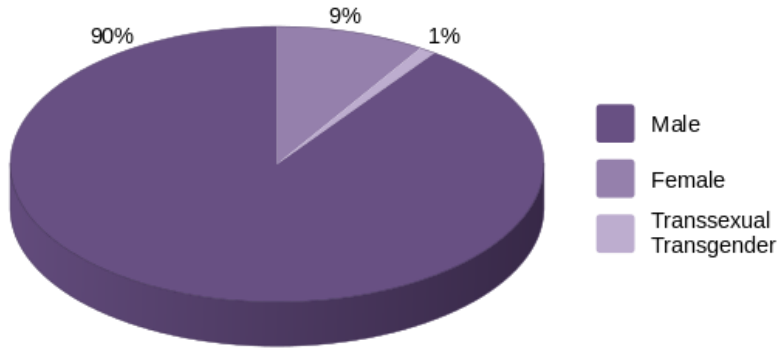
# IMPORTANCE OF HAVING A VOICE IN *PUBLIC* NETWORKS



- Use of public networks and media sharing correlated with civic engagement, *not* use of personal networks

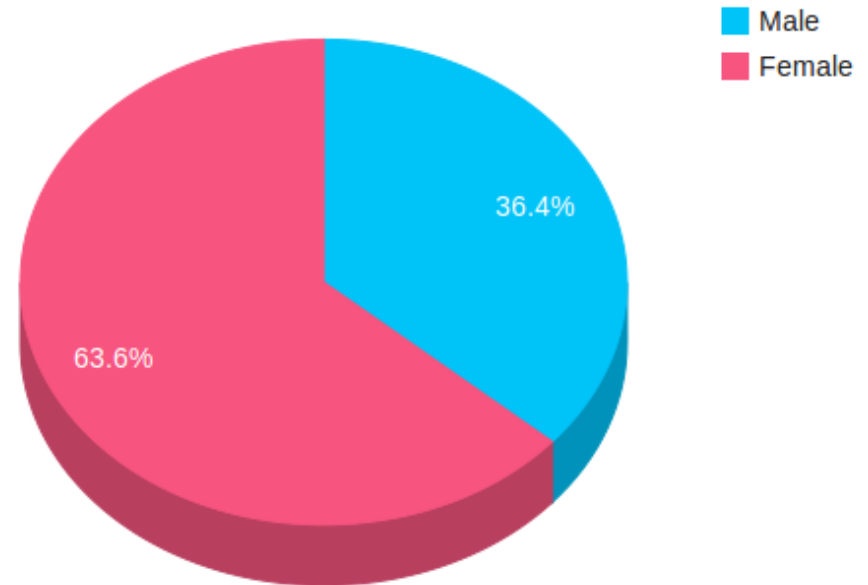
# NOT ALL VOICES EQUALLY REPRESENTED IN PUBLIC SPHERES ONLINE

Wikipedia editors are predominantly male



[http://upload.wikimedia.org/wikipedia/commons/thumb/0/03/Wikipedia\\_editors\\_are\\_predominantly\\_male\\_EN.svg/500px-Wikipedia\\_editors\\_are\\_predominantly\\_male\\_EN.svg.png](http://upload.wikimedia.org/wikipedia/commons/thumb/0/03/Wikipedia_editors_are_predominantly_male_EN.svg/500px-Wikipedia_editors_are_predominantly_male_EN.svg.png)

Distribution of Protected Accounts by Gender on Twitter



Source: [www.beevolve.com](http://www.beevolve.com)


# The Story of #YesAllWomen

On May 24, 2014,  
Elliot Rodger went on  
a premeditated  
killing spree, killing 7  
people including  
himself.

File Edit View Favorites Tools Help  
Email members - SoDApo...

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**TIMESVIDEO**



**VIDEO**

## YouTube Video: Retribution

BY YouTube | May. 24, 2014 | 6:57

Investigators are reviewing a video posted online by Elliot Rodger, 22, who has been identified as the suspect in the shooting and stabbing deaths of six people near the University of California, Santa Barbara.

E-mail Embed Facebook Twitter Pinterest More

**PLAYLIST** Up Next in **VIDEO**



# The Story of #YesAllWomen

*"You girls have never been attracted to me, I don't know why you girls aren't attracted to me, but I will punish you all for it. It's an injustice..."*


*On the day of retribution, I am going to enter the hottest sorority house of UCSB and I will slaughter every single spoiled, stuck-up blond slut I see inside there."*

<http://mashable.com/2014/05/26/yesallwomen-hashtag/>

File Edit View Favorites Tools Help  
Email members - SoDApo...

LOG IN

**TIMESVIDEO**



**VIDEO**

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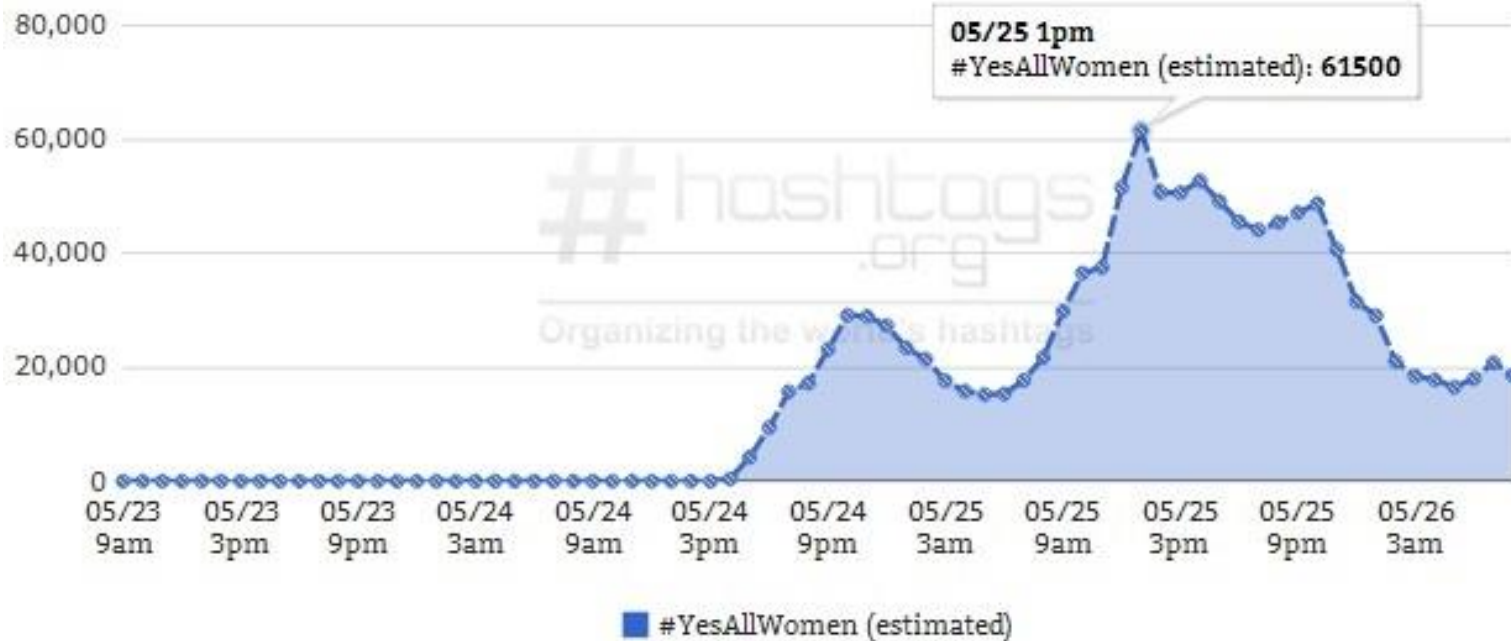
PLAYLIST Up Next in VIDEO



Within a couple of days, 1.2 million Tweets were posted by women sharing their stories of fear, harassment, and sexual assault under the hashtag #YesAllWomen

tweets per hour  
restrict to sample data only

America/Chicago



tweets impressions

1h • 2h • 3h • 6h • 12h • 1d • 2d • 3d • 1w • 2w • 1m • 2m

101 011



**annie cardi**

@anniecaldi

Follow

Because women are taught to carry our keys like a weapon in case we're attacked in a parking lot.

[#YesAllWomen](#)

2:28 PM - 24 May 2014

212 RETWEETS 289 FAVORITES



**Aimee Mann**

@aimeemann

Follow

The cops who asked me "Well, what were you wearing?" when I reported an attack and attempted rape.

[#YesAllWomen](#)

3:47 PM - 25 May 2014

2,011 RETWEETS 2,837 FAVORITES



**Soraya Chemaly**

@schemaly

Follow

BC when my husband asks me to slow down when we walk together I realize he hasn't spent his life avoiding street harassment [#YesAllWomen](#)

3:24 PM - 24 May 2014

709 RETWEETS 1,132 FAVORITES



<http://www.newyorker.com/culture/culture-desk/the-power-of-yesallwomen>

For many women,  
“#YesAllWomen” provided an  
empowering experience,  
giving voice to shared  
experiences that need to be  
addressed.

Yet, it was interspersed with many antifeminist and threatening posts.



Kenny Given @Kennygiven1981 · Dec 4

@SkyNews #YesAllWomen #HeForShe #feminism #feminazi #antifeminism #feminismisawful



[View photo](#)



mensrightsaustralia @mensrightsOZ · Feb 22

Whining Feminists Admit Defeat #FeminismIsAwful #nomra #YesAllWomen #GamerGate #shirtstorm [youtube.com/watch?v=-R7o-2...](https://youtube.com/watch?v=-R7o-2...)

YouTube

Boo-Hoo! Whining Feminists Admit Defeat



**Boo-Hoo: Whining Feminists Admit Defeat**

Having lost the debate, radical feminists are being helped by the corporate media to portray themselves as victims of hate speech in a move to censor their C...

[View on web](#)

Within days, the woman who created the original #YesAllWomen hashtag received so many threats she had to change her account to private.

She was silenced.





# Many are silenced.

In one week of Tweets Anita received: 157 abusive tweets, 15 were death threats and 13 threatened rape. A further 31 were explicitly violent in nature.

<http://www.vocativ.com/culture/society/anita-sarkeesian-threats/>

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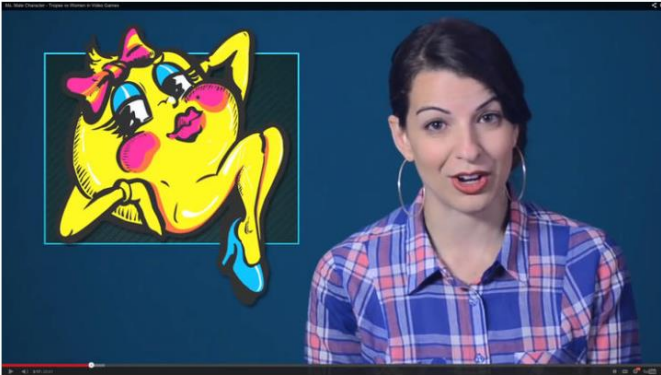
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f t p e p m

Anita Sarkeesian cancels Utah State speech after mass-shooting threat



Anita Sarkeesian, a feminist pop culture critic, canceled her speech set for Wednesday at Utah State University after the college received a threat of deadly violence if she were allowed to speak. (YouTube)

By **RYAN PARKER**  
*contract the reporter*

October 2014



# Gay Teacher Fired After Posting Marriage Announcement On Facebook

The Huffington Post | By Amanda Terkel



Posted: 01/14/2015 3:26 pm EST | Updated: 01/14/2015 3:59 pm EST

9.3k

1478

134

0

155



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A gay substitute teacher in Charlotte, N.C., has been **fired from his job at a Catholic high school** after posting on Facebook about his plans to marry his longtime partner.

Lonnie Billiard taught theater and English at Charlotte Catholic High School for more than a decade. After retiring in 2012, he has remained part of the community as a substitute teacher.

Those ties ended, however, after Billiard revealed his plans to marry Rich Donham, his partner of 12 years. On Dec. 30, Billiard said he received a call from the school's assistant principal saying he was no longer welcome to be a substitute teacher.

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**ANGRY BIRDS** 10.21.14



Jason McGahan

# She Tweeted Against the Mexican Cartels. They Tweeted Her Murder

## First Place



## Second Place



## Third Place

How can we design third place technologies to help assure the benefits of having a public voice online are experienced without harm by all?



# Addressing Online “Hostile Environments”

- ▶ A hostile work environment is a form of harassment.
- ▶ Online public networks may also be hostile environments, **characterized by the cumulative effect of conduct in social media so severe and pervasive it interferes with a citizen’s ability to engage in public discourse.**



- ▶ Social media systems seeking to foster a culture of civic discourse should enact a zero tolerance policy.

# Tools for Segmented Identity

## PRIVACY



<http://www.flickr.com/photos/trekkyandy/168510246/>

## BOUNDARY MANAGEMENT



<http://www.flickr.com/photos/billjacobus1/125510752/sizes/m/in/photostream/>

# Tools for Pseudonymity

- ▶ An identity separate from the “real” you, so that participation in public discourse online cannot lead to personal harm
- ▶ Yet, a persistent identity that may develop its own reputation over time, to increase accountability

The screenshot shows the Reddit interface for the user 'burwor'. At the top, there's a navigation bar with 'MY SUBREDDITS', 'FRONT', 'ALL', 'RANDOM', and various subreddit categories like 'PHILOSOPHY', 'SPACE', 'JOKES', etc. The user's profile header includes the Reddit logo, the username 'BURWOR', and tabs for 'overview' and 'comments'. Below this, the profile statistics are displayed: '48,796 link karma' and '7,764 comment karma'. A yellow box highlights 'burwor's snoovatar'. Below that, there's a 'send message' button and a note that the user is a 'redditor for 5 months'. A blue box shows that gifts on behalf of /u/burwor have helped pay for 30.84 hours of reddit server time. The 'TROPHY CASE' section shows two trophies: 'reddit gold' (Since February 2015) and 'Verified Email'. The main content area shows a list of posts. The first post is titled 'I saw my hero this weekend.' by 'gooseoner' in the 'AdviceAnimals' subreddit, with a plot twist about a chef crying like a little girl. The second post is titled 'Canada's proposed "anti-terror" bill raises alarm bells with former Prime Ministers and Supreme Court justices; PM Harper refuses to budge on lack of oversight of sweeping new powers.' by 'burwor' in the 'worldnews' subreddit, discussing political opinions.

MY SUBREDDITS ▼ FRONT - ALL - RANDOM | PHILOSOPHY - SPACE - JOKES - BOOKS - CREEPY - TIFU - DIY - TWOXCHROMOSOMES - M MORE »

reddit BURWOR overview comments want to join? sign in or create an account in seconds | English

sorted by: new ▼

I saw my hero this weekend. by [gooseoner](#) in AdviceAnimals  
[-] burwor 1 point 42 minutes ago  
Plot twist: chef cries like a little girl.  
permalink context full comments (717)

Canada's proposed "anti-terror" bill raises alarm bells with former Prime Ministers and Supreme Court justices; PM Harper refuses to budge on lack of oversight of sweeping new powers. by [burwor](#) in worldnews  
[-] burwor [S] 1 point 50 minutes ago  
My opinion means a lot. Just because politicians support something doesn't mean it is right. Or that a Supreme Court will strike it down. Very few laws get struck down.  
Politicians have one aim. Re-election. Governing is ancillary.  
permalink context full comments (56)

**burwor**  
48,796 link karma  
7,764 comment karma  
burwor's snoovatar  
send message redditor for 5 months  
gifts on behalf of /u/burwor have helped pay for 30.84 hours of reddit server time.

TROPHY CASE what's this?  
reddit gold Since February 2015  
Verified Email





**SOCIAL  
MEDIA  
AHEAD**

- ▶ Social policy fostering a culture of respect
- ▶ Legal adaptation balancing free speech and principle of no harm
- ▶ Socio-technical system design to mitigate real threats to well-being