TikTok

Global:
Downloads 11/19 (non-game)

US: Session duration 10/19

1. TikTok
2. TikTok
3. Facebook
4. Snapchat
5. Instagram

1. WhatsApp
2. Pinterest
3. Reddit
4. Facebook

1.65 billion downloads

Source: Sensortower, Statista,
“TikTok is a potential counterintelligence threat we cannot ignore.”

US Republican Senator Tom Cotton and US Senate Minority Leader Chuck Schumer
Agenda

- Call to Action
- Case Studies
- Privacy and Security
- Cultural Dimensions
Human Programming

- Personality
- Culture
- Human Nature

Images: Moushemi BC, Creative Commons Attribution 2.5 Generic license.
Cross-cultural communication

How shall I talk of the sea to the frog,
If it’s never left its pond?

Chung Tsu, Fantini, 4th century B.C.
Cultural Dimensions

Individualism

Collectivism

trust, relationships

Individualism
Cultural Dimensions

Individualistic
- Seek information independently
- Task-based relationships
- Monochronic time approach

Collectivist
- Filter information through group
- Trust-based relationships
- Agile timing approach
Language as a Soft Power

Source: Global Language Network, MIT Media Lab Macro Connections group, with express authorization.

Putin Wants to 'Replace' Wikipedia With 'Reliable' Russian Version: 4 Takeaways From Speech

Source: "The Moscow Times," image used with express authorization.

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Security Across Cultures

Call to Action

Case Studies

Privacy and Security

Cultural Dimensions
Security across cultures

- Transnational interactions
- Jurisdiction
- Domestic security measures
- Global security issues
The American Concept of Privacy

- **1813**: Modern definition appears in Oxford English Dictionary
- **1890**: First explicit reference in Harvard Law Review
- **1900+**: Case law on privacy issues
Privacy Perspectives

Individual Right
Be let alone, limit access to the self, control over personal information, secrecy, personhood, intimacy

Collective Right
Group approach to shared perceptions, public values, and collective interests. Privacy is negotiated as a group.

Source: “Understanding Privacy”, Daniel Solove
# Privacy framed by language

<table>
<thead>
<tr>
<th>Arabic</th>
<th>Arabic</th>
<th>Translation</th>
<th># Tweeted</th>
</tr>
</thead>
<tbody>
<tr>
<td>عرضرض</td>
<td>‘Ird</td>
<td>honor</td>
<td>9660</td>
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<tr>
<td>فف</td>
<td>Sharaf</td>
<td>The space where honor applies</td>
<td>5757</td>
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<tr>
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<td>Sereyah</td>
<td>secrecy</td>
<td>839</td>
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<td>Ozla</td>
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<td>خصوصية</td>
<td>Khsosyah</td>
<td>Privacy</td>
<td>388</td>
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<tr>
<td>حياة خاصة</td>
<td>Hayat Khasah</td>
<td>Private life</td>
<td>3</td>
</tr>
</tbody>
</table>

Privacy Linguistics

- **Russian**
  - private immunity
  - solitude

- **Spanish**
  - intimacy
  - tranquility

- **Arabic**
  - honor
  - secrecy

- **Chinese**
  - secrecy
  - seclusion
Personal Data Across Cultures

- **Denmark**: 91%
- **Poland**: 82%
- **Finland**: 32%
- **Germany**: 65%
- **Romania**: 28%

### Home Address
- **EU Average**: 57%
- **Poland**: 44%

### Financial Information
- **EU Average**: 75%
- **Poland**: 75%

### Mobile Number
- **EU Average**: 53%
- **Germany**: 53%

Source: European Commission, Special Eurobarometer 359
Agenda

Call to Action

Case Studies

Privacy and Security

Cultural Dimensions
Digital Sovereignty

Digital Colonialism

Digital Authoritarianism

Case Studies
Digital Sovereignty

Entity List

Unreliable list
When you have enough data, you don’t need to send soldiers to control a country.

Yuval Noah Harari, at the World Economic Forum 2020
Digital Sovereignty

- Extraterritorial law
- National Intranet
- Localization Laws
- Firewalls
- Shutdowns
Digital Sovereignty: Firewalls

ToTok - Free HD Video Calls & Voice Chats

App Store

Google Play
Digital Sovereignty: Freedom of Speech

Hate speech

Right to be forgotten
Digital Sovereignty: Data Localization

- TikTok in the US
- Microsoft in Germany
- Websites in Russia
- Access in Brazil
- Sensitive data in China
- Fintech in India
Remapping Digital Infrastructure
Cuba

Recolonization
National Identity Programs

Source: Creative Commons Attribution-Share Alike 4.0 International license, numb3rguy6, adapted and updated but not meant to be comprehensive, only indicative
Social Credit Systems

- Transportation access
- Driving performance
- Education admissions
- Pet etiquette
- Internet behavior

- Credit score
- Insurance risk category
- Legacy admissions
- Property redlining
- Loyalty programs
Cyberdiplomacy

- Data motility
- Data sovereignty
- Data localization
- Data colonialism
- Data scrubbing
- Extraterritorial law
- Digital spatiality
- Interoperability
- Social credit
- Splinternet
- Surveillance