

Duty of care in information management

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Public libraries and the public

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Core public library values

- The public interest
- Accurate information
- Free speech
- Inclusion and human rights

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How (we hope) the public see us

- Experts in knowledge and information issues
- Reliable IT advisors
- Sources of quality information
- Supporting their interests, collectively and individually
- Intelligent, informed, civic-minded
- Trusted

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Social media

Actual headlines about Facebook

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Privacy

- [Facebook forces you to expose your phone number to the whole world in order to turn on two-factor authentication](#)
- [Facebook reportedly gets deeply personal info, such as ovulation times and heart rate, from some apps \(NOT Facebook apps, other apps that use Facebook code\)](#)
- [Facebook data leak: Australia's privacy commissioner to investigate](#)
Quote: “Facebook has admitted 311,127 Australian users are likely among the up to 87 million users worldwide whose data was [leaked]”
- [How Facebook Hackers Compromised 30 Million Accounts \[separate incident\]](#)
- [Facebook Stored Millions of Passwords in Plaintext—Change Yours Now](#)

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Truthful, accurate information and measured discourse

- ['They don't care': Facebook factchecking in disarray as journalists push to cut ties](#)
- [A global guide to state-sponsored trolling](#)
- [On Thanksgiving Eve, Facebook quietly admitted to hiring dirty tricksters to publish an anti-Semitic Soros hoax smearing its critics](#)
- [One year in, Facebook's big algorithm change has spurred an angry, Fox News-dominated — and very engaged! — News Feed](#)
- [How Everyday Social Media Users Become Real-World Extremists](#)
- [Facebook reveals news feed experiment to control emotions \[older, but relevant\]](#)

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Democracy

- [Revealed: how Italy's populists used Facebook to win power](#)
- [The "Yellow Vest" Riots In France Are What Happens When Facebook Gets Involved With Local News](#)
- [How Trump Consultants Exploited the Facebook Data of Millions](#)
- [Facebook Could Decide an Election Without Anyone Ever Finding Out](#)
- [Misinformation Is Endangering India's Election](#)
- [What Facebook Did to American Democracy](#)
- [Exiled Cambodian opposition leader sues Facebook in California over allegations of collusion with Cambodia's dictator](#)
- [Fans of Brazil's new fascist president chant "Facebook! Facebook! Whatsapp! Whatsapp!" at inauguration](#)
- [Facebook probed by Australian Electoral Commission over mysterious political ads](#)

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CONTENT WARNING: hate, violence

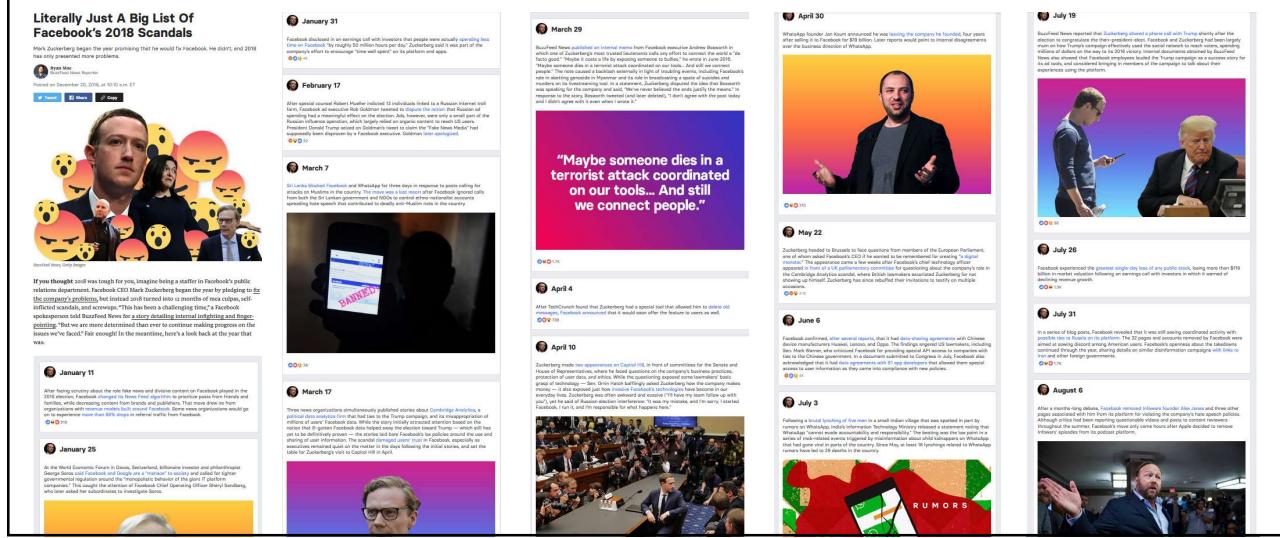
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Social inclusion, safety, & basic human rights

- [Sri Lanka Is Blocking Facebook For Three Days In Response To Violence Against Minorities](#)
- [“We Had To Stop Facebook”: When Anti-Muslim Violence Goes Viral](#)
- [Facebook Enabled Advertisers to Reach ‘Jew Haters’](#)
- [Facebook Allowed Advertisers to Target Users Interested in “White Genocide” — Even in Wake of Pittsburgh Massacre](#)
- [Hatebook – Inside Facebook’s Myanmar operation](#)
- [A Genocide Incited on Facebook, With Posts From Myanmar’s Military](#)
- [Facebook: We didn’t do enough to prevent Myanmar violence](#)
- [The New Zealand shooting shows how YouTube and Facebook spread hate and violent images — yet again](#)

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Literally Just A Big List Of Facebook's 2018 Scandals



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Not just Facebook

- WhatsApp (owned by Facebook)
- Instagram (owned by Facebook)
- YouTube (owned by Alphabet/Google)
- AdSense (owned by Alphabet/Google)
- Twitter
- Equifax (owns Mercury, powers a lot of Council/library recruitment)
- [Kanopy](#)
- many others

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What can we do?

These systems are big and beyond the power of libraries alone to change.
But should we be *supporting* them?

- We lend them our credibility when we teach people to use them
- We lend them our credibility when we use them ourselves
- We give them money when we buy ads from them
- We act as bystanders while our community puts their private information into untrustworthy hands, and uses services that flatly contradict our mission of quality information and discussion

Can we please at least think about stopping?

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What can we do?

Some practical ideas for individual libraries:

- Develop (and actually apply) standards for services we use around:
 - Notification of data breaches
 - Meaningful penalties for breaches
 - Quality of moderation
 - Human rights principles
- Have dedicated educational materials for the public about
 - Network effects (and alternative options)
 - The importance of privacy even if you “have nothing to hide”
 - Free speech and hate speech

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What can we do?

Some practical ideas for us as a profession:

- Advocate collectively
 - Commit real resources to keeping informed
 - Tell stories that show why it matters
 - Give people a trusted public voice to rally around – the public are sick of it
 - Develop advice for libraries around the standards mentioned above
 - Support each other in insisting on those standards
- Find and share alternatives
 - See examples following
 - Work with the Free & Open Source Software community

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What can we do?

Some practical ideas for us as a profession:

- Partner with relevant human rights organisations
 - Digital Rights Watch
 - Privacy International
 - Electronic Frontier Foundation
 - Amnesty International
- Pool resources to solve the collective problems
 - Prepare issues guidance and talking points for library staff
 - Find and educate the profession about better tools
 - Develop our own tools

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What can we do?

Some practical ideas for us in this room right now:

- Form a working group to explore alternatives
- Pass a motion asking the PLV as a whole (and the rest of the sector) to dedicate resources to the problem

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Some starting alternatives

- [Scuttlebutt](#) – decentralised, can operate over internet or sneakernet (physically connecting devices)
- [Diaspora](#) – Also decentralised, free/open, integrated with TOR anonymous VPN. Integration with current social media giants.
- [Vero](#) – subscription model – no ads, no data mining. (Currently seeking to build a user base and offering free lifetime subscriptions.) Maybe they'd be interested in library subscriptions?
- [Signal](#) – end-to-end free/open source encrypted messaging service
- [Mastodon](#) – open source Twitter-like

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Over to the group

- Do we as trusted community servants have a duty of care to the people we serve?
- Should that inform policy around which services we use, which we support customers to use, how we support customers, and so on?
- What is our responsibility...
 - ...to keep informed ourselves?
 - ...to inform our public?
 - ...to use economic and social leverage to change policy?
 - ...to boost superior alternatives that offer acceptable protections?