

Submission

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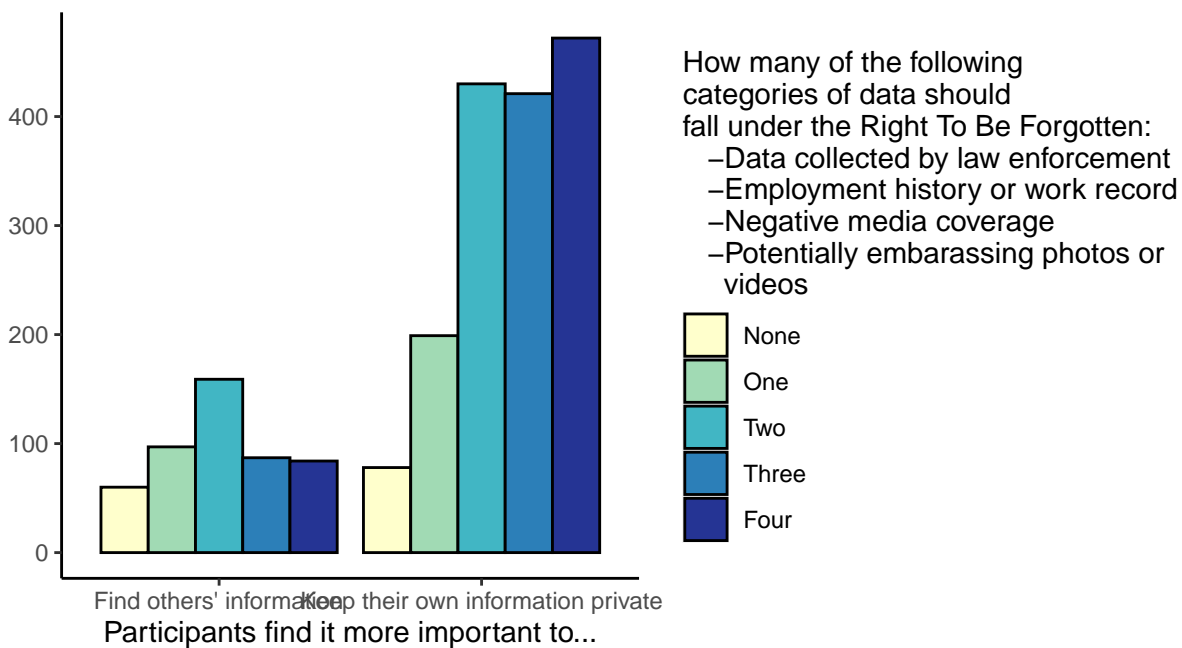
<https://docs.google.com/document/d/1Omlr2cpmMBdgSE8haPFzKQSpPuO8OWO681qwiMvXYfk/edit>

Introduction

Our physical and digital lives have been increasingly entwined during the first two decades of the twenty first century. A direct consequence of this entailment is the advent of what social psychologist Shoshana Zuboff calls “Surveillance Capitalism” – an economic model where a user’s personal data is commodified for profit generation. The commodification of personal data comes at the cost of user privacy as companies hoover up any and all quantifiable metrics about a given user. As such, it is now more important than ever to understand how the American people feel about issues surrounding the use of their data and their privacy. We choose two aspects of digital privacy to focus on: public sentiment surrounding right to be forgotten (RTBF) – a privilege for people to remove photos, documents, and videos of themselves from public internet search – and the privacy threat of Facial Recognition Technologies.

Key Figure 1

Attitudes on How Many Categories of Data Should Be Protected by "The Right To Be Forgotten" by Stance on Personal Data

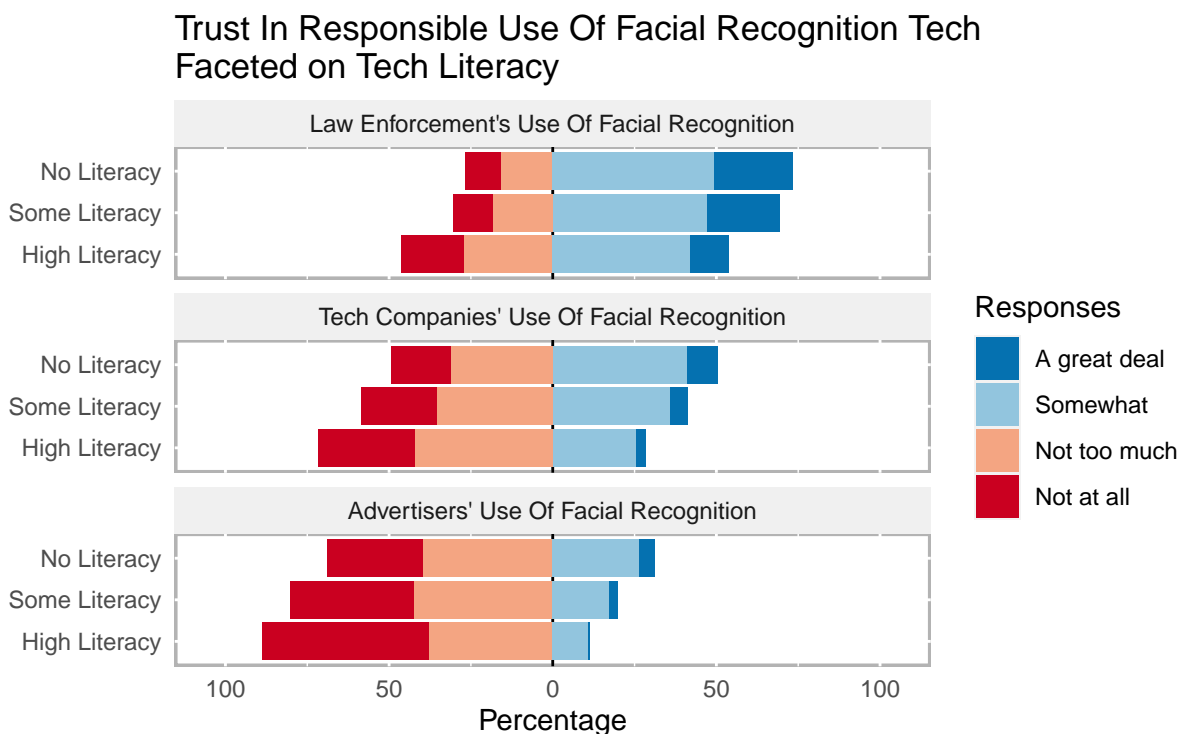


Data sourced from
2019 PEW American Trends Panel
Survey on Social Media Usage and
Perceptions of Digital Privacy

Explanation of Key Figure 1

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Key Figure 2



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Explanation of Key Figure 2

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TODO: add a LATEX cmd for pagebreak here (pagebreak) ## Appendix

Description of Dataset

The dataset we used is the 2019 PEW Survey on American Trends on Technology. The full citation for this data set is as follows:

Pew Research Center. (2019). American Trends Panel (W49). Retrieved from <https://www.dropbox.com/sh/adyrtaju2jd7a2d/AAC2fmHoYs2SwVYKqCIkTxOsa?dl=0>

The data set is a sample of 4272 respondents of people 18 years or older living in the US. This sample consisted of both English and Spanish-language survey takers. The methodology also details the stratified sampling. I have copied the statement from the methodology section below:

The ATP subsample was selected by grouping panelists into seven stratum 1. Non-internet panelists. There were 691 total panelists in this stratum and they are sampled at a rate of 100% 2. HS or less panelists. There were 2,027 total panelists in this stratum and they are sampled at a rate of 98.9%. 2,005 panelists were selected for Wave 49. 3. Hispanic, Unregistered or Non-volunteers. There were 5,312 total panelists in this stratum and they are sampled at a rate of 44.8%. 2,380 panelists were selected for Wave 49. 4. Black or 18-34 panelists. There were 1,253 total panelists and they are sampled at a rate of 18.2%. 228 panelists were selected for Wave 49. 5. Other panelists. There were 4,176 total panelists and they are sampled at a rate of 13.5%. 564 panelists were selected for Wave 49.

Variables Used and Their Questions Phrasing Key Figure 1

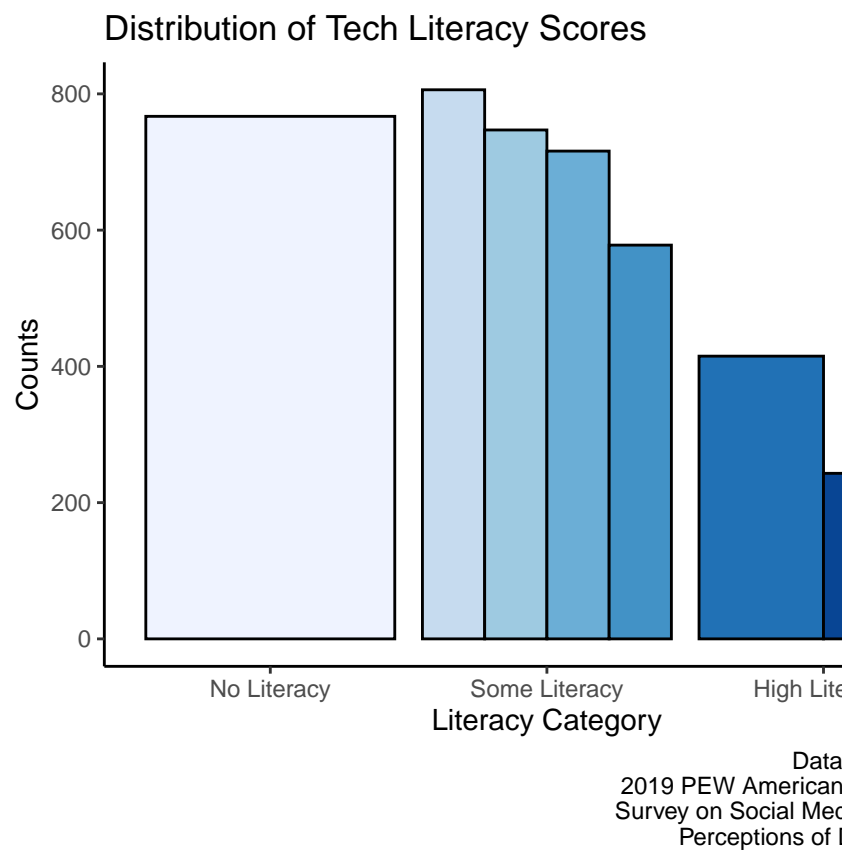
- PUBLICDATA_W49 - “Today a wide range of information about people is searchable online. Do you think it is more important for people to have the ability to...”
- RTBF - “Do you think that ALL Americans should have the right to have the following information about themselves removed from public online search results?”
 - RTBFa_W49 - “Data collected by law enforcement, such as criminal records or mugshots”
 - RTBFb_W49 - “Information about their employment history or work record”
 - RTBFc_W49 - “Negative media coverage”
 - RTBFD_W49 - “Potentially embarrassing photos or videos”

Key Figure 2

- FACE1 - “How much have you heard or read about the development of automated facial recognition technology that can identify someone based on a picture or video that includes their face?”
- FACE2 - “Based on what you know, how effective do you think facial recognition technology is at the following things?”
 - FACE2a_W49 - “Accurately identifying individual people”
 - FACE2b_W49 - “Accurately assessing someone’s gender”
 - FACE2c_W49 - “Accurately assessing someone’s race”
- FACE3 - “How much, if at all, do you trust the following groups to use facial recognition technology responsibly?”
 - FACE3a_W49 - “Advertisers”
 - FACE3b_W49 - “Technology companies”
 - FACE3c_W49 - “Law enforcement agencies”
- FACE4 - “In your opinion, is it acceptable or unacceptable to use facial recognition technology in the following situations?”
 - FACE4a_W49 - “Law enforcement agencies assessing potential security threats in public spaces”
 - FACE4b_W49 - “Companies automatically tracking the attendance of their employees”
 - FACE4c_W49 - “Advertisers seeing how people respond to public advertising displays”
 - FACE4d_W49 - “Apartment building landlords tracking who enters or leaves their buildings”
- KNOW1_W49 - “If a website uses cookies, it means that the site...”
- KNOW3_W49 - “When a website has a privacy policy, it means that the site...”
- KNOW4_W49 - “What does it mean when a website has ‘https://’ at the beginning of its URL, as opposed to ‘http://’ without the ‘s’?”
- KNOW7_W49 - “The term ‘net neutrality’ describes the principle that...”
- KNOW8_W49 - “Many web browsers offer a feature known as ‘private browsing’ or ‘incognito mode.’ If someone opens a webpage on their computer at work using incognito mode, which of the following groups will NOT be able to see their online activities?”
- KNOW9_W49 - “Some websites and online services use a security process known as two-step or two-factor authentication. Which of the following images is an example of two-factor authentication?”
- CONCERNCO_W49 - “How concerned are you, if at all, about how companies are using the data they collect about you?”

Additional Figures For Key Figure 1

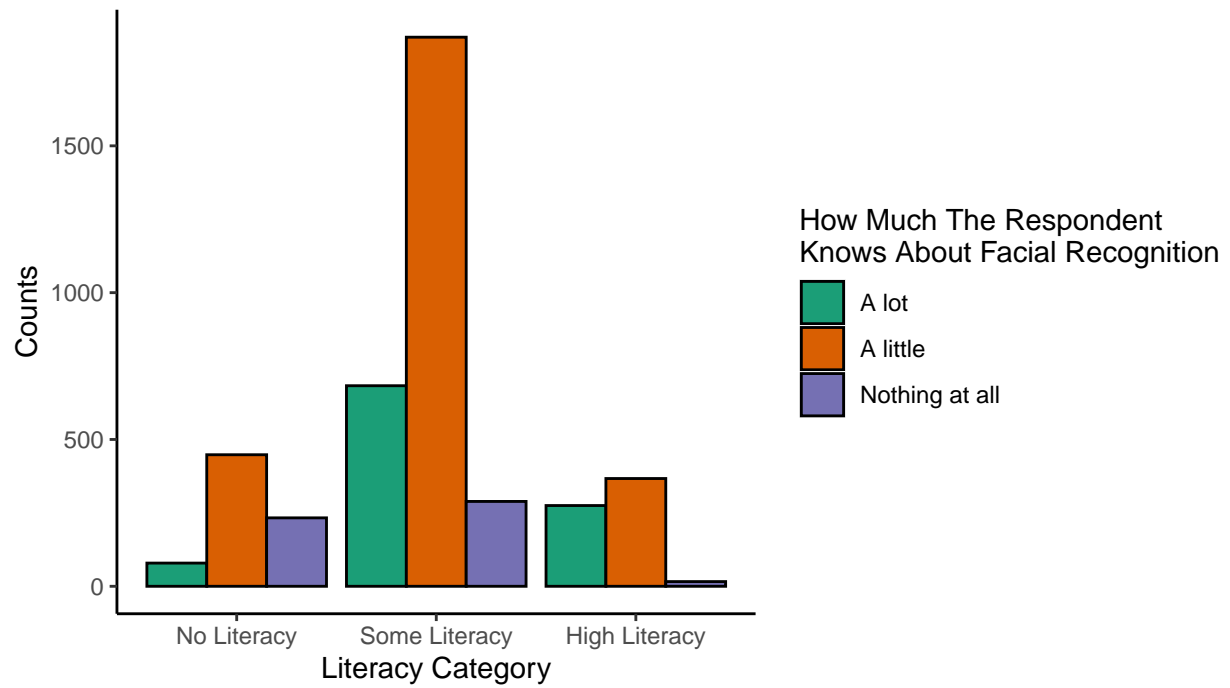
Additional Figures For Key Figure 2



1. Underlying Distribution of Tech Literacy

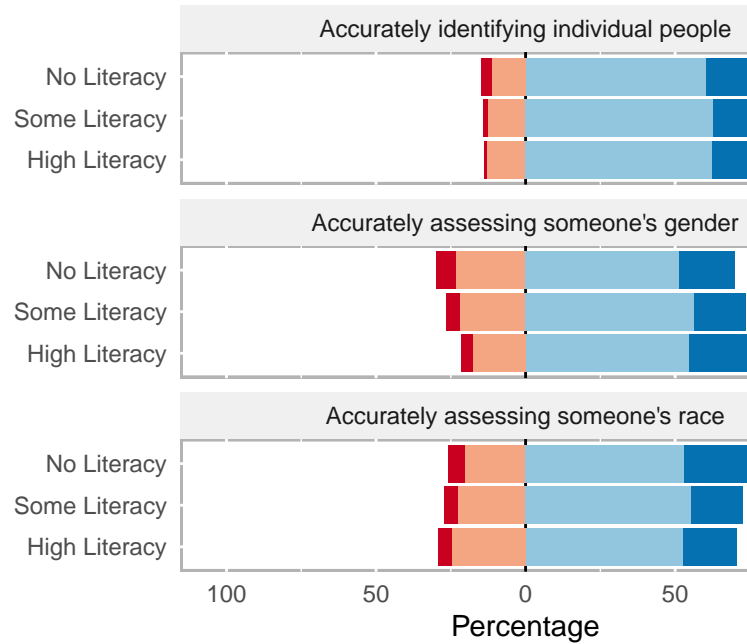
2. How much have you heard or read about the development of automated facial recognition technology that can identify someone based on a picture or video that includes their face

Respondent's Familiarity With Facial Recognition



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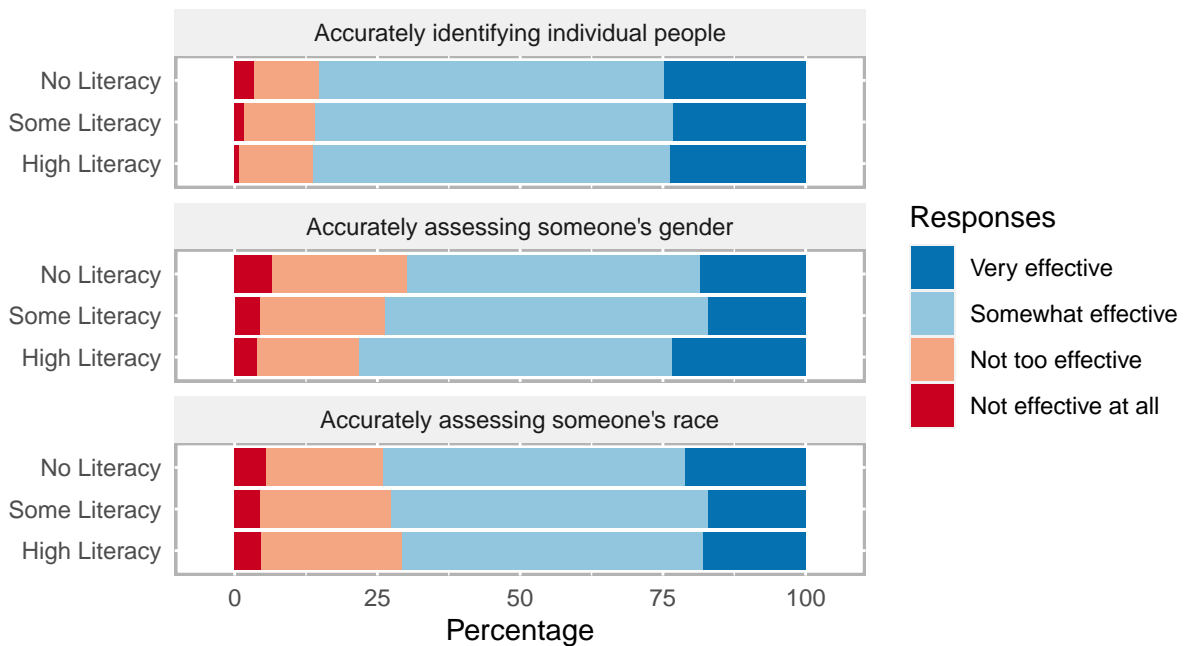
How Effective Do Respondents Think Faceted on Tech Literacy



Data source:
2019 PEW American Trends Panel
Survey on Social Media Usage and
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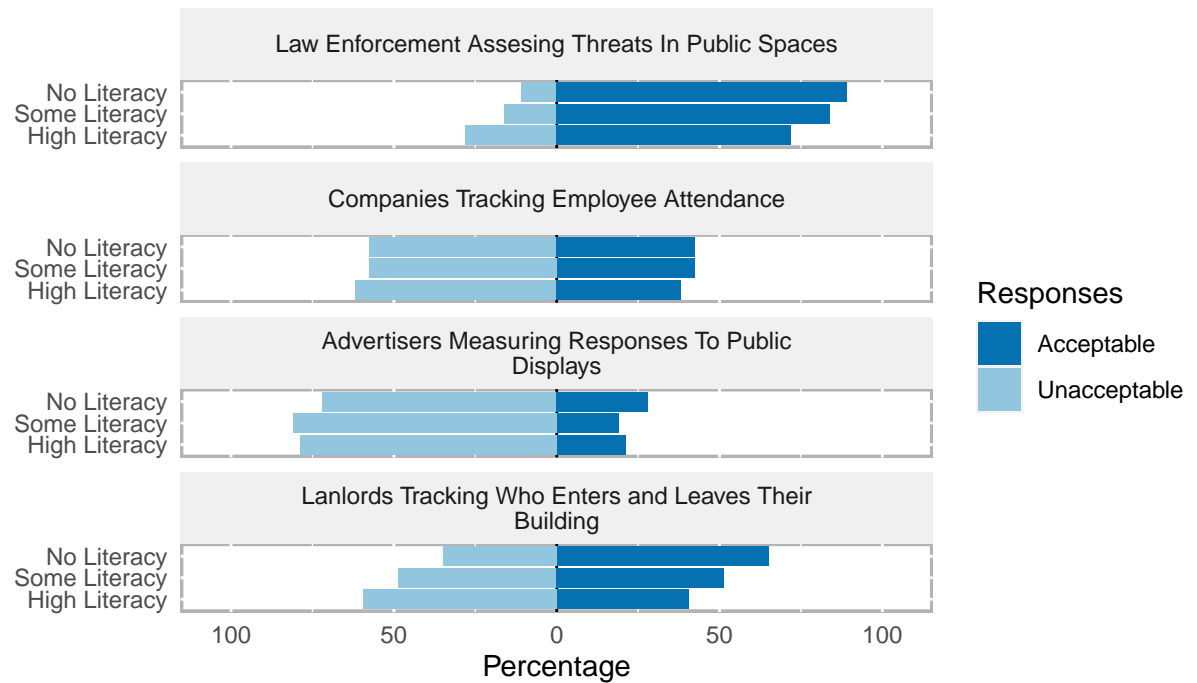
3. People's Understanding of Facial Recognition

How Effective Do Respondents Think Facial Recognition Is Faceted on Tech Literacy



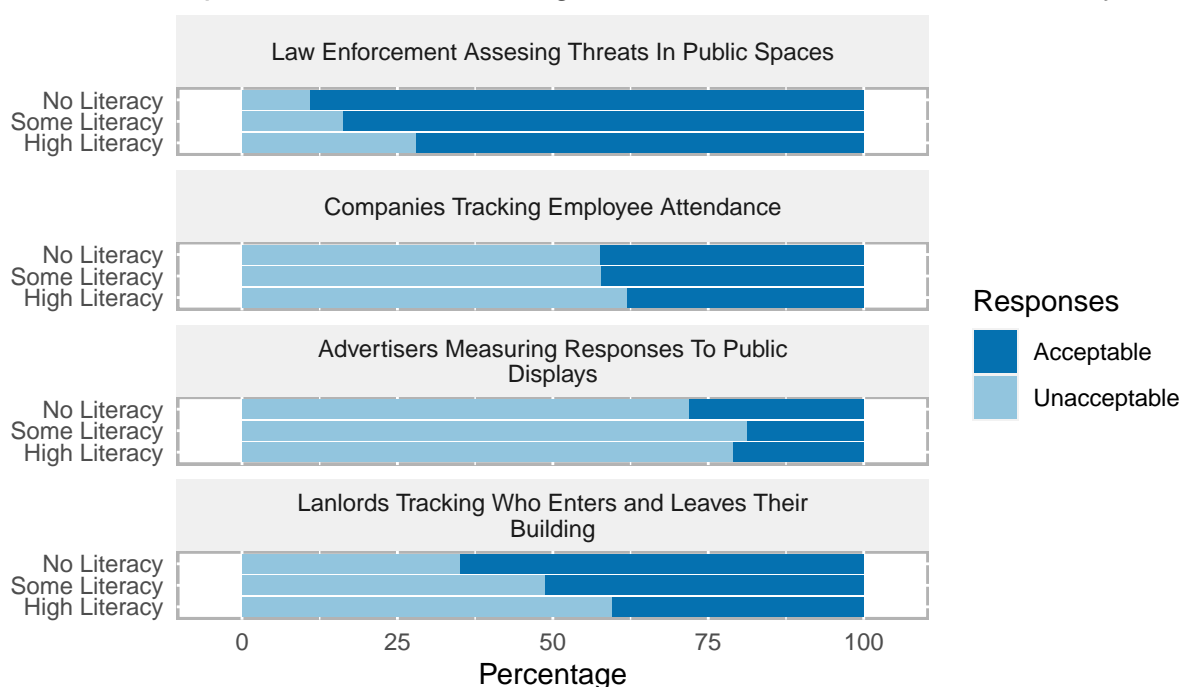
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4. What situations People Think It Is Acceptable To Use Facial Recognition In the Following
Opinions on Facial Recognition Use Faceted on Tech Literacy



Data sourced from
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Opinions on Facial Recognition Use Faceted on Tech Litercay



Data sourced from
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Additional Tables For Key Figure 1

Additional Tables For Key Figure 2

Table 1: Summary Statistics For Key Figure 2

Group	Item	low	high	mean
High Literacy	Law Enforcement's Use Of Facial Recognition	46.32238	53.67762	2.461659
High Literacy	Tech Companies' Use Of Facial Recognition	71.51800	28.48200	2.018779
High Literacy	Advertisers' Use Of Facial Recognition	88.73239	11.26761	1.607199
Some Literacy	Law Enforcement's Use Of Facial Recognition	30.48829	69.51171	2.797539
Some Literacy	Tech Companies' Use Of Facial Recognition	58.59468	41.40532	2.237396
Some Literacy	Advertisers' Use Of Facial Recognition	80.26995	19.73005	1.843192
No Literacy	Law Enforcement's Use Of Facial Recognition	26.79612	73.20388	2.862136
No Literacy	Tech Companies' Use Of Facial Recognition	49.51456	50.48544	2.415534
No Literacy	Advertisers' Use Of Facial Recognition	68.73786	31.26214	2.069903

Table 2: Numeric Summary That Involves Uncertainty For Key Figure 2

Group	Item	mean	sd
High Literacy	Law Enforcement's Use Of Facial Recognition	2.461659	0.9325284
High Literacy	Tech Companies' Use Of Facial Recognition	2.018779	0.8149991
High Literacy	Advertisers' Use Of Facial Recognition	1.607199	0.6952671

Group	Item	mean	sd
Some Literacy	Law Enforcement's Use Of Facial Recognition	2.797539	0.9198941
Some Literacy	Tech Companies' Use Of Facial Recognition	2.237396	0.8672941
Some Literacy	Advertisers' Use Of Facial Recognition	1.843192	0.7908986
No Literacy	Law Enforcement's Use Of Facial Recognition	2.862136	0.9030985
No Literacy	Tech Companies' Use Of Facial Recognition	2.415534	0.8921139
No Literacy	Advertisers' Use Of Facial Recognition	2.069903	0.8637574

Discussion of Uncertainty & Inference

Key Figure 1

Key Figure 2

Discussion of Analytic Choices

Key Figure 1

Key Figure 2

Discussion Of Other Ways We Could Have Made Our Key Figure

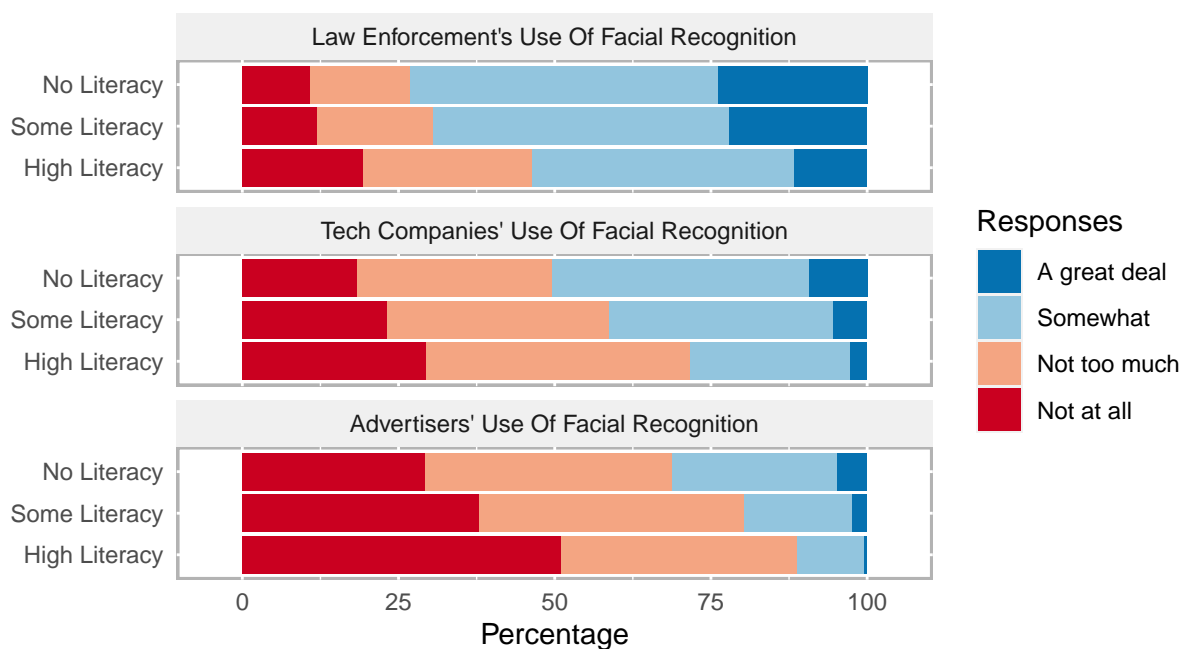
Key Figure 1

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Key Figure 2

I choose to to the likert graph instead of the 100% complete bar chart because.... BLAH BLAH BLAH

Trust In Responsible Use Of Facial Recognition Tech Faceted on Tech Literacy



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NOTE: NEED TO CREATE AND INCLUDE ALT. VERSION OF KEY FIGURE IN THIS SECTION