

# DO HUMANS STILL NEED TO TAKE SURVEYS?

DEMYSTIFYING PRIVACY: BUILDING TOOLS FOR CLEAR AND ACCESSIBLE DATA SECURITY PRACTICES

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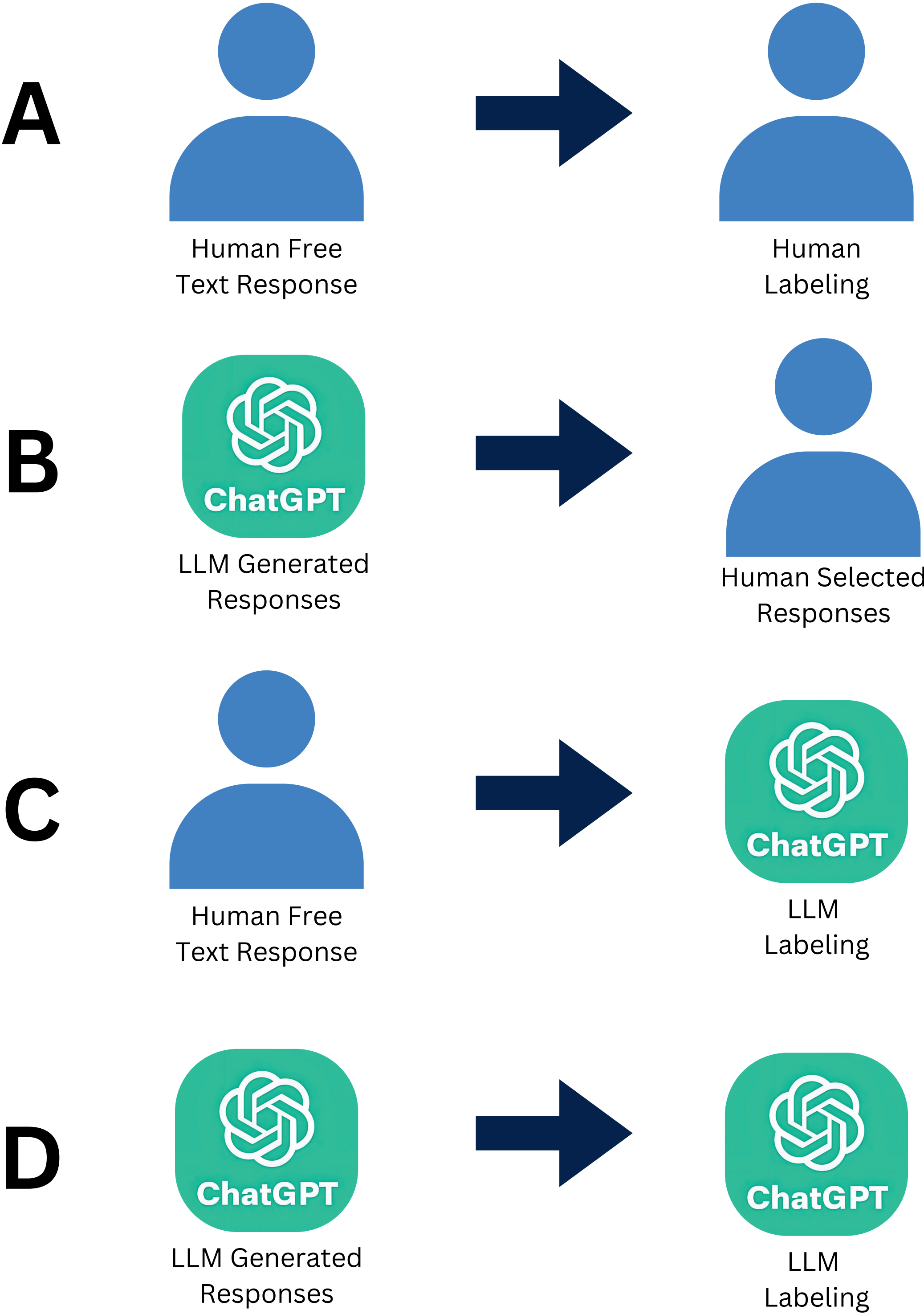
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## Paradigms:



## Hypothesis:

Paradigm	Quality	Cost
A	High	High
B	High	Low
C	Medium	Medium
D	Low	Low

## Examples:

Our project explored 4 paradigms of AI-driven qualitative coding of privacy preferences:

### A. Human Responses + Human Labeling (Baseline)

4. Based on the users' purchasing patterns, the retail store builds a profile of each user. The company uses that profile to recommend items to users. For example, a user who purchases grill equipment and steaks online before may receive a notification, "Hey, we know you love to grill and like steak. We've got a special on ribeyes right now".

Write a few sentences on your opinions on this data practice

I would feel concerned that the retail store is tracking my history without asking. If they collect data on my purchasing habits, I would wonder if they're collecting other information like my credit card, address, etc. I would also wonder if they're selling the information to other companies. The notification would feel suspicious too because it would seem like they could create "deals" in real-time just to get me to buy something.

Average Response Time: 13:56.91 minutes

### B. LLM Responses + Human Labeling (Novel Approach)

1. An e-commerce company plans to open a checkout-free retail store. Customers can simply walk in, grab what they need, and go. To achieve that, each store will have cameras nestled in the ceiling to monitor customers' behavior and sensors on the shelves to monitor the item movement. Select the statement that most aligns with your opinions about this data practice.

- ☐ I think this technology can greatly enhance the shopping experience by making it more efficient for customers.
- ☐ I think it's important for customers to be fully informed about the data collection methods used in these types of stores.
- ☐ I'm worried that this type of technology could be prone to errors and lead to unintended consequences for customers.
- ☐ I fear that the data collected from customers could be misused or compromised by hackers.

Refresh Choices

Average Response Time: 5:31.73 minutes

### C. Human Responses + LLM Labeling

Write a few sentences on your opinions on this data practice

I would feel concerned that the retail store is tracking my history without asking. If they collect data on my purchasing habits, I would wonder if they're collecting other information like my credit card, address, etc. I would also wonder if they're selling the information to other companies. The notification would feel suspicious too because it would seem like they could create "deals" in real-time just to get me to buy something.

Average Response Time: 14:16.74 minutes

### D. LLM Responses + LLM Labeling

Write a few sentences on your opinions on this data practice

Receiving personalized recommendations based on my past purchases might seem helpful, but it also feels intrusive. It means the company is building a detailed profile of me, tracking my habits beyond just this one shopping trip. I worry about how much they know and whether they share this data with third parties. Even if the recommendations are relevant, I don't like the feeling that I'm being constantly watched and analyzed. What if I buy something unusual one time—will that permanently change how the store markets to me? I should have the choice to opt out of this kind of profiling.

Average Response Time: 00:36.52 minutes