

# Joshua Kauffman

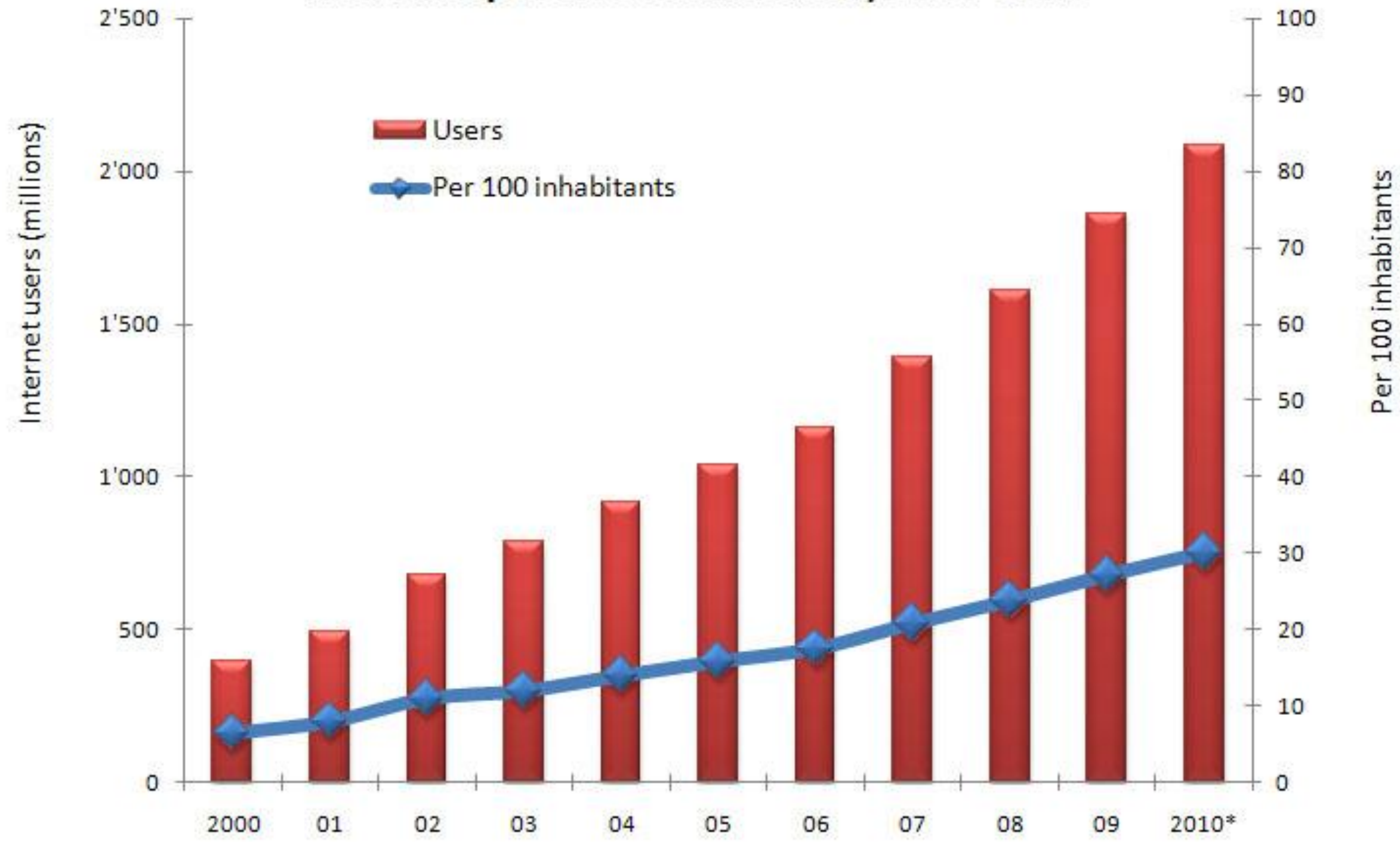
Harvard University Graduate School of Design

OECD privacy conference  
Jerusalem, October 26, 2010

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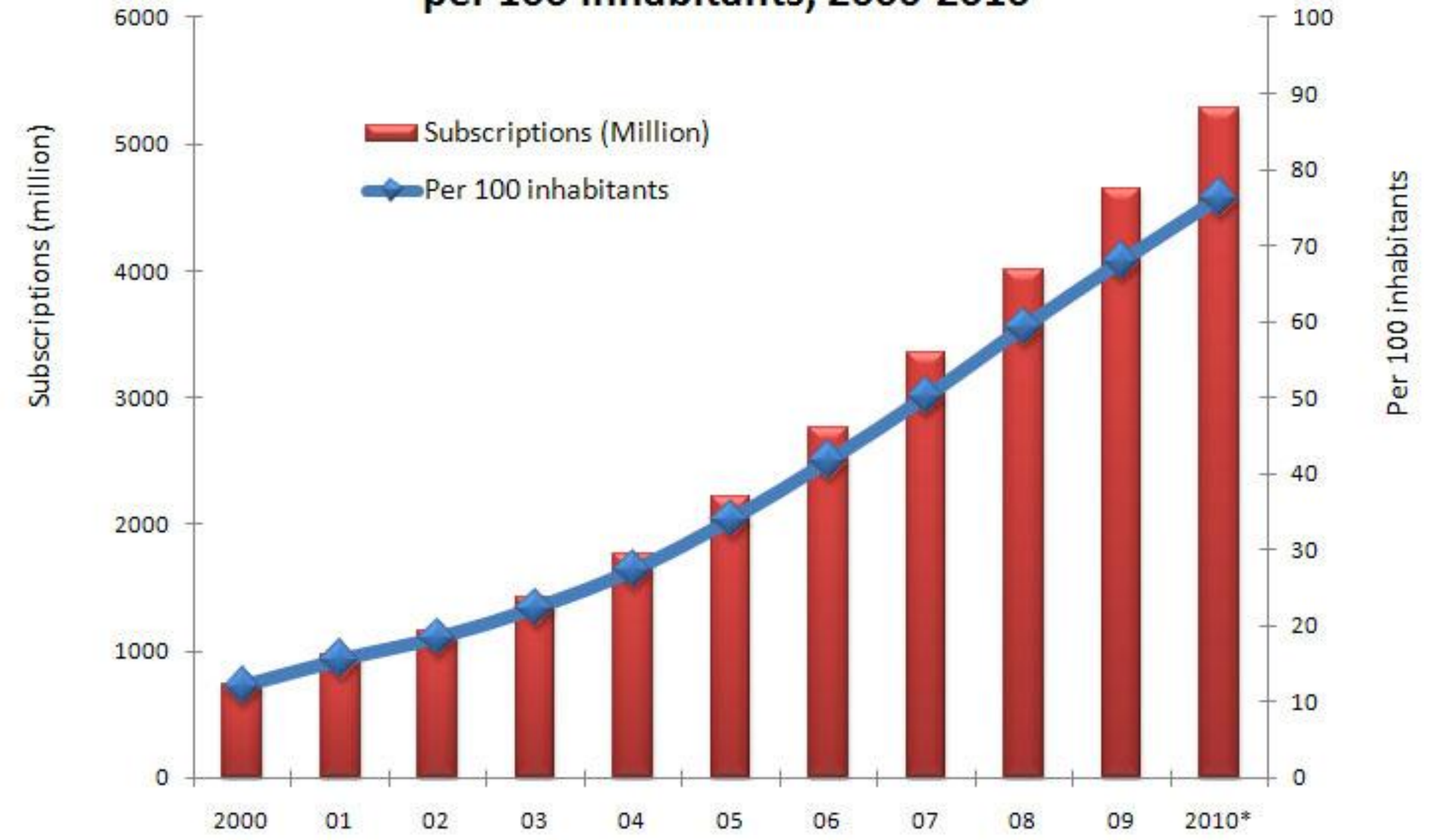
Internet & Mobile boom

**Global numbers of Internet users, total and per 100 inhabitants, 2000-2010**



**INTERNET = 2 billion**

**Global mobile cellular subscriptions, total and per 100 inhabitants, 2000-2010**



\*Estimates  
Source: ITU World Telecommunication /ICT Indicators database

**MOBILE = 5 billion**

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The Cloud

3/6

Blackberry

4/6

Facebook

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Street-View

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HTML 5

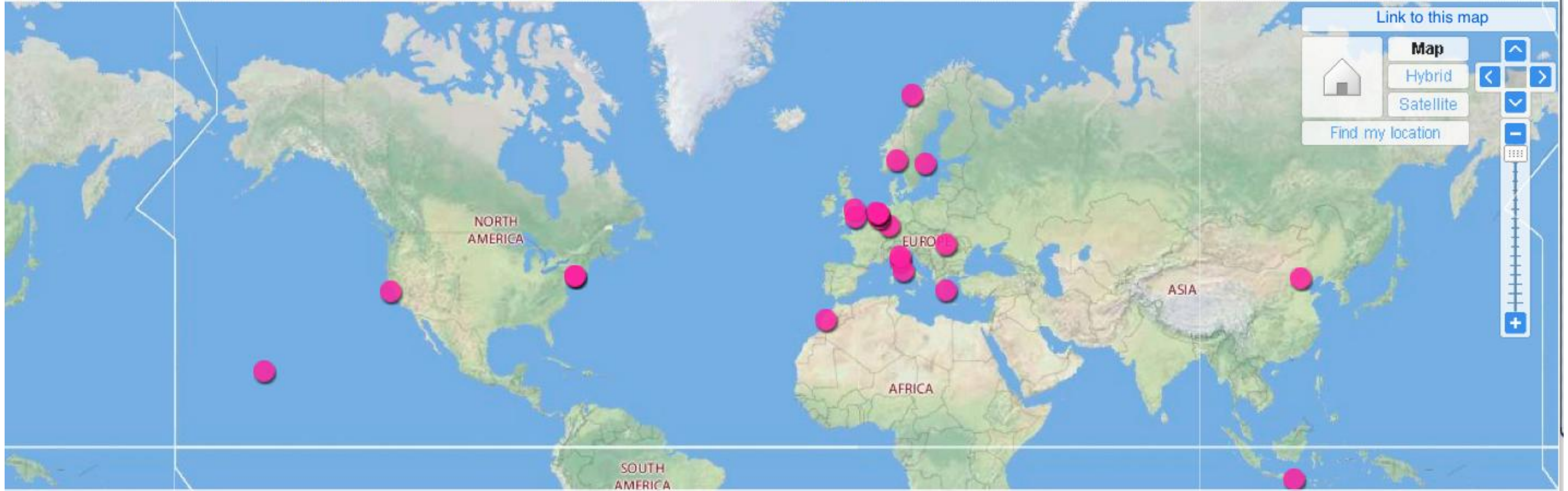


Personal data is  
becoming privatized.

# Sharing & Collaboration

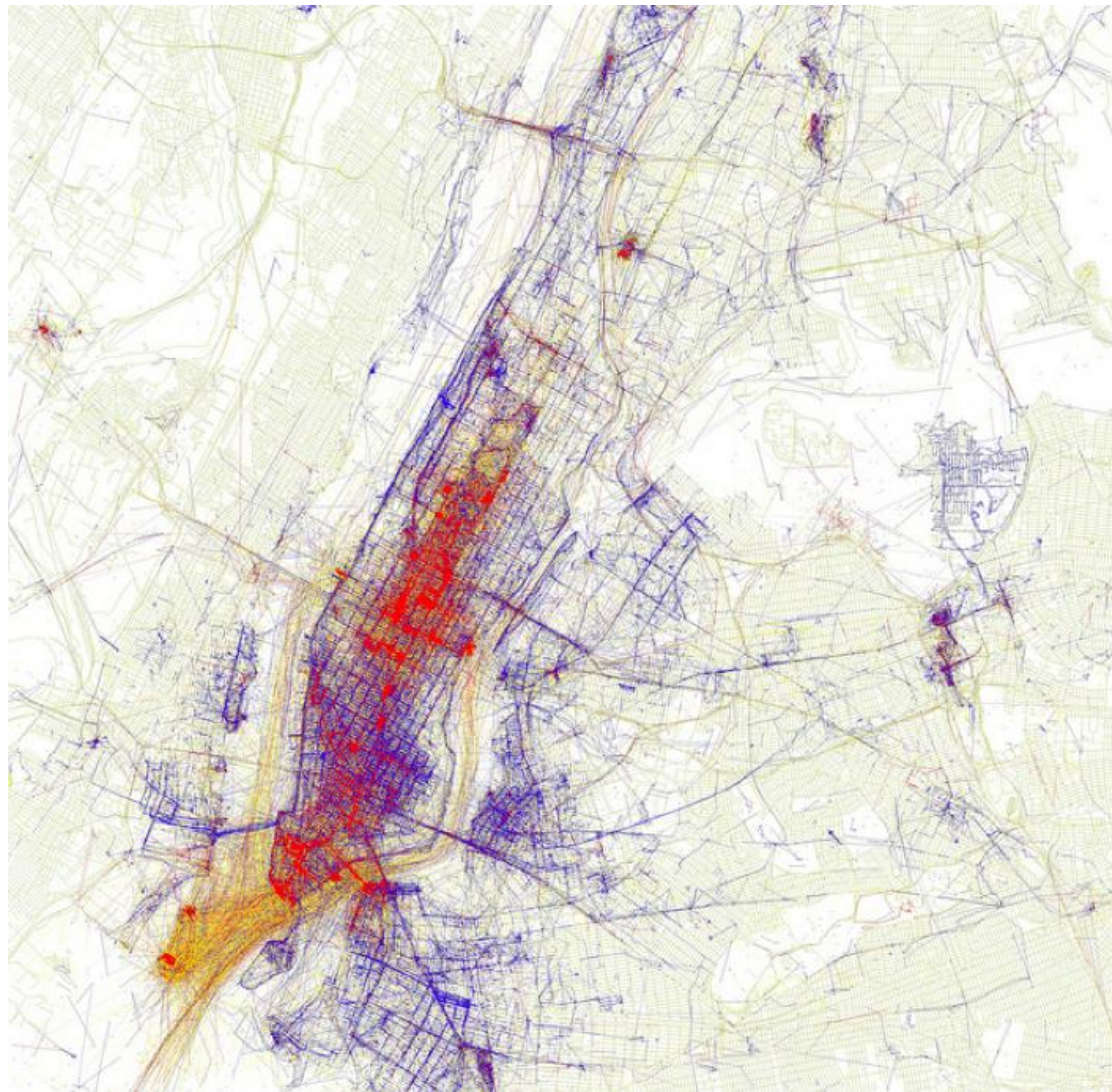


**WIKIPEDIA**  
*The Free Encyclopedia*



**9,395 results matching "privacy" here.**  
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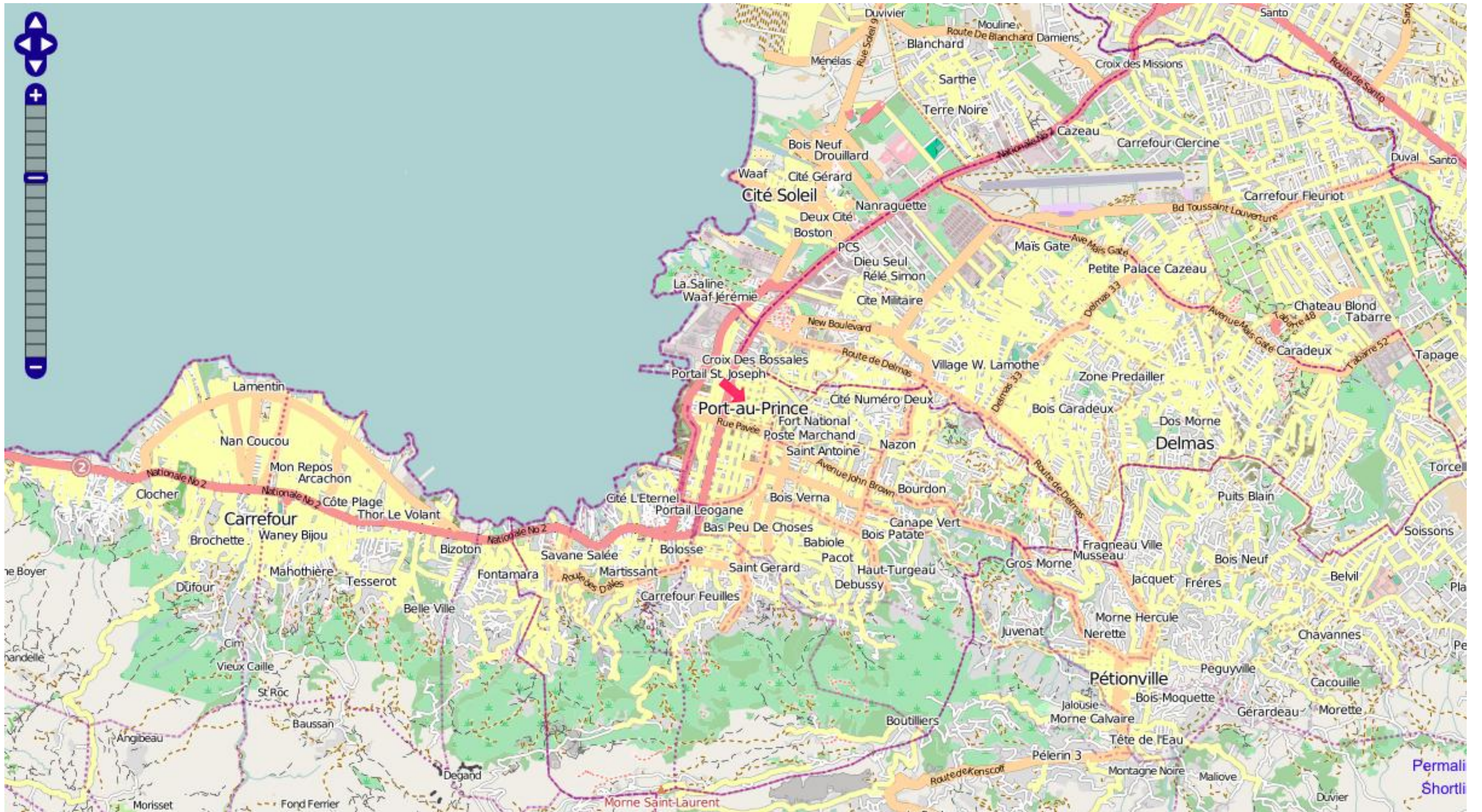


Locals



Tourists

New York City, Locals and Tourists. by Eric Fischer



Openstreetmap of Port au Prince, Haiti

Data Commons

The greatest value of  
personal data is what can  
be learned about us as a  
people



Self-tracking

# Quantified Self



Nike+



fitbit

Sharing accelerates  
group discovery

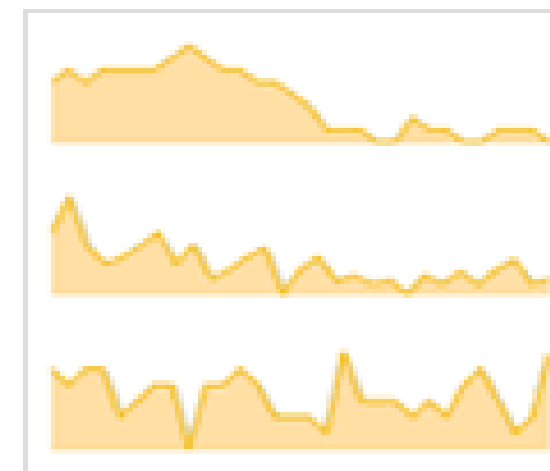
# manage your (own) health

so you can feel better, faster.

<input checked="" type="checkbox"/> Y		<input type="checkbox"/> N
<input checked="" type="checkbox"/> Y		<input type="checkbox"/> N
<input type="checkbox"/> Y		<input checked="" type="checkbox"/> N

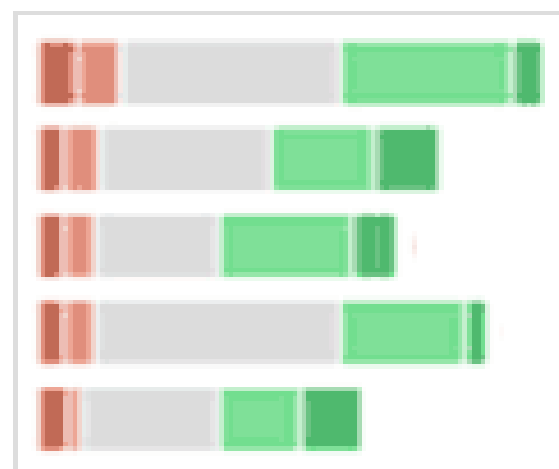
## Check Your Symptoms

Easily enter data. See which conditions best match your symptoms. Explore what might be making your symptoms worse. Find out what makes you different.



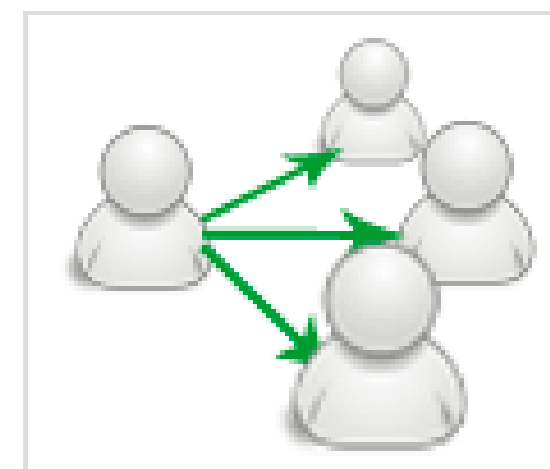
## Track Your Progress

Learn how to run experiments on yourself. See what effect new treatments or dietary changes are having on your body. Optimize your health with better data.



## Choose Treatments

See everything people are using to treat your condition. Discover which treatments are most popular, and which work best for people like you.



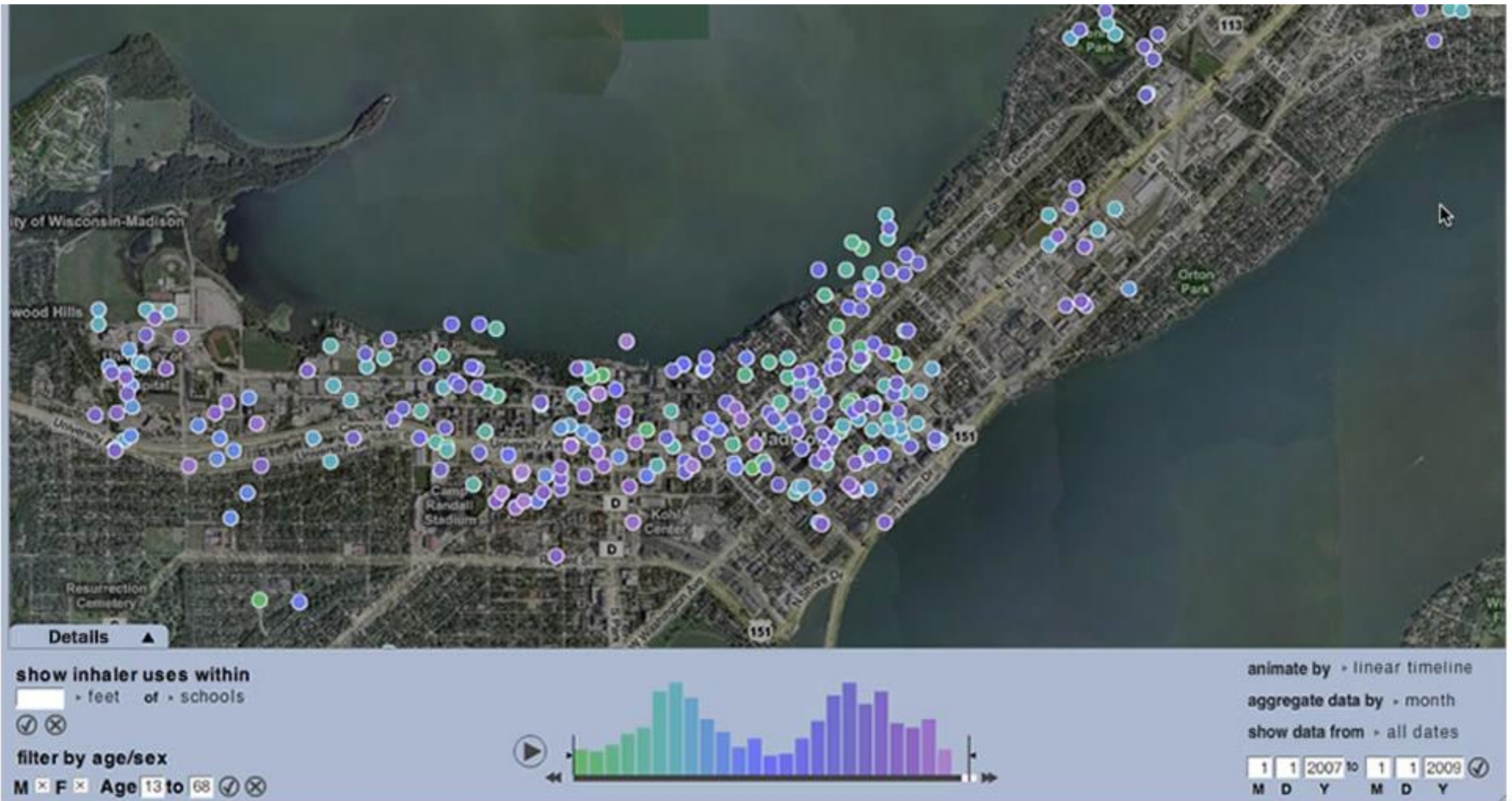
## Connect With Peers

Find people who share multiple conditions with you. Learn from those who have been there. Leverage the experience of others to make better decisions for yourself.



GPS Transceiver

Asthma Inhaler



Asthmapolis.com

We are driven by  
sharing.



Sharing is not shared.

We need to share  
sharing.

Aggregation is where  
the value is.

Personal Data is  
becoming private  
property.

The real cost of trading in  
our privacy.

Let's not defend just the  
privacy of individuals.

Let's defend access to  
what we produce  
together.

Privacy must not be  
privatized.

Sharing should be  
shared.