

Chrome New Tab: Facebook Privacy Checkup

Gustavo Umbelino & Rosie Sun
Jason Hong, Cori Faklaris, Laura Dabbish

Motivation

- The current Facebook interface makes it difficult to manage privacy settings
- Studies suggest that social influence can help improve security and privacy behaviors online

Goals

- Improve the usability of the current Facebook interface for privacy settings
- Encourage better practices regarding privacy online

Current Practices

Facebook Settings Page

- Counterintuitive categories
- Unclear wording of questions
- Hidden in the navigation bar

Crowdsourcing Tools:

- reCAPTCHA
- Slide to X
- VizWiz

Who do you think should be able to send you friend requests?

Everyone Friends of friends Not sure

Study Design

To test the effectiveness of our intervention, we are running an experimental study with three conditions:

- Condition 1**: Participants use the current interface on Facebook to browse and adjust the privacy settings on Facebook if they desire.
- Condition 2**: We ask participants to use our improved UI in the browser plugin as a tool to inform and motivate their use of the Facebook privacy settings interface.
- Condition 3**: We also ask participants to use our browser plugin, but users in this group can also see the crowdsourced responses collected from Amazon Mechanical Turk.

Key Takeaways

MTurk study, July 2018

- Do as I say, not as I do - settings recommended by users are often not their current setting
- Most people prefer not to expose their personal information (e.g. friend list, profile info, etc) to the public
- For features that encourage more connections (i.e., friend request), about 60% of subjects keep them public
- 70% of subjects recommend not having profiles used by search engines and external sites

Next steps

- Analyze data collected from experimental studies
- Write a paper reporting our findings
- If the results are successful, expand to new platforms, such as Google, Twitter, etc.

