



Organizational Surveillance: Monitoring Internet Use

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Organizational Surveillance

- Online Surveillance
- Surveillance
 - Dooiced (fired)
 - Misconduct
 - Hiring decisions
 - Consumer Insight
 - Marketing & product innovation
 - Response



Types (EPIC.ORG) & AMA data on percent of companies monitoring

- Packet-sniffing software 66%.
- Keystroke loggers -65%
- Phone monitoring-45%
- Video surveillance- 48%
- "Smart" ID cards
- Testing
- Satellite or GPS- 8%



Court Cases

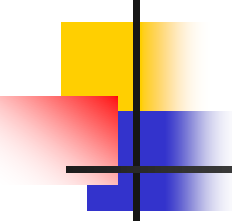
- *City of Ontario v. Quon* (08-1332)
Search of police pager text messages was reasonable, so no 4th amendment violation. Decided June 17, 2010

- <http://epic.org/privacy/workplace/>



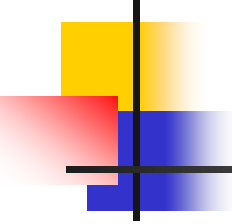
Surveillance Theory

- Bentham (1791) Panopticon
- Orwell (1949) Big brother
- Foucault (1977) Power & control
- Giddens (1985) Capitalism
- Haggerty & Ericson (2000) Rhizomic or the Surveillant Assemblage



2007 Electronic Monitoring & Surveillance Survey (AMA)

- 304 U.S. companies surveyed
- 66% monitor workers' Website connections
- 65% block inappropriate Websites
- 45% track content, keystrokes and time
- 43% review email



2007 Electronic Monitoring & Surveillance Survey (AMA)

- 83% inform workers that the company is monitoring content
- 84% notify employees that their Web usage is being tracked
- [AMA Study 2007](#)



Why monitor?

- “Concern over litigation and the role electronic evidence plays in lawsuits and regulatory investigations has spurred more employers to implement electronic technology policies,” said Nancy Flynn, executive director of The ePolicy Institute.



Policies on Social Media?

Companies Worldwide with a Formal Policy Regarding Employee Use of Social Networking Sites*, by Region, 2009 (% of respondents)

	Yes	No	Unsure
Americas	29%	69%	2%
Asia-Pacific	25%	61%	14%
EMEA	11%	87%	2%
Worldwide	20%	75%	5%

*Note: *external*

Source: Manpower, "Social Networks vs. Management? Harness the Power of Social Media," January 26, 2010

110987

www.eMarketer.com



Who creates blogs?

- Political blogs dominated by men (75%) who are 40-49 (Blogads)
- 56% of blogs are created by women (Perseus)
- Most blogs are created by people 13-30 (Pew, 2005)



Dooiced!!!

- **February 2002**

Heather Armstrong is fired for discussing her job on her blog, Dooce. “Dooiced” becomes a verb: “Fired for blogging.” (Thompson, 2006)



University Action

- Meg Spohn, was a department chair DeVry University
- Created Megablog
- “ DeVry apparently saw something that it objected to in one of her postings and, since Colorado is an employment-at-will state, summarily fired her ([Media Law Prof Blog](#)).”



Fired

- A US airline attendant calling herself Queen of the Sky was fired over "inappropriate images" on her anonymous blog (BBC News, Jan. 3, 2006).



Misuse of the Internet

- Twenty-eight percent of employers have fired workers for misusing the Internet (AMA, 2007)



Blog threat probe nets 6th arrest

- “A sixth girl was arrested Wednesday and charged with using the Internet to threaten a student the girls thought would testify against their friend in connection with a marijuana bust on campus.” (March 3 2006, Greenwich Time)



MySpace: Some top groups in 2006

PRESIDENT BUSH IS AN ASSHOLE !!! 138928

Dance Around In Your Underpants 43079

THE HAPPY STONERS! 32528

Dont give a f*ck 23274



Fair Measures Guidelines

- Employee blogging could lead to being terminated for:
 - Violating the employer's blogging policy
 - Violating the employee's "duty of loyalty"
 - Stating controversial opinions that harm the employer's reputation
 - Violating antiharassment policies
 - Admitting violations of the law



Fairmeasures.com

- bloggers legal concerns include:
defamation, hate crime laws, privacy laws, trade secrets, insider information, export control laws and copyright laws.



Consumer Insight

- "We look at the blogosphere as a focus group with 15 million people going on 24/7 that you can tap into without going behind a one-way mirror," says Rick Murray, executive vice president of Edelman, a Chicago public-relations firm (WSJ, June 23, 2005).



Consumer Search

- When users search for companies, 18% of the results are corporate info and 12% are media coverage, while consumer generated content makes up 26% of the results (Gary Stein, a senior analyst for Jupiter Research noted by Nathan Weinberg).



Research

- Umbria Communications, a Boulder, Colo., company aims to identify demographic groups online based on their speech patterns and discussion topics
- Blog-monitoring services typically charge big companies \$30,000 to \$100,000 a year
- Intelliseek, a Cincinnati firm started by veterans of Procter & Gamble Co., has a free Web site, BlogPulse

relevantNOISE mines blogs



November 7, 2005

- Uses Data Mining, Natural Language Processing and Tone Extraction Technologies
- Perform "Public Opinion Mining," monitoring real-time changes in the positive and negative tone within the blog "conversation"
- Forecast emerging product and industry trends and opportunities
- Map changes in conversations to key business indicators, such as stock price, sales volume and marketing expenditures.



Wal-Mart responds

- “A few bloggers tell the newspaper that they began receiving the Wal-Mart emails after they posted items supporting the company or challenging the company's critics”
(<http://hr.blr.com/display.cfm/id/17888>)



Reputation Management

- Online Reputation Management: 16 Free Tools



Summary

- What to avoid
- Education
- Proposals on Privacy