

EXCERPTS OF INTERVIEW COMMENTS
INFORMATION TRUST ASSOCIATION FEASIBILITY RESEARCH
EXTRACTS OF CoMMENTS ABOUT FACEBOOK

Tom Rosenstiel at American Press Institute

To unpack your four dimensions, Bill, what constitutes trust for one audience group may be different than for another. The idea that you are going to get a lot of websites to agree or cooperate or register in some system other than payment, seems very challenging. There are a lot of websites that by the nature of their audience resist the idea of hierarchial licensing or signature kind of things. And there are very many companies -- from Google to Facebook to many others -- who are using information about people in ways they will never reveal. They say they don't share it -- but they share it dramatically within their own systems -- packing it into algorithms and essentially making money on it.

Bob Picard, research director, Reuters Institute at Oxford

You dare not get involved with Google, Amazon or the others because they are so hated. It is one thing to say yes we'll work with you once we have it up and going but to bring them in directly --one of those large ones -- would I think be a problem it would be better to bring in a second layer player and use them and then the others can try to figure out how get. You still have a lot of hatred among newspaper people about Google. Most newspaper people don't have that same feeling about Facebook because they don't know better yet.

Drummond Reed, founder of Respect Network, which provides user identity management services. He has a strong background in privacy research and helped developed the OASIS XDI data-exchange protocol supported by more than 75 companies.

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- The Respect Network uses XDI technology that allows websites to understand and respect the privacy needs and personal attributes of individuals across multiple websites.

The reason I don't think it will be completely and desperately opposed by Google and Facebook is it will be difficult for them to take that position because it will really expose the deep underbelly of concern. We are bringing the Respect Network to market because of that issue, because of how much proprietary control they have over that information.

Mike Wheeler, Westerly Partners, Connecticut and NYC

FROM APRIL 2011 DISCUSSION:

I think there is room for an iCANN type second provider who is trusted who will give you the lock box that is a little bit more transparent. Here should be an alternative to Facebook in terms of the keeper of all of the information; I just don't know who it is going to be. I hear that from a friend of mine who is active in the government that if we didn't stop having national or international emergencies the Obama administration is trying to reorganize the Commerce Department to address the various issues of privacy. The structure for making decisions are outdated and they would like to create something that the commerce dept. can make some rulemaking on privacy. Trying to avoid the embarrassment of an ad popping up on your television, when someone else is viewing with you based on something you were previously viewing.

Marc Wilson, CEO, Town News (Lee subsidiary)

CHALLENGING FACEBOOK AND GOOGLE IS NECESSARY FOR PUBLISHER VIABILITY

I think it is a worthy goal. Even if it isn't necessarily in the public good it is in my opinion taking some of the power out of the hands of Facebook and Google and giving it back to the publishers. That may not be a big idea for the public but I think it's important for the longtem economic viability of publishers to have some more control.

I really do think there is an issue right now that the Facebook's and Google's have gotten so big they don't really care if individual publishers or publications survive or not. It is just a grain of sand. I think there needs to be something there that more empowers the publishers and this might be a way to do it. If they work together they have more standing and stature to protect themselves.

Q: But can news industry be the leading edge of this?

My gut says no. Most of the media now are so cost conscious that anything that adds more expense they are not very damned progressive to doing these things. You're almost better going to someone else. You have to have an enforcement mechanism that is enforceable -- akin to not wanting to lose your Visa merchant account. I would love to see the media take some leading role. I just don't think their focus is enough on commerce.

Craig Willis, chair, computer science department, Worcester Polytechnic Institute

SOLUTIONS

Craig finds appealing "the idea of an entity without commercial interests." But he worries that the platform companies like Google and Facebook will believe they have the solution. If a non-profit entity were going to act as a trust network, it would have two challenges:

- Assuring the public that their "persona" data is not being sold without their knowledge or consent.
 - Bring the public to understand "that they have to pay at some minimal level for information."
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Dan Sinker, director, Knight-Mozilla Open News Project and instructor Columbia College of Chicago

KEY POINTS: COMPETING WITH FACEBOOK CONNECT / PRIVACY

- At its core, NYT-WashPost project is about building an identity ecosystem for the web to compete with Facebook Connect.

THE CURSE OF FACEBOOK CONNECT

Mozilla is involved because it is a response to the dominance of Facebook Connect as a web single-signon. We want to have systems that are actually open but also take user data and user privacy seriously and give the user control of that information. That's the big problem with Facebook Connect is Facebook does not have a great deal of respect for the consumer and the user has almost no control over what Facebook does with the data -- Facebook has all the control.

Doc Searls, founder of Project VRM (vendor relationship management) fellow, Harvard Berkman Institute (Skyped in speaker at 2008 Blueprint RJI conference). Lives in NYC. 805-705-9666. For 25 years he had an advertising agency in Silicon Valley.

What we called advertising in the old days was the Madison Avenue type advertising. It wasn't personal, it was brand advertising. It wasn't targeted individually. When Budweiser advertises in a magazine or on the Superbowl it sends an economic signal. This is the real importance of brand advertising -- the economic signal of sufficiency. It endorses The NYT and SF Chron -- these are worthy institutions for us to support. What's happened, is the direct marketing business has body snatched the advertising business. Madison Avenue despised it. It was the junk mail business. But the junk mail business was always personal, wanted to get in our face, rationalized bad manners, and excuses waste. And that is what Google and Facebook do. And what it has done is body snatched good journalism and replaced it with clickbait. It's done it by substituting one kind of advertising that never really was advertising-- direct marketing -- for another kind that was for real -- brand advertising -- and then have the direct marketing intrude in editorial.

John Temple, president, First Look Media, 202-440-2663 / based in San Francisco. A former assistant ME of the Washington Post and editor of the Rocky Mountain News. He direct-reports to Pierre Omidyar. 202-440-2663

“... We're clearly seeing a web where individuals' own data is not in their control and is actually owned by these huge companies, Facebook and Google being the largest. Facebook actually owns your photographs -- good luck trying to organize them.

“So what value proposition could the news industry make that doesn't undercut its very own need which is to understand the user. Now it may be that it could anonymize everything -- and explain that value to the public. But I'm just saying that is a really fundamental issue.

IDENTITY

“I'd like to think about creating tools that gave individuals more control over their data, their digital life. And then the idea that you have of having an identity that I can use, as long as I can control it, it is just a very complicated technical issue. I don't pretend to know all that implies.

PRIVACY

“There are clearly people in Silicon Valley who are pushing against the tide of Facebook and Google dominance and think that the world should be built around the individual at the center of their digital life. The only problem with that is FB and Google would say we are enabling individuals to do incredible things because we support them in many ways and we do that by knowing what they want.

Linda Fantin, director, networked journalism and innovation and head of the Public Insight Network at American Public Media / Minnesota Public Radio. 651-249-8806 lfantin@mpr.org

Could public media, or the public-insight network be the vehicle by which an alternative to Facebook Connect emerges that is built around trust -- and increases the trust people have in public media?"

Matt Sokoloff, former RJI fellow, now running Bungalower.com, a local online news community for downtown Orlando, Fla. He is testing membership approaches. 407-782-0645 / matt@luremembership.com

Matt believes the tech companies have become so efficient at collecting user data that it will be hard for a local paper to make any real money off selling the "identities" of their users. That only works at the scale of Facebook or Google now, he thinks.

Patrick LaCroix, heads Belgium consortium of publishers called MediaID which is launching a federated authentication and payments network in November. Patrick.lacroix@mediaid.be / +32 496-12-12-88

COMPARING TO FACEBOOK CONNECT

With Facebook, you can actually use FB Connect as an authentication method, but it's not your customer. It's easy, its convenient, it takes away the friction and at the end of the day you depend upon the policy of Facebook and anything that might change in that policy in the future to see if you can still connect the data and communicate with your user. In the long term it does not look like a healthy strategy for a media company. But there is enormous friction if everyone does it themselves. That's the goal of MediaID is to take away all of this friction -- you create it once and use it with any media partner within the circle of trust of MediaID.

Tom Drouillard, ceo, president and managing director of the Alliance of Audited Media, formerly the Audit Bureau of circulations, in Arlington Heights, Ill. With him on the call was Neal Lulofs / exec. vp for marketing and strategy. 224-366-6500 tom.drouillard@auditmedia.com AAM has between 4,000 and 5,000 members. It creates and audits standards.

TOM: I'm not sure what problem we're trying to solve here. It is not really important that I have a universal ID, it is important that an advertiser know I'm in the target group they want to hit.

HOW NIELSEN USES FACEBOOK IDENTITIES

Nielsen and Comscore both have methods for trying to assure the quality of target demographic groups but matching and comparing cookies. Nielsen calls it Online Campaign Ratings and Comscore calls it VCE.

ADVERTISING TECHNOLOGY AND DATA MINING

When you see an ad, Nielsen goes over and checks in with Facebook to see who you are -- if you're in the target demographic -- because Facebook has all this information. There are services out there that are doing what you're talking about. They are not universal, but they address the need for people who actually have the need because they are paying for it to some extent. So Facebook on their own could develop a much more pervasive type of service probably, but they have chosen to go with Nielsen.

Tom: The nirvana of one place, it sounds great. I just don't know how you get there. There are so many competing forces it feels it could be like gridlock getting there.

Facebook is the best innovation that is out there, because most of us don't say we're a woman if we're a man on Facebook. If you look at how the online targets build profiles and things, a lot of that is look alike modeling at the end of the day and look alike modeling is less accurate than Facebook if you ask me. And when you think about FB's reach, there is nothing better.

LOOK ALIKE MODELING

"Look alike modeling" -- I've got a registered user at a newspaper. And I know a fair bit about you. I kind of know your age; I can go find that, I know you're a male and where you live. I can look at how you operate on the Internet -- you go here, there and somewhere else and I can find other cookies that look like that and I can ascribe all that data to you. It's not necessarily true, but it is likely to be true. What these targeters do is they have sophisticated databases they can apply demographics and Nielsen Prism codes to all the cookies in their database and make them targetable many different ways. That targeting is going on and it is not bad. It works. It is pretty good.

If you think about what markets need and who in that market will pay for it, there is an end of this market that is already paying for some of the services that are related to what you are talking about and others don't care enough to pay.

TELCONF WITH KERRY OSLUND, SCHURZ COMMUNICATIONS INC., SENIOR VP OF PUBLISHING AND EMERGING MEDIA.

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- He doesn't mind handing off transaction services to Apple or Amazon, or comments to Facebook, as long as they don't lose, or have to share data about their users. Just give them 2% of every transaction "and go away and don't use our data." Wanted: An elegant transaction tool that connects to their CMS.