

Protecting the Right to Be Let Alone From the Eyes of the Yik Yak Herd

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University of South Carolina**



The Herd



IS WATCHING YOU

Hey good lookin'!!

<http://www.peopleofwalmart.com/>



Like · Comment · Share · 400 72 45



Mission:
Keep
America
Laughing

That's Mr. Brillo to you.

<http://www.peopleofwalmart.com/>



Like · Comment · Share · 973 210 244



Passenger Shaming

January 30

Hey guys, stop doing this. Now.

#PassengerShaming



Share

287 131 23 Shares

M-I-C....

[NOT shaming, just sharing]



Like · Comment · Share · 8,201 1,513 1,170

Passenger Shaming: Don't End Up Here



Gamecock Makeout @GamecockMakeout · Jan 24
Wait. Hollister shorts DT are a thing?

← ↻ 2 ★ 44 ...



Gamecock Makeout @GamecockMakeout · Jan 25
"Please suck on my face"

← ↻ 3 ★ 17 ...



Get a live feed of what
people are saying around
you.

Upvote what's good &
downvote what's not.

Join your local herd today to
ride the yak.



New

Hot



My GPA

Help I've fallen and I can't get up.

3h ago

3 replies



38



That awkward moment when you're in the bathroom stall and you make eye contact with the person checking to see if the stall is empty.

2h ago



25



tydrollics

I tried to FaceTime campus police last night.

1h ago

13 replies



24



Shout out to the girl in the red sweater on the library steps. Looking real good.

2h ago

5 replies



17



I hate when my phone says "searching," but when it does I hold it to my heart... And whisper "Me too phone, me too."

30m ago



15



The guy next to me in the library is smacking so loud. It's infuriating.



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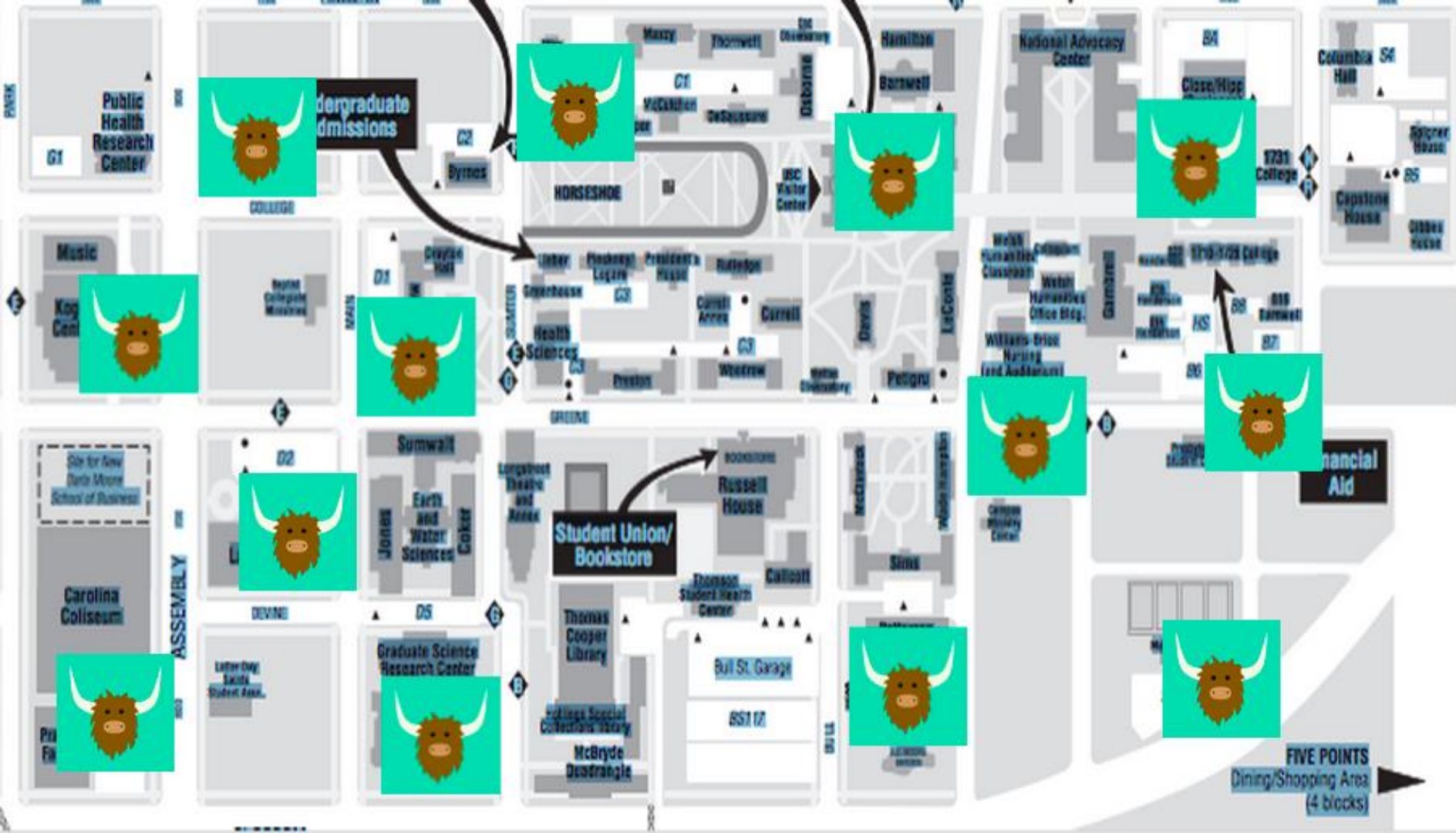
30m ago

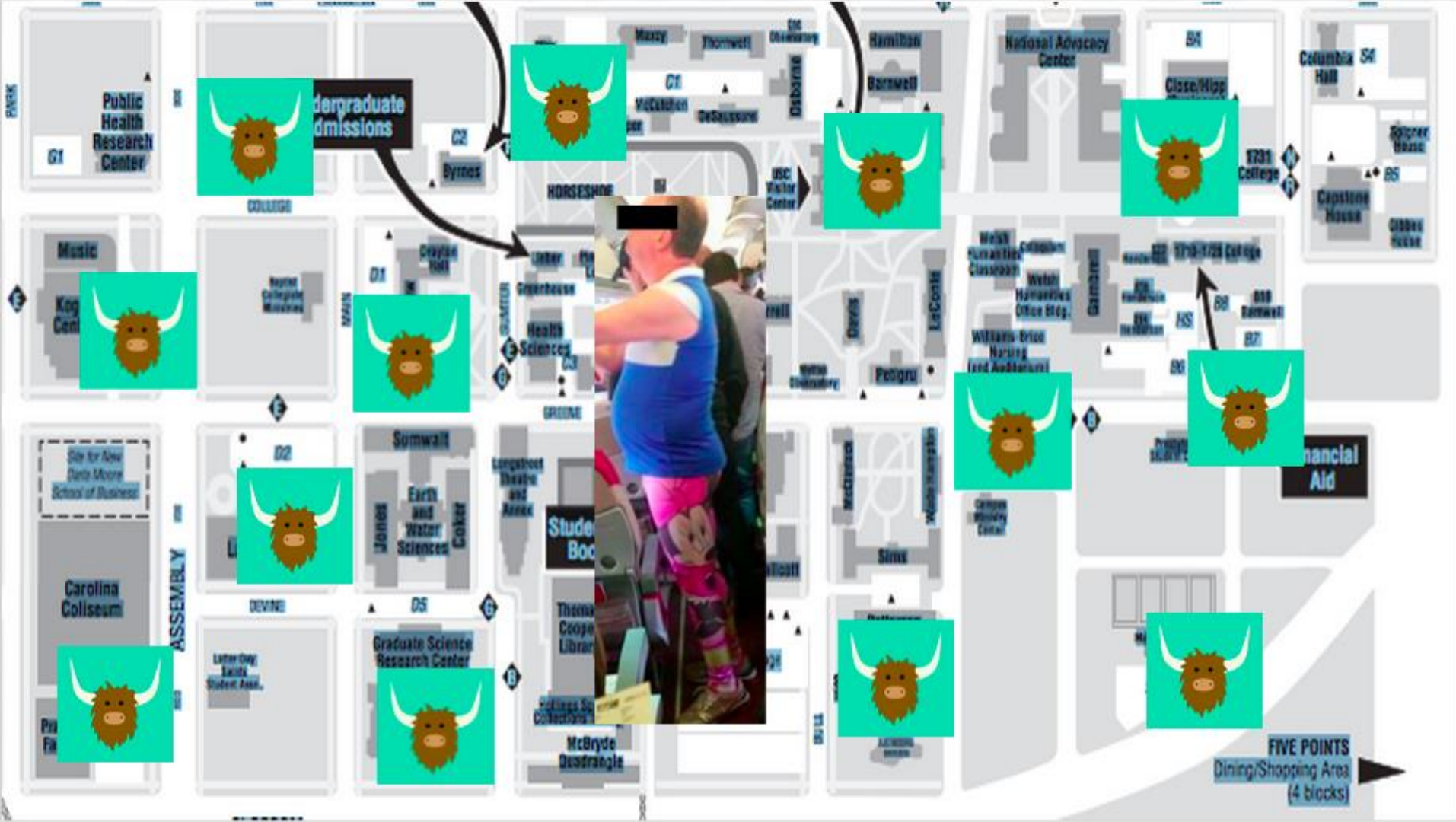


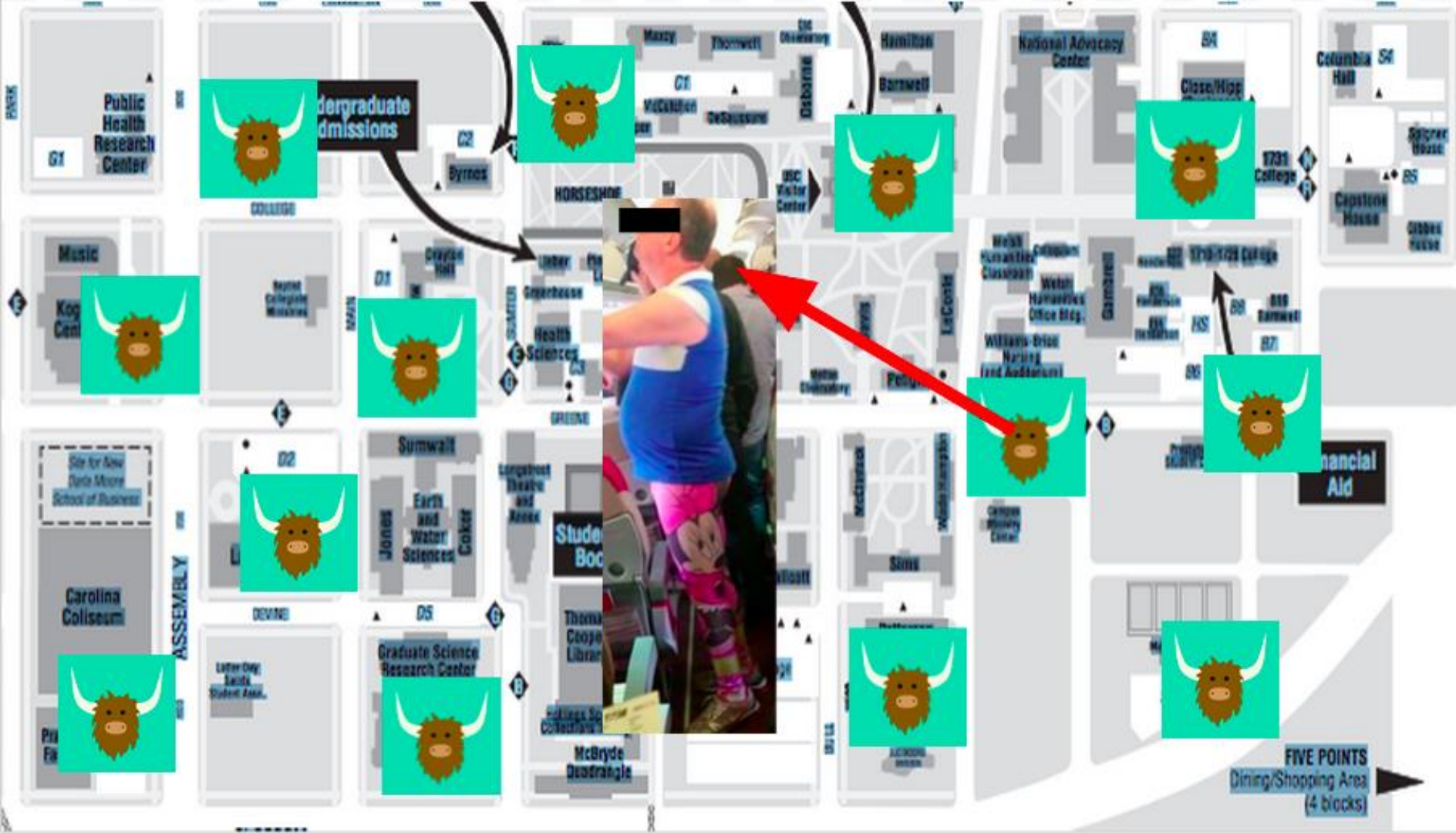
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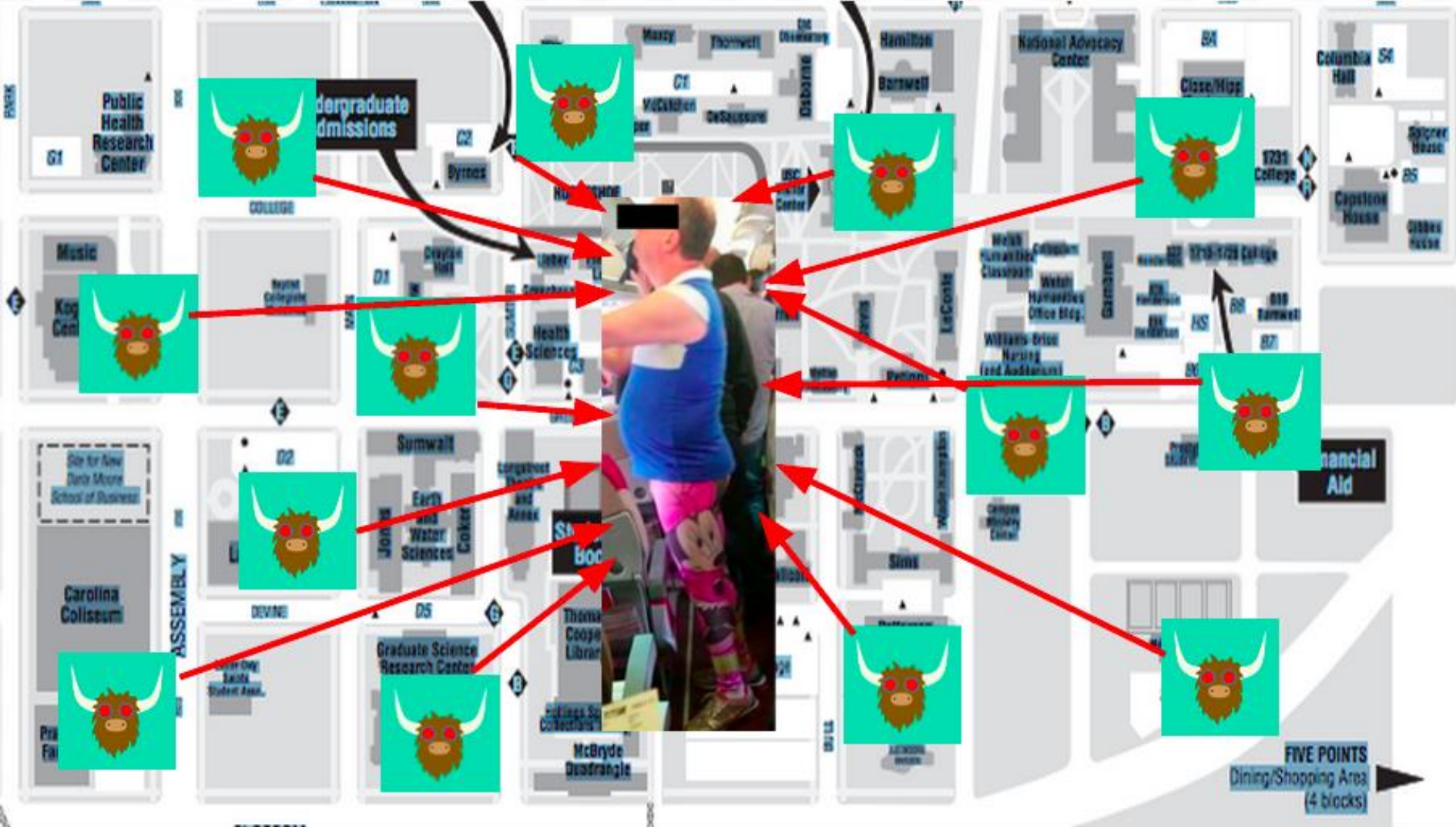
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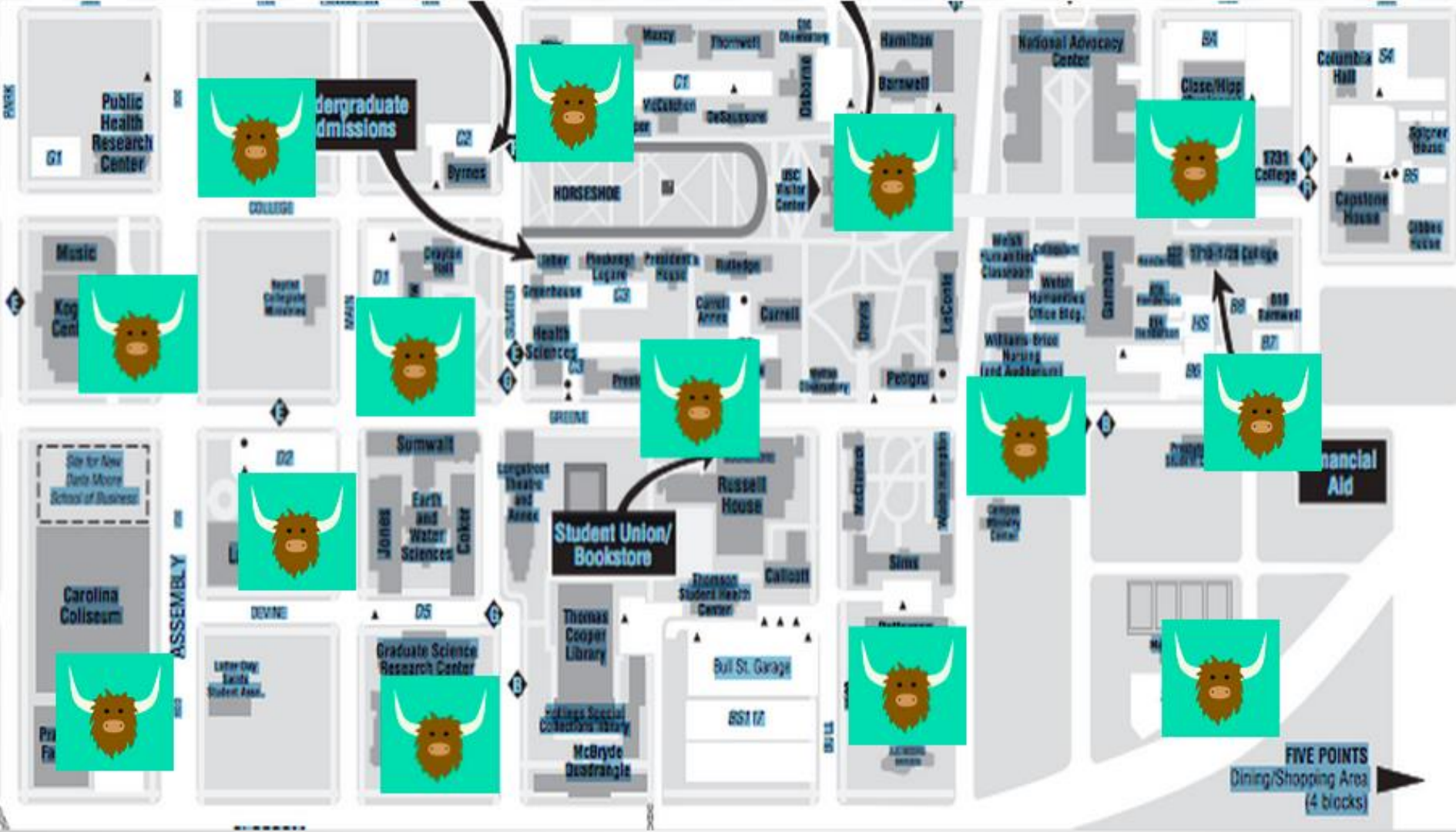


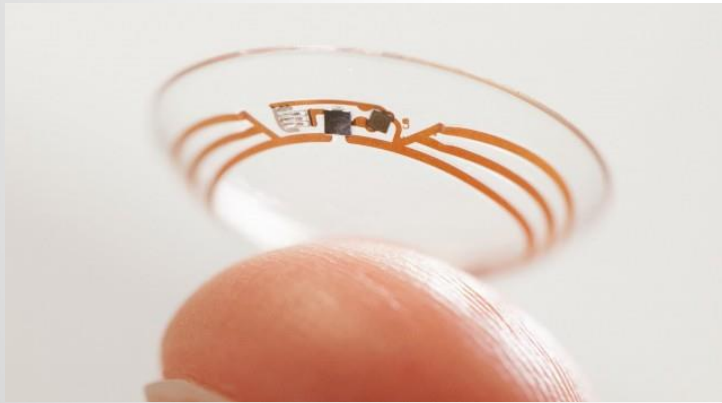










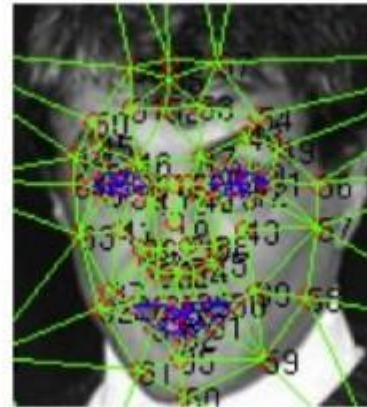


You will never know when you are being broadcast



Facebook experimental **facial recognition** technology matches faces in two photographs with **97.25%** accuracy.

Humans put to the same test have **97.53%** accuracy





Any behavior observed by anyone may potentially be watched by anyone else at anytime on the web.

Political / Legal Solution

- Privacy law traditionally aimed primarily at privacy infringements from state and corporate agents
- **Privacy law must be revamped to protect against similar invasions from “the herd”**

Political / Legal Obstacles

1. Invasion in public spaces

- No reasonable expectation of privacy

2. Free speech issues

- Shutting down sites is a violation

The Right to Be Let Alone

“Numerous mechanical devices threaten to make good the prediction that ‘what is whispered in the closet shall be proclaimed from the house-tops.’”

- Warren and Brandeis, “The Right to Privacy” (1890)

