

Of **Data, Ethics,** and **Leadership** Building a National Conversation for Web Privacy and Web Analytics

CNI Spring 2019

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Outline

1. **Project Background**
2. **Project Outcomes**
3. **Future Directions**

Project Background

■ **Background** — Project Title

A National Forum on Web Privacy and Web Analytics

Background — Funding



Background — Personnel

- **Scott Young**, PD
- **Sara Mannheimer**, co-PD
- **Jason Clark**, co-PD
- **Lisa Janicke Hinchliffe**, Project Analyst
- **Jacqueline Frank**, Forum Facilitator
- **David Swedman**, Grants Coordinator

■ Background — Goals

- Critically address web analytics practices
- Develop a roadmap towards privacy-aware, values-driven analytics

■ **Process** — Forum Event

Process — Forum Event



■ **Process** — Participants

Andrew Asher, Assessment Librarian, Indiana University
Tyler Bass, Computer Science Undergraduate Student, Montana State University
Erin Baucom, Digital Archivist, University of Montana
Steve Borrelli, Head of Library Assessment, Penn State University
Deborah Caldwell-Stone, Deputy Director, ALA OIR
Danielle Cooper, Senior Researcher, Ithaka S+R
Edward M. Corrado, Acting UL, Naval Postgraduate School
Tristan Denyer, UX, UI, and Product Designer
Alex Dolan-Mescal, Design Consultant and UX Designer on DocNow
Emily Drabinski, Coordinator of Library Instruction, LIU Brooklyn
Tabatha Farney, Web Services Librarian, UCCS
Susanna Galbraith, Virtual Services Librarian, Health Sciences Library, McMaster University
Anne T. Gilliland, Scholarly Communications Officer, UNC
Chris Gilliard, Professor of English, Macomb Community College
Cody Hanson, Director of Web Development, University of Minnesota
Margaret Heller, Digital Services Librarian, Loyola University Chicago
Lisa Janicke Hinchliffe, Professor/Coordinator for Information Literacy Services and Instruction, University of Illinois at Urbana-Champaign
Magera Holton, Co-Founder and Designer, Related Works
Qiana Johnson, Collection and Organizational Data Analysis Librarian, Northwestern University
Anne Klinefelter, Director of the Law Library, UNC
Manisha Khetarpal, Librarian, Maskwacis Cultural College
Martha Kyrillidou, Principal, QualityMetrics

Nettie Lagace, Associate Director for Programs, NISO
Topher Lawton, Instructional Technology and Assessment Librarian, Georgetown University
Monica Maceli, Assistant Professor, School of Information, Pratt Institute
Mark Matienzo, Collaboration & Interoperability Architect, Stanford University
Donovan Pete, Diné Graphic and Web Designer, Program Supervisor, Torreon Community Library
Matthew Regan, Instructional Services Program Leader, Montana State University
Rebecca Ricks, Ford-Mozilla Open Web Fellow, Human Rights Watch
Yasmeen Shorish, Data Services Coordinator, JMU
Maura Smale, Chief Librarian, New York City College of Technology
Santi Thompson, Head of Digital Research Services, University of Houston
Bonnie Tijerina, Librarian, Entrepreneur and Library Community Convener, and Data & Society Fellow
Ken Varnum, Senior Program Manager, University of Michigan
Kelvin Watson, Director, Broward County Libraries
Jaci Wilkinson, Web Services Librarian, University of Montana
Becky Yoose, Library Applications and Systems Manager, Seattle Public Library
Katie Zimmerman, Scholarly Communications & Licensing Librarian, MIT
Angela Zoss, Assessment and Data Visualization Analyst, Duke

Project Outcomes

■ Outcomes — Actions

■ Outcomes — Actions

What we produced

- “Pathways to Action”
- “Action Handbook”

■ Outcomes — Actions

What we produced

- “Pathways to Action”
- “Action Handbook”

What we’re asking of you

- Community engagement
- Leadership for turning ideas into action

■ Outcomes — Actions

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■ **Outcomes** — Action Handbook

- Practical recommendations for implementing privacy-oriented analytics practices

■ **Outcomes** — Action Handbook

- Practical recommendations for implementing privacy-oriented analytics practices
- Technical and Social action items

■ Outcomes — Action Handbook

Google Analytics Implementation

Many libraries have installed Google Analytics with the basic configuration. A few easy-to-implement changes can add benefits to the performance and the privacy of your website.

1. forceSSL
2. anonymizeIP
3. Google Analytics API (<https://minimalanalytics.com/>)

■ Outcomes — Action Handbook

Alternative Analytics

- Matomo
- Countly
- SimpleAnalytics
- Open Web Analytics
- Server Logs

Outcomes — Action Handbook

Staff Skills and Competencies

Core Privacy Concepts

- Information security management and governance, including frameworks, controls, cryptography and identity, and access management (IAM).

Understanding privacy vulnerabilities

- Cloud computing and network vulnerabilities, web browser vulnerabilities

Auditing data

- Developing information lifecycle plans, data identification and classification systems, data flow diagrams, data retention and deletion

Preparing data

- De-identifying and Anonymizing Personally Identifiable Information

■ Outcomes — Action Handbook

Privacy Indicators

- 1—Collect only the data needed for your use case.
- 2—Support analytics tools that allow retention and downloading of your own data in open formats.
- 3—Support analytics tools that allow the setting of a data retention strategy and enable the complete removal of data.
- 4—Implement analytics tools that allow for anonymization and/or deidentification, and the removal of personally identifiable information (PII).
- 5—Implement analytics tools that have support for emerging international privacy standards (e.g., General Data Protection Regulation).

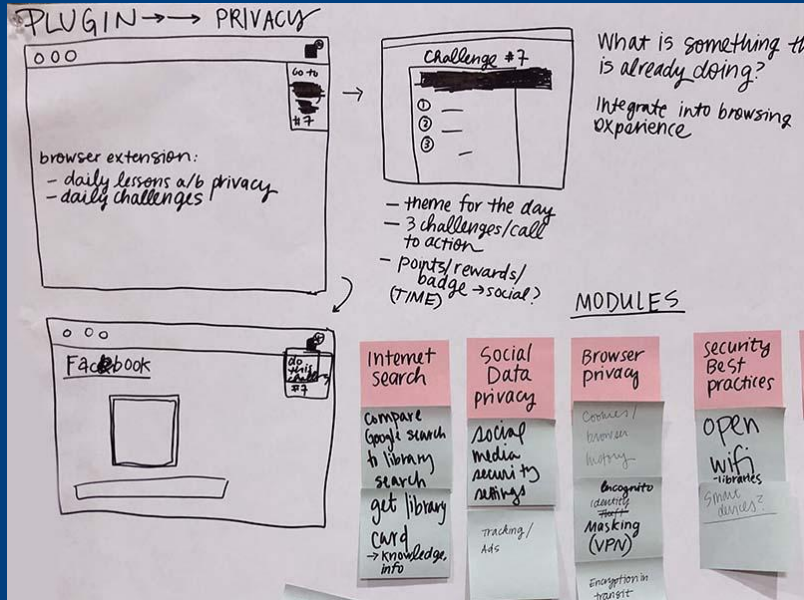
■ Outcomes — Actions

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■ **Directions** — Pathways to Action

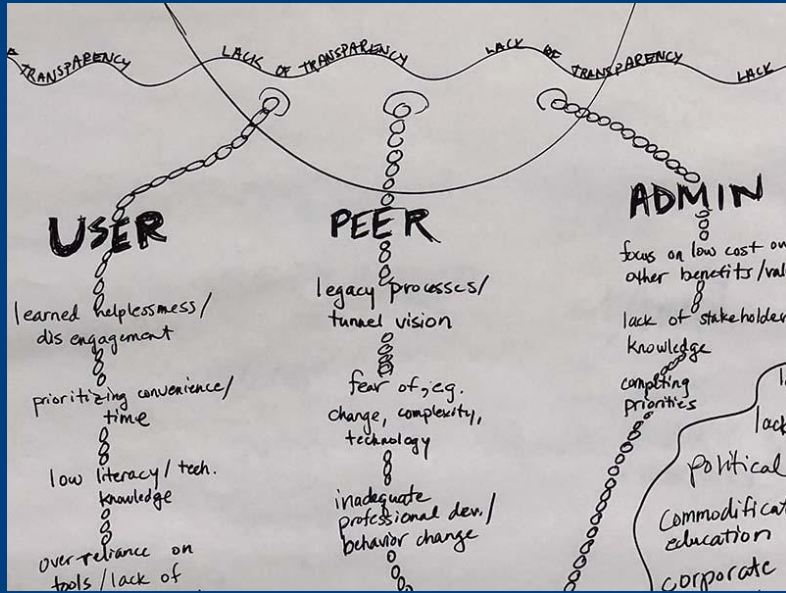
- Assessment Toolkit (1)
- Research Institute (2)
- Leadership Training (3)
- Privacy Policy Workshops (4)
- Model License (5)
- Tribal Communities (6)
- Privacy Certification (7)
- Analytics Dashboard (8)

Outcomes — Assessment Toolkit



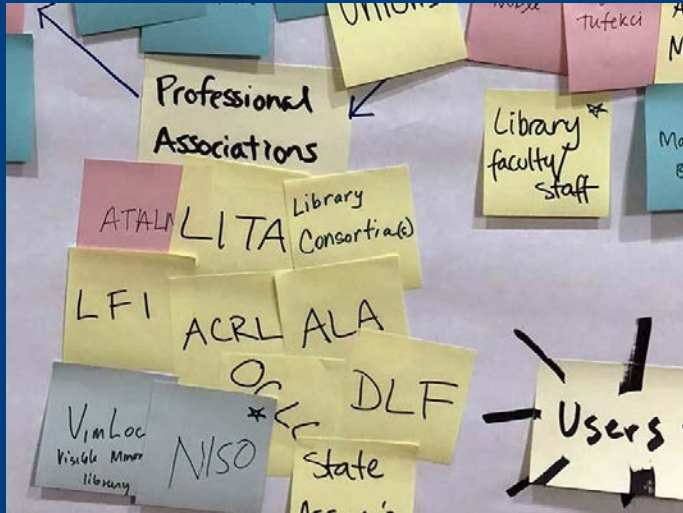
- Tools and best practices for implementing privacy-aware and user-conscious assessment

Outcomes — Research Institute



- Support evidence-based privacy advocacy
- “Redefining metrics in a way that redefines success.”

Outcomes — Leadership Training



- A privacy-focused ethics and equity module for leadership training organizations

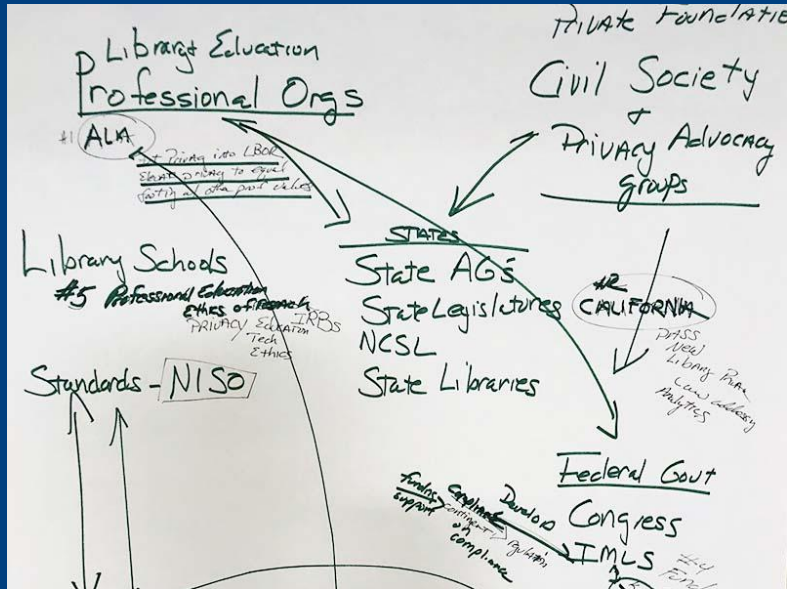
Outcomes — Policy Workshops

Privacy Policy Workshop

MUST	<ul style="list-style-type: none">- Ability to draft a policy ^{draft} policy for your organizational context- Open access [remixable] curriculum (CC-BY!)- Dedicated maintainers/updaters	
SHOULD HAVE	<ul style="list-style-type: none">- Sponsoring organization for hosting materials- Clear sense of audience level.- Ability for participants to get institutional buy-in- Strategies to encourage/enable use by underfunded institutions	<p>Like AdaCamp or The Four</p> <p>Marketing</p>
SHOULDN'T HAVE	<ul style="list-style-type: none">- Fee beyond nominal cost- Multiple sessions to complete- Excessive jargon / length (if possible)	
COULD HAVE	<ul style="list-style-type: none">- Vendor sponsorship- Sunset date / exit strategy ^{strategic plan}- Promotion to libraries, schools	<p>Leverage State Library Associations</p>

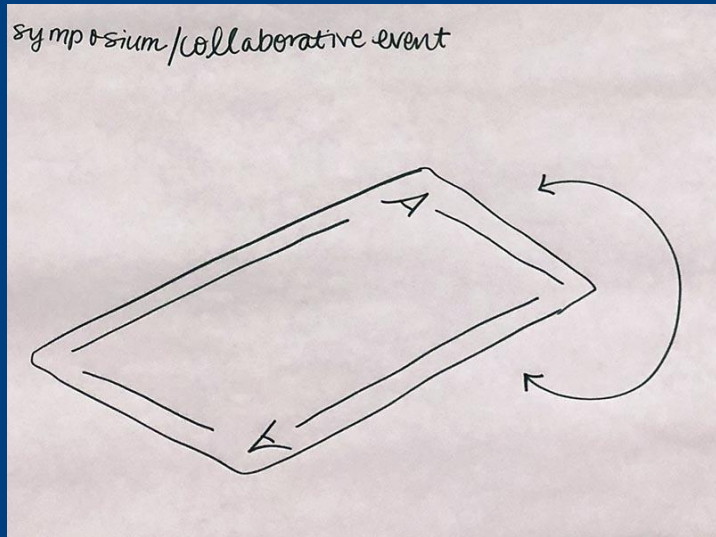
- Professional development workshops for library workers on writing and implementing library privacy policies

Outcomes — Model License



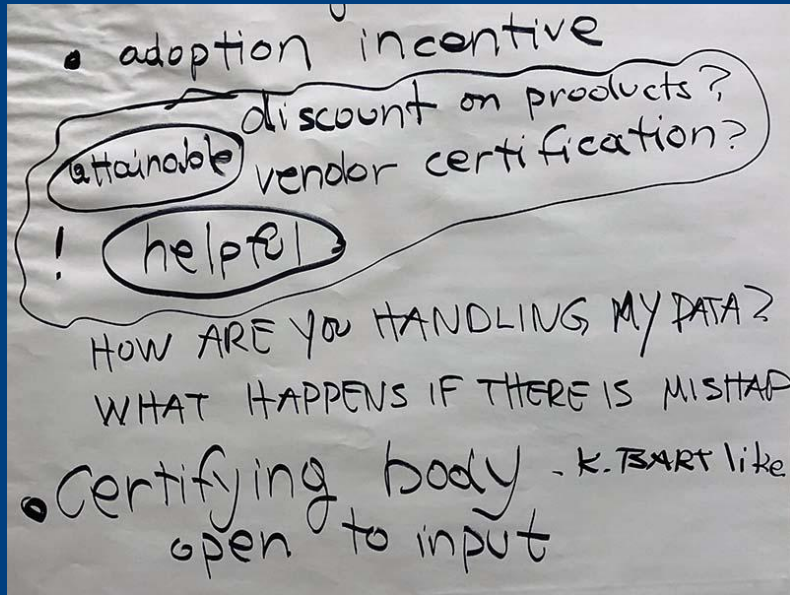
- Equip libraries with model licensing language that can promote patron privacy in third-party systems.

Outcomes — Tribal Colleges and Universities



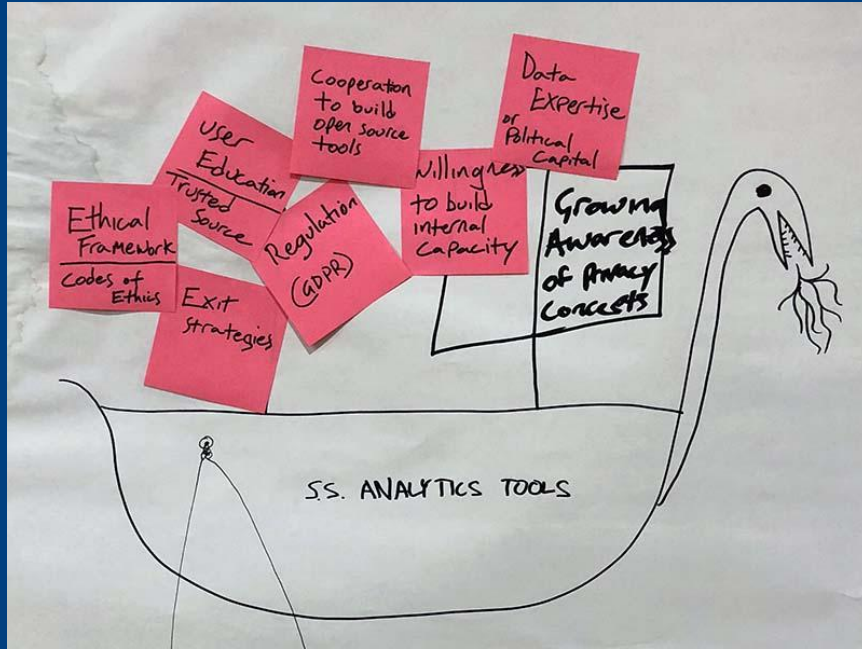
- How does privacy and surveillance affect TCU communities? What is privacy to tribal members?
- How can tribal organizations implement culturally appropriate web analytics and web privacy practices?

Outcomes — Privacy Certification



- A Privacy Certification System to establish stratified data privacy standards for libraries and their information vendors.

Outcomes — Analytics Dashboard



- A simple, lightweight analytics framework and dashboard to show only necessary data points

■ Outcomes — Actions

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Future Directions

■ **Directions** — Pathways to Action

- Assessment Toolkit (1)
- Research Institute (2)
- Leadership Training (3)
- Privacy Policy Workshops (4)
- Model License (5)
- Tribal Communities (6)
- Privacy Certification (7)
- Analytics Dashboard (8)

■ **Directions** — Pathways to Action

- Facilitate the realization of one or more of these *Pathways*

■ **Directions** — Pathways to Action

- Facilitate the realization of one or more of these *Pathways*
- Community effort to achieve community goal

■ **Directions** — Pathways to Action

- Assessment Toolkit
- Privacy Research Institute
- Privacy Training Module
- Privacy Policy Workshops
- Model License
- Tribal Communities
- Privacy Certification
- Analytics Dashboard

■ **Directions** — Small Group Discussion

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View our *Pathways* and our *Action Handbook* and leave comments, feedback, and ideas for improvement

■ Outcomes — Pathways to Action

- Assessment Toolkit (1)
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Thank you

