

LIS-3353

Pseudoanonymity
And
Quasi-Anonymity

Interesting pseudonymous people

- Deep Throat (Watergate)
- Why
- Banksy
- Satoshi Nakamoto

Myspace. Ugly pages, horrible poetry..



Disposable identities

Important tool for human development..

..or, would you rather your “permanent record” suddenly become reality?

(this is both a very technical and very social issue)

Furthermore...the value of pseudonyms.

- Consider content of Facebook/Google v.

Reddit, et al

Quasi-Anonymity

- When people aren't perfectly hidden, but more or less act like it.

....A/S/L?

Quasi-Anonymity

When people aren't perfectly hidden, but more or less act like it.

Today:

Twitter? Snapchat? Instagram (any service with pseudonyms?)

Not facebook....

What about data gathering?

Surely, there's a way to store data to make it not personally identifiable?

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..uuuuh.

33 bits of “entropy?”

What about data gathering?

- Examples of (reversed) entropy.

The Magic Genie in Reverse
Quarter Map System

What about data gathering?

OR:

87% of all people are uniquely identified by

Zip + DOB + Gender.

“Anonymization” is HARD.