Increasing Awareness of Privacy Policies through Graphical Representation

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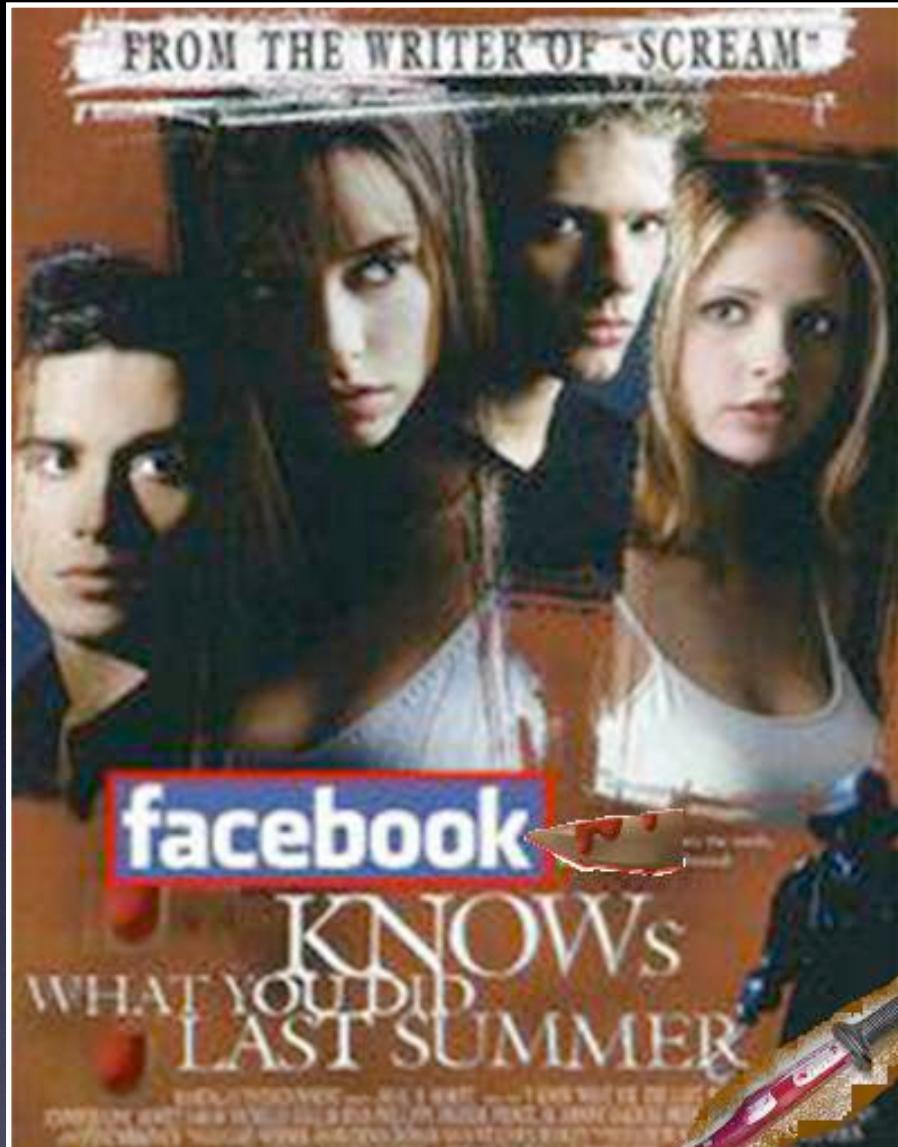
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Overview

- Privacy on the web today

- The privacy gap

- Technical background

- Pre-survey

- Hypothesis

- Experiment

- Next steps

Introduction

Privacy on the web today

http://flickr.com/photos/500hats/797037514/

Facebook

Forums and Wikis

# ecommerce website privacy policies
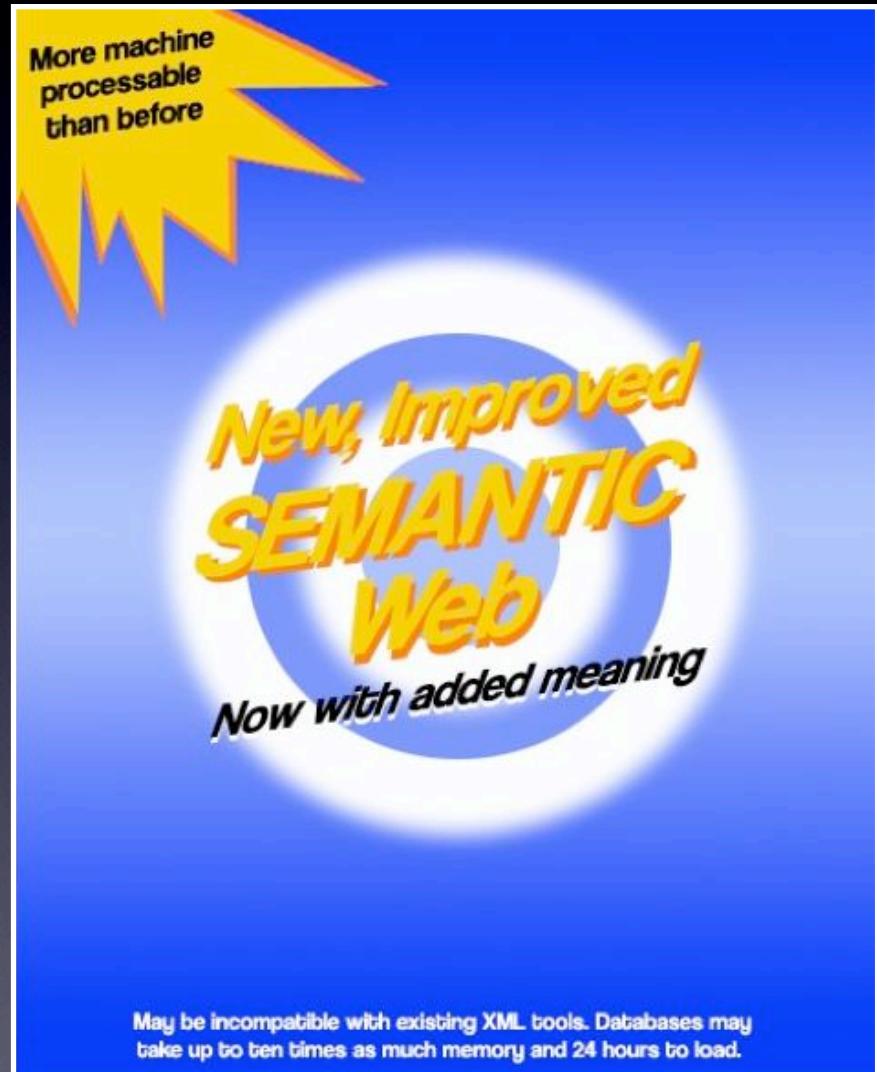
The Wrong Place

The Privacy Gap

- Users don't value their privacy online

  - They don't see their information as an object with monetary value

- There is a culture of ignoring privacy risks, of trusting in the aggregate

- We need to make virtual privacy as relevant as physical privacy

Technical Background

- P3P

- XACML

- EPAL

Experiment Overview

Pre-survey

- We need to verify that the scenario chosen matches the internal privacy policies of our subject base

http://flickr.com/photos/jarkkos/250725568/

Simple Privacy Framework (SPF)

Citation

Complicated...

... to simple.

```xml
<privacy>
  <statement>
    <source>Cell Phone Number</source>
    <receivers>
      <role>Trusted Companies</role>
      <relation from="Trusted Companies">Third Party
Advertisers</relation>
      <entity>Acme Anvil Company</entity>
    </receivers>
    <action>call</action>
    <action>text message</action>
  </statement>
  ...
</privacy>
```

Experiment Details

Users presented with graphical representations of potential privacy risks will be more likely to follow up to determine the specifics of the potential risks.

- Registration form

- All fields will be required

Example using Yahoo's Registration Screen

Control Group

Example using Yahoo's Registration Screen

Testing Group

TODO

- Determine actual graphics

- Technical setup for data collection

Analysis

Metrics of Success

- Clickthroughs on the "privacy information" links

- Increased visual attention when showing privacy information

- Time spent to fill out the form and filling out each field

More Metrics
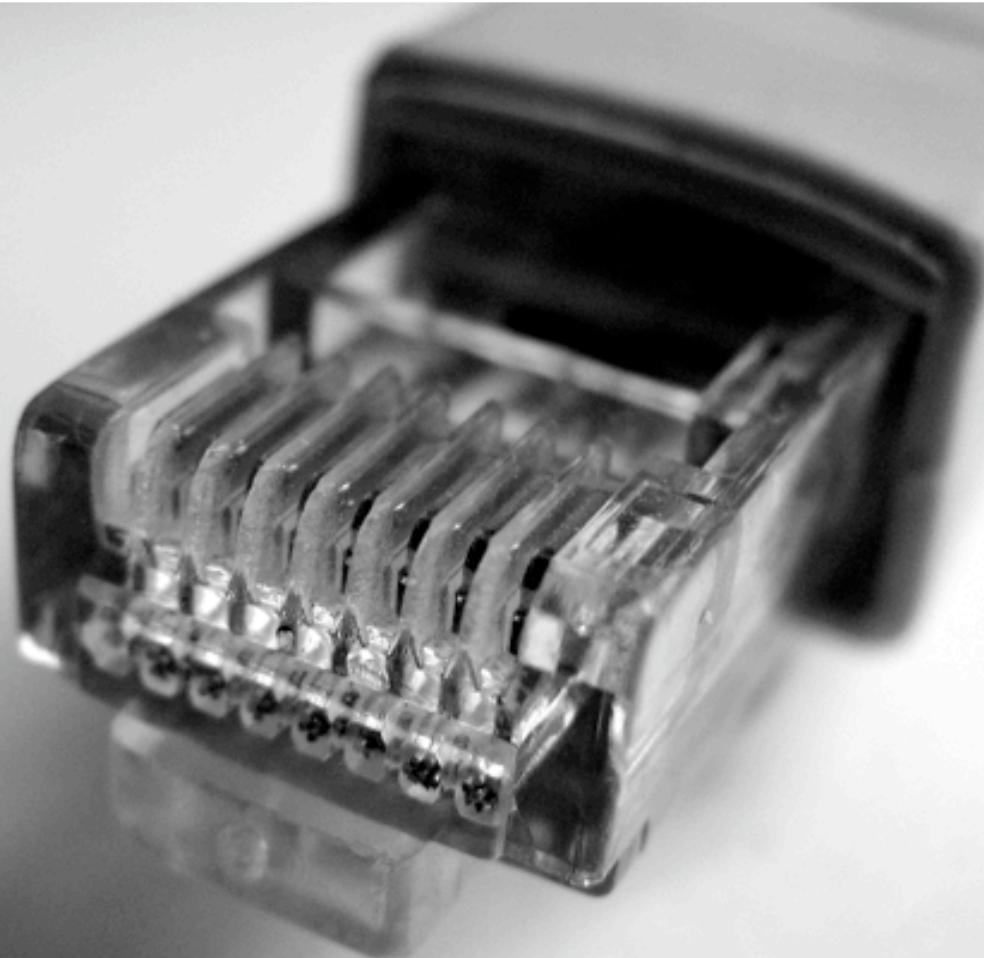
- Number of fixations
- Gaze %
- Number of gazes on an area
- Fixation mean
- Number of fixations
- Gaze duration mean
- Fixation rate overall (f / per sec)
- Aggregate data of the above across all participants

Next Steps

http://flickr.com/photos/zaccarifande/475813703/

Browser Plugin?

Web Service?

http://www.linnovate.net/en/drupalager

Reference Design?

References

To see up close, go to http://portfolio.furrypaws.ca/

And thanks for coming!

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