Contextual Integrity as a Conceptual, Analytical, and Educational Tool for Research

Priya Kumar
Doctoral Candidate, University of Maryland

Symposium on Applications of Contextual Integrity
Sept 13-14, 2018

UNIVERSITY of WISCONSIN UWMILWAUKEE

COLLEGE OF INFORMATION STUDIES

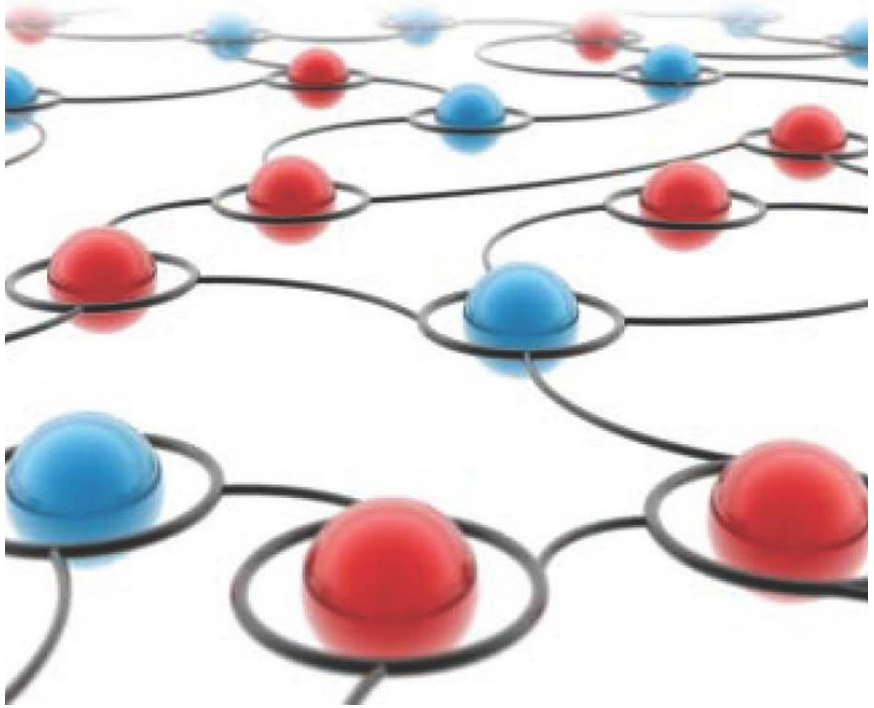
PRINCETON UNIVERSITY

Image: Chameleon Design via Noun Project

PRIVACY IN CONTEXT

Technology, Policy, and the Integrity of Social Life

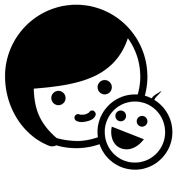
HELEN NISSENBAUM



1. Unexpected Social Media Information Flows

2. Privacy Expectations Over Time

3. Children's Understanding of Privacy Online



Images: Delta, Iconographer, & Arif Fajar Yulianto via Noun Project

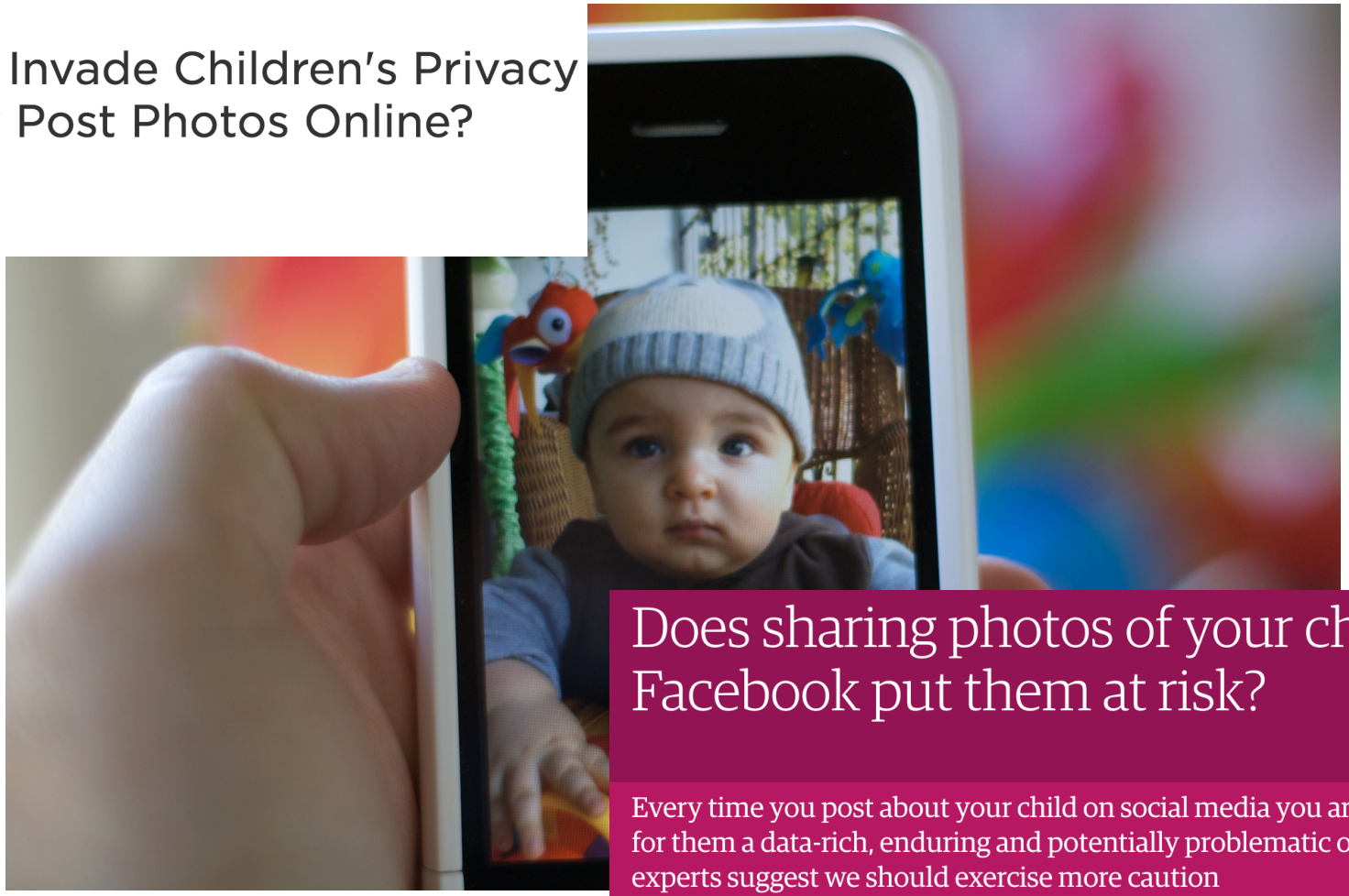
Unexpected Social Media Information Flows

YOUR HEALTH

Do Parents Invade Children's Privacy When They Post Photos Online?

October 28, 2016 · 5:00 AM ET

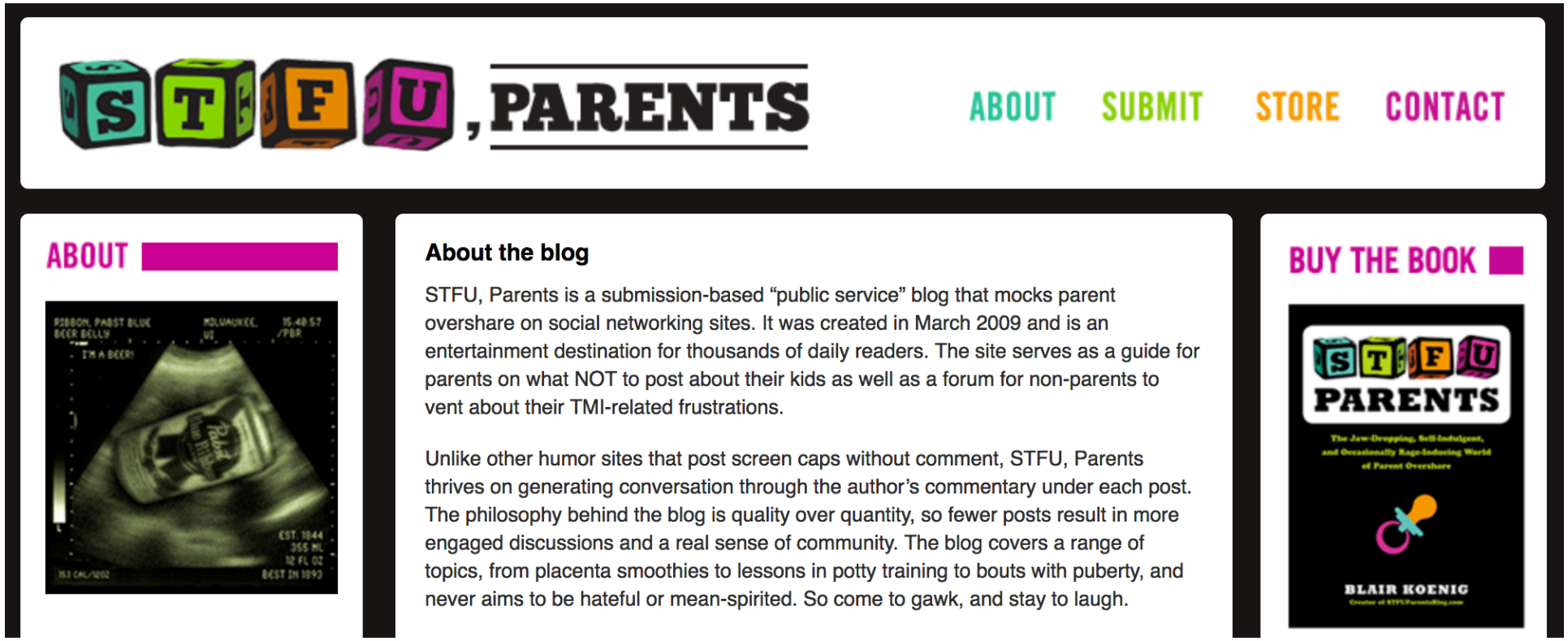
TARA HAELLE



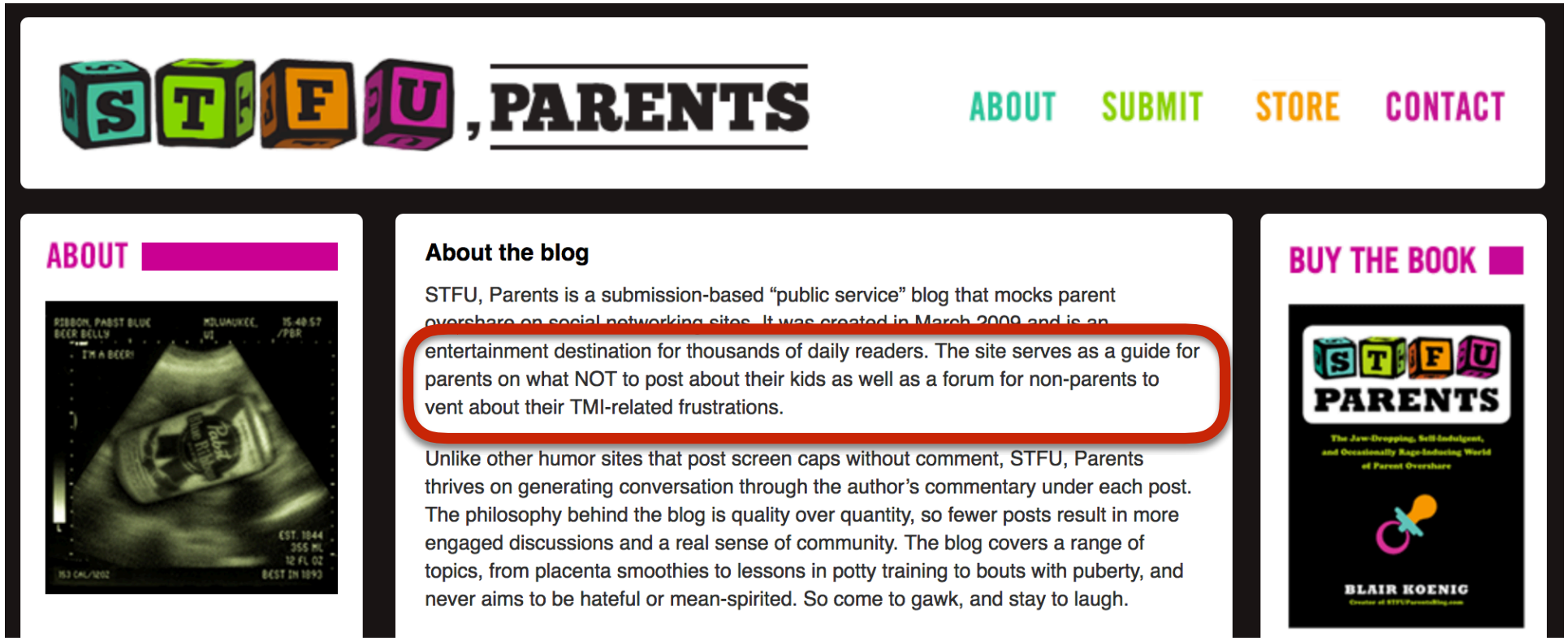
Does sharing photos of your children on Facebook put them at risk?

Every time you post about your child on social media you are helping to create for them a data-rich, enduring and potentially problematic online profile. Some experts suggest we should exercise more caution

Image: Eduardo Merille via Flickr



Source: Koenig, B. About the blog: http://www.stfuparentsblog.com/about.



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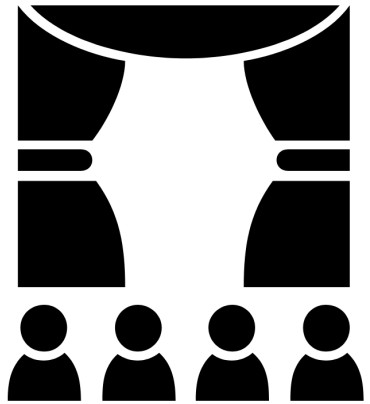
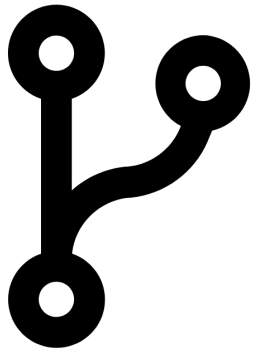
STFU, Parents and Contextual Integrity



Out of context

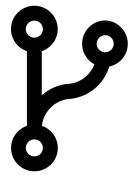


Unexpected information flow

Kumar, P. 2018. Emerging Norms and Privacy Implications of Parental Online Sharing: The Perspective of the STFU, Parents Blog. Presented at the 68th Annual Conference of the International Communication Association (Prague, Czech Republic, 2018), 1–30.

Images: Kangrif & Gan Khoon Lay, via Noun Project

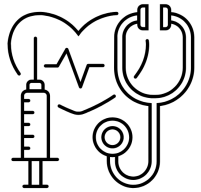
1. Unexpected Social Media Information Flows



CI served as a conceptual tool that
helped me see my data in a new light.

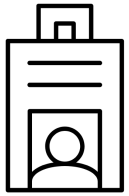
Privacy Expectations Over Time

Image: Timo Newton-Syms via Flickr



Doctor

Insurance

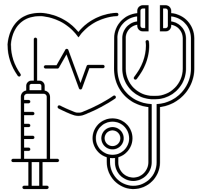


Employer

Law Enforcement

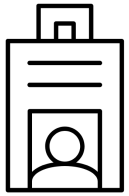
Social Media

Images: Maxicons, Pravin Unager , Jasfart, Rohith MS, Symbolon via Noun Project



Doctor - 2013: Largely appropriate || 2017: More questioned

Insurance - 2013: Split || 2017: More considered



Employer

Law Enforcement

Social Media

2013: Should not flow here
2017: Willing to consider these flows

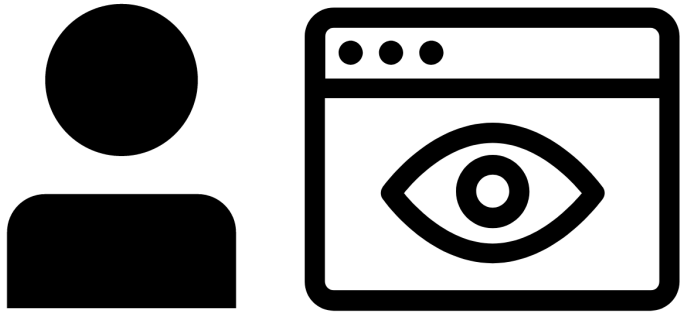
Images: Maxicons, Pravin Unager , Jasfart, Rohith MS, Symbolon via Noun Project

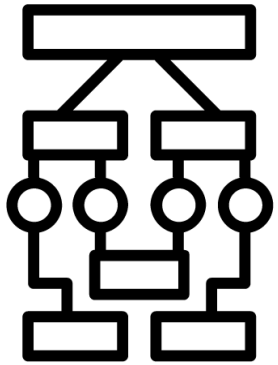
2. Privacy Expectations Over Time

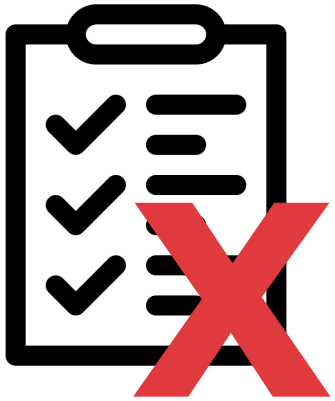
CI served as the conceptual framework that inspired the study as well as the analytical framework through which we interpreted the data.

Children's Understanding of Privacy Online

Image: Marcus Kwan via Flickr







Children typically understood how *actors* and *attributes* affected privacy online, but those under age 10 did not discuss *transmission principles*.

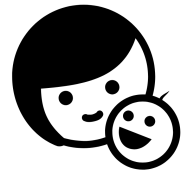
Kumar, P. et al. 2017. "No Telling Passcodes Out Because They're Private": Understanding Children's Mental Models of Privacy and Security Online. Proceedings of the ACM on Human-Computer Interaction. 1, CSCW (Dec. 2017), 1–21 . https://doi.org/10.1145/3134699.

Rather than give children providing do's and don'ts, equip them with privacy decision-making skills.

Kumar, P. et al. 2018. Co-Designing Online Privacy-Related Games and Stories with Children. Proceedings of the 2018 Conference on Interaction Design and Children (Trondheim, Norway, 2018). https://doi.org/10.1145/3202185.3202735.

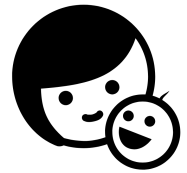
Images: Gregor Cresnar, Maria Kislitsina, & Arthur Slain via Noun Project

3. Children's Understanding of Privacy Online



CI may form the basis of an educational tool to help children develop skills to navigate privacy online.

3. Children's Understanding of Privacy Online



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Many thanks to **Jessica Vitak, Tammy Clegg, Marshini Chetty, Michael Zimmer**, **Heather Patterson** and others for their collaboration; to **Marshini Chetty, Helen Nissenbaum, and Yan Shvartzshnaider** for this symposium; and to **Helen Nissenbaum** for developing the CI framework which has resonated with me as a scholar and individual living in the digital age.

pkumar12@umd.edu