

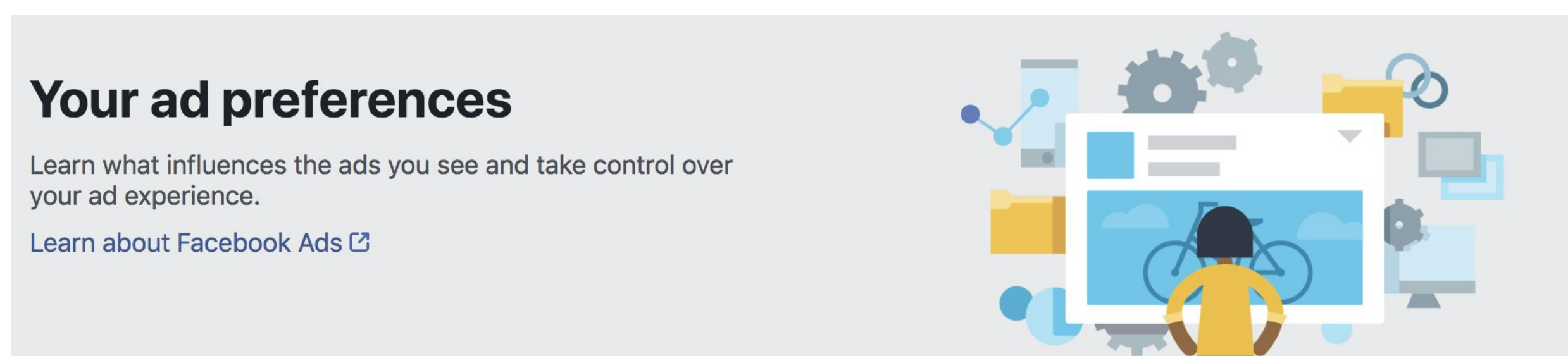


# Perceptions and Realities of Online Profiling on Facebook

Arushi Bandi, Kyle Crichton, Courage Kpotosu, Nora Mattson, Olga Gesare Mogaka

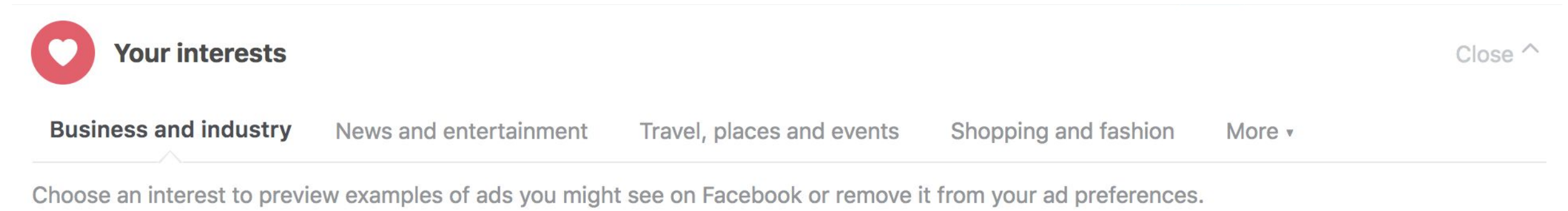
## Motivation

- How accurate is the advertising profile that Facebook creates for us?
- How accurate do users think this information describes them?
- **Do these align?**



## Approach

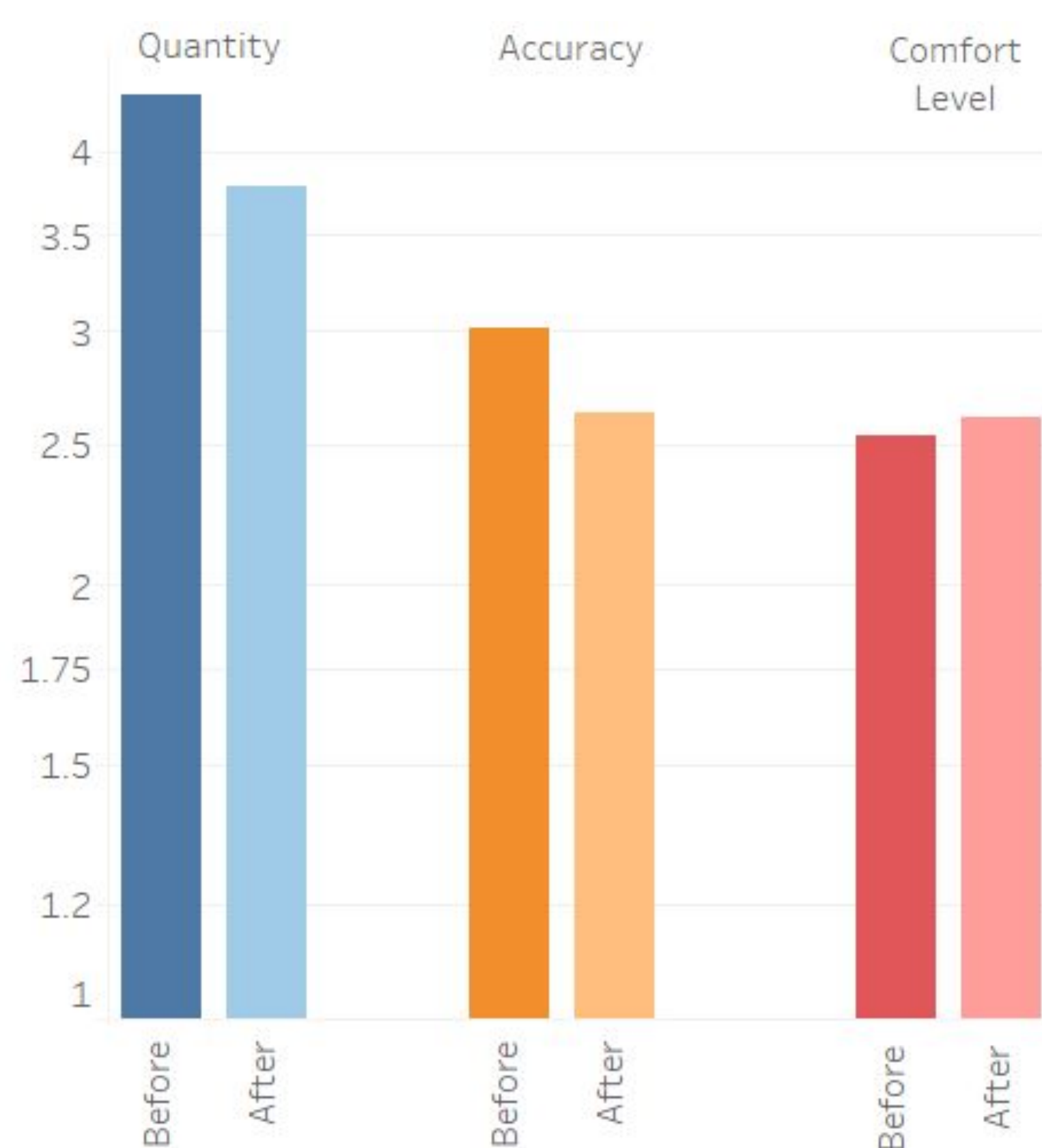
- Online survey, 50 respondents
- Behavior online, privacy preferences
- **Perceptions of Facebook's advertising profile**
- Asked participants to view 'ad preferences' page



- **Updated perceptions of Facebook's advertising profile**

## Results

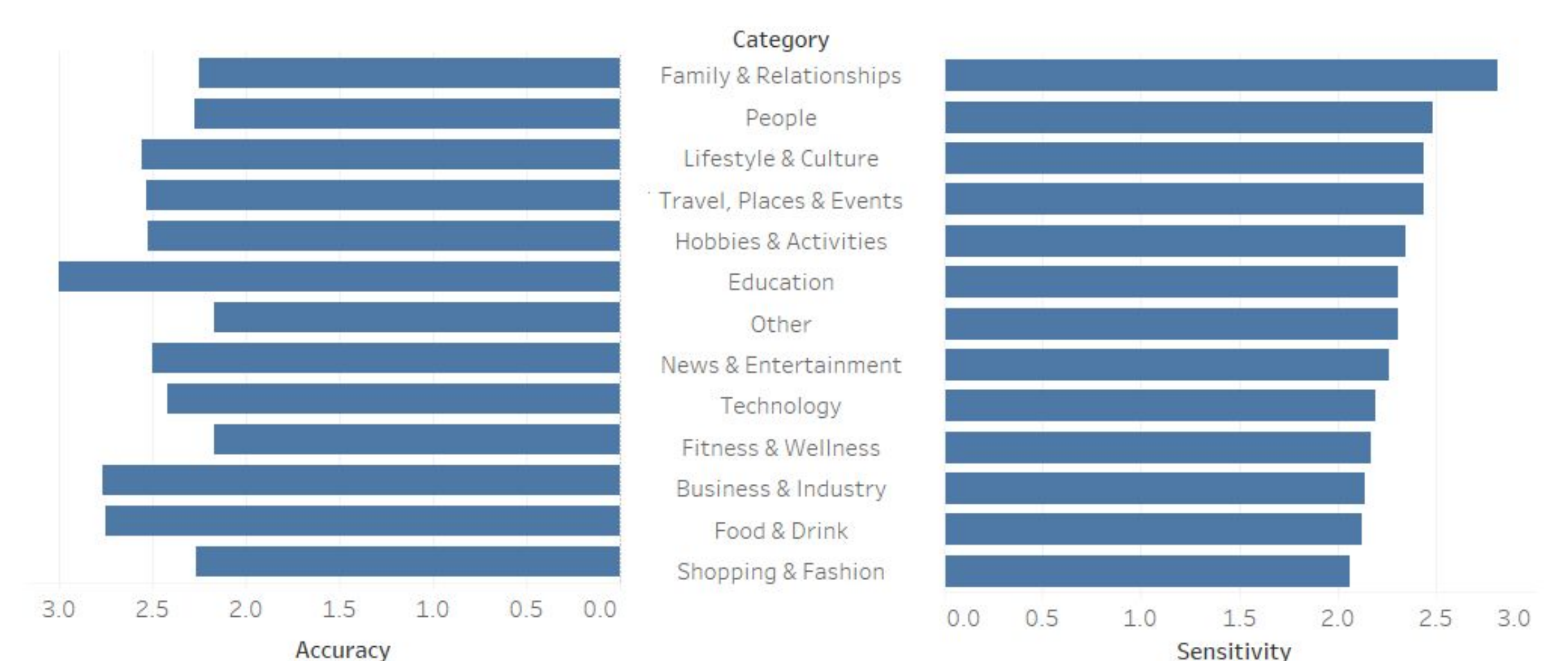
### Changes in Perception



- Profiles were less broad, less accurate than users expected
- Slightly more comfortable after viewing their profile
- The shift in comfort may be due to the fact that the profiles did not live up to user's expectations

**“Expected more from them.”**

### Accuracy and Sensitivity by Topic



- Accurate: Education, Business & Industry, Food & Drink
- Sensitive: Family & Relationships, People, Lifestyle & Culture
- Sensitive information was not necessarily more accurate

### Explaining Changes in Privacy Outlook

- 49% of respondents indicated they would likely adopt stricter privacy settings after viewing their ad profile
- Individuals were more likely if they...
  - Perceived a larger quantity of data in their profile than they initially expected
  - Were more concerned about privacy (IUIPC)
  - Had more social media accounts
  - Used the internet more often
- A target audience for future information-based interventions

