Information Dissemination Over the Web: Limits and Constraints

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Web Metrics: Measuring Where You've Been

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OK 200

acpu.anetwork.com

Mozilla/5.0 (Macintosh; U; PPC Mac OS X; en-us) AppleWebKit/85 (KHTML, like Gecko) Safari/85

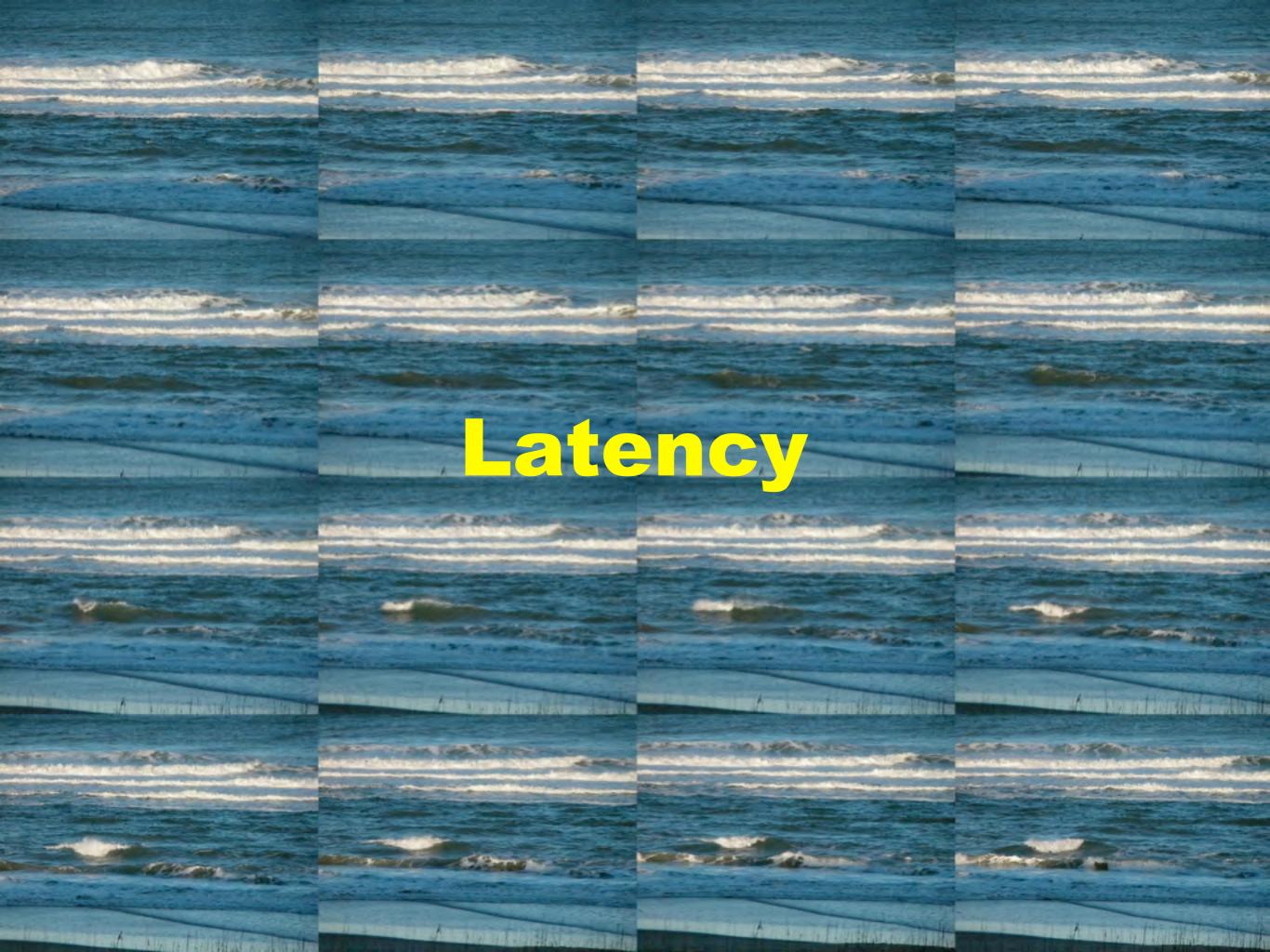http://website.bnetwork.com/neatsites.html

"www.umd.edu"

:privacy.html

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Stateless Transactions (cont.)

- Not suited for constantly changing information
  - EKG, EEG
  - Ultrasound
  - Navigation, sporting events

Latency

Transaction Speed

- Web servers disseminate information -- eventually

- Set up to share information equally

- No clear protocol for saying how old the information might be

- Still obstacles to sending video, sound

Transaction Speed (cont.)

- Not suitable for heart rate, blood pressure, temperature (except as trends)

- Touch, taste, smell, emotions are beyond the capabilities of any computer technology.

- No protocol for determining who has greatest need for information

  - Example: Sept. 11 and first responders

Accuracy

World Wide Web of Lies

- Fierce competition on WWW
  - Health consumers shop for surgeons, physicians
  - Health consumers shop for health care advice
  - On the World Wide Web, every page of health care advice has equal standing

World Wide Web of Lies (cont.)

- Inadvertent lies

  - Just as navigation beacons in the wrong place cause accidents....

  - Web pages that can't be found, or that are out of date, or that are misleading can cause problems, too.

Accuracy is complex

- Is it correct?

- Is it complete?

- Is it in context?

- Is it attributed?

- Is it available?

- Is it protected from tampering?

Security

You Can. Should You?

- Post employee schedules on Web sites?

- Post patient appointments on Web sites?

- Post student grades on Web sites?

- Post surgical schedules on Web sites?

- Post insurance information on Web sites?

- Post electronic patient records on Web sites?

Evil. Helpful. Opportunistic

- Crackers break into computers because they can.

- Spies (commercial and government) break into computers because "that's where the data is."

- Employees allow unauthorized access because they are being helpful.

Additional Questions

With the Web, you can tie things together

But is the result real or artificial?

And will you be able
to interpret the results?

http://homepage.mac.com/lcharters/sini.pdf