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Social Media Users No Longer Expect Privacy

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During his speech on the final day of CES, Facebook founder Mark Zuckerberg has stated that users no longer have an expectation of privacy. Mark said that privacy is no longer the “social norm”, and that we are seeing drastic changes in people’s attitudes towards that privacy. Privacy issues online have always been of great concern to most people, but that no longer seems to be the case. Says Zuckerberg:

People have really gotten comfortable not only sharing more information and different kinds, but more openly and with more people. That social norm is just something that has evolved over time.

This raises a lot of interesting questions, especially in my line of work. We have quite a large community. Granted, we don’t have as many users as does Facebook or Twitter, but I like to think we’re a large group! Reading through our various sites, I can’t help but notice how right Mark is. People aren’t hiding things as much as they used to. They aren’t as careful as they might have been even last year.

Are people more comfortable with revealing information about themselves online? Or, as I fear, are too many people simply unaware of what can happen when they reveal too much? Identity theft isn’t the only concern... marketers can be quite aggressive once they find information about you online. Where should you draw the line when posting things in a place such as [Geeks](#), or on [Lockergnome](#)?