Social Networks and Online Privacy Concerns

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Current Social Networks

Privacy settings are difficult to understand and configure

Multi parted problem:
◦ Settings are changed constantly and make users auto opt-in
◦ Settings are also placed so that they are hard to discover
◦ No historical view exists for users to understand changed settings

Previous studies have tried to solve the problem by:
◦ Creating third party systems to control access settings
◦ Giving users information from an outside perspective

Objectives

Continuing on the work done in the previous semesters

Getting more responses for our online privacy concerns survey

Conducting more follow up interviews

Helping in improving the paper for WWW

Data analysis on data collected and finding interesting trends

Work Completed

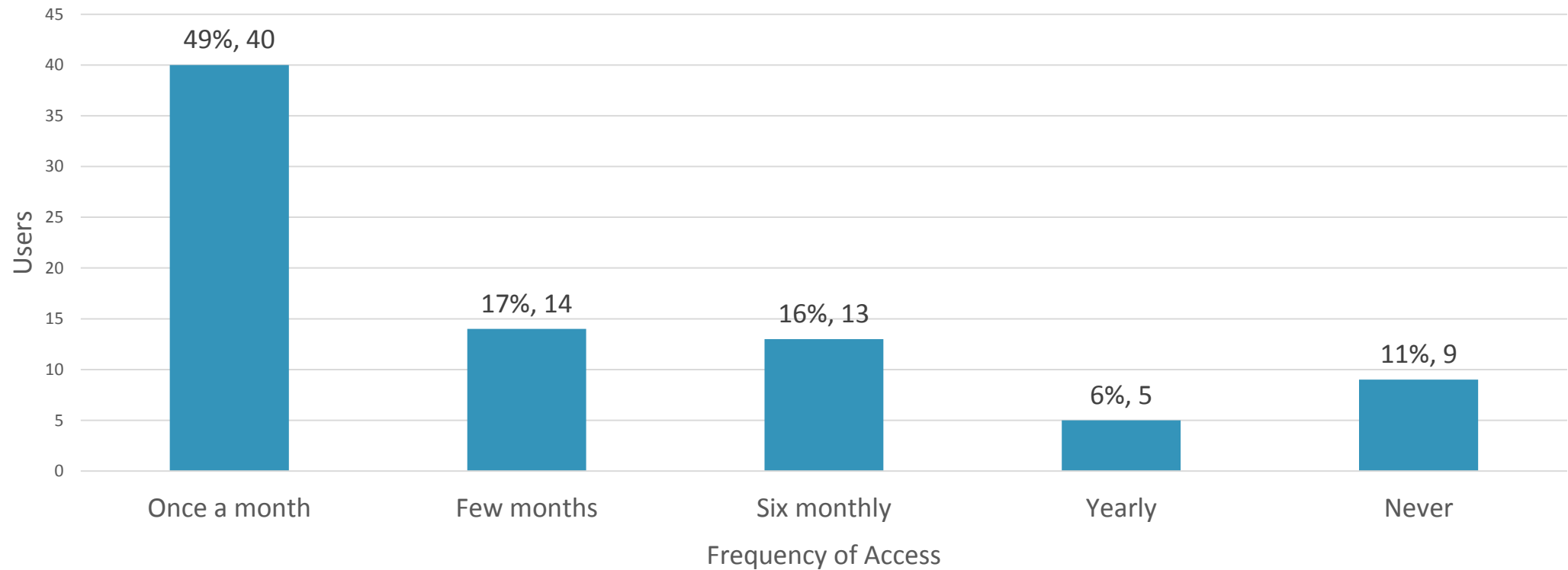Collected overall 105 responses to the online survey; 63 individually

Conducted 17 follow up interviews; 7 individually

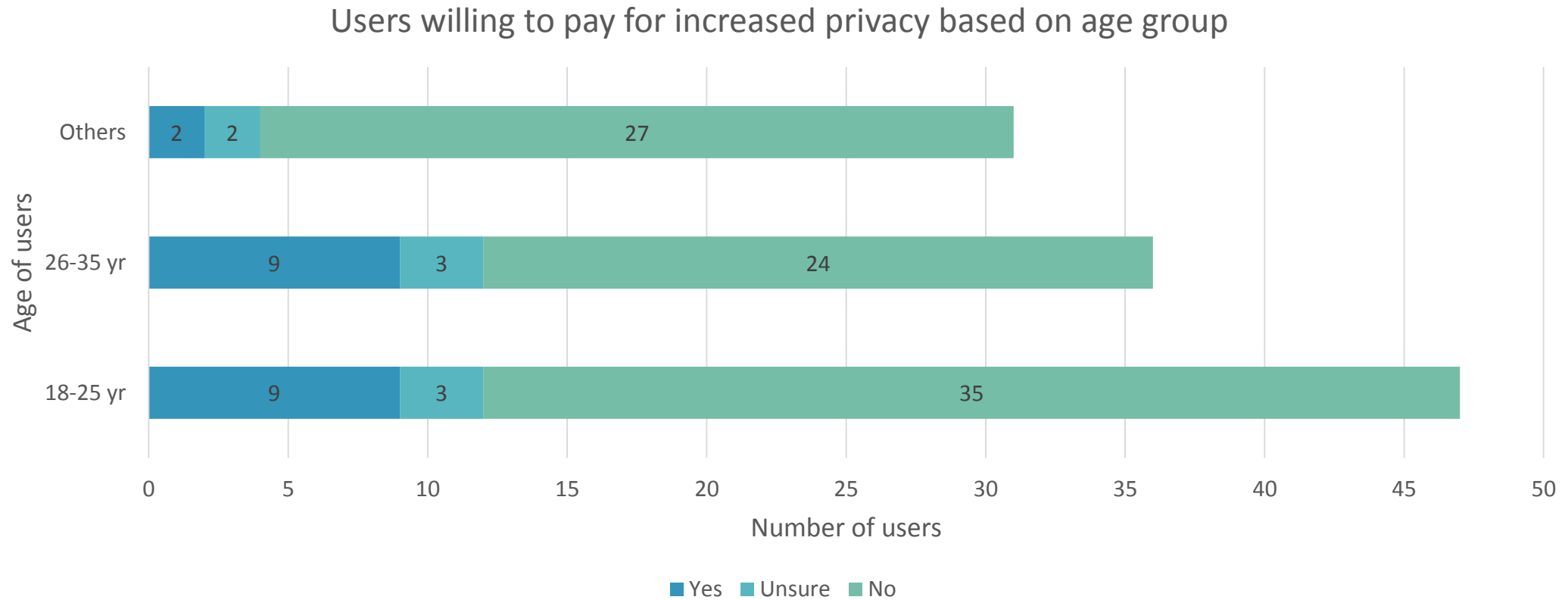Helped write and submit paper for the ICSE '14 Formal Demo

Data analysis (continued...)

How does frequency of access affect changing privacy settings

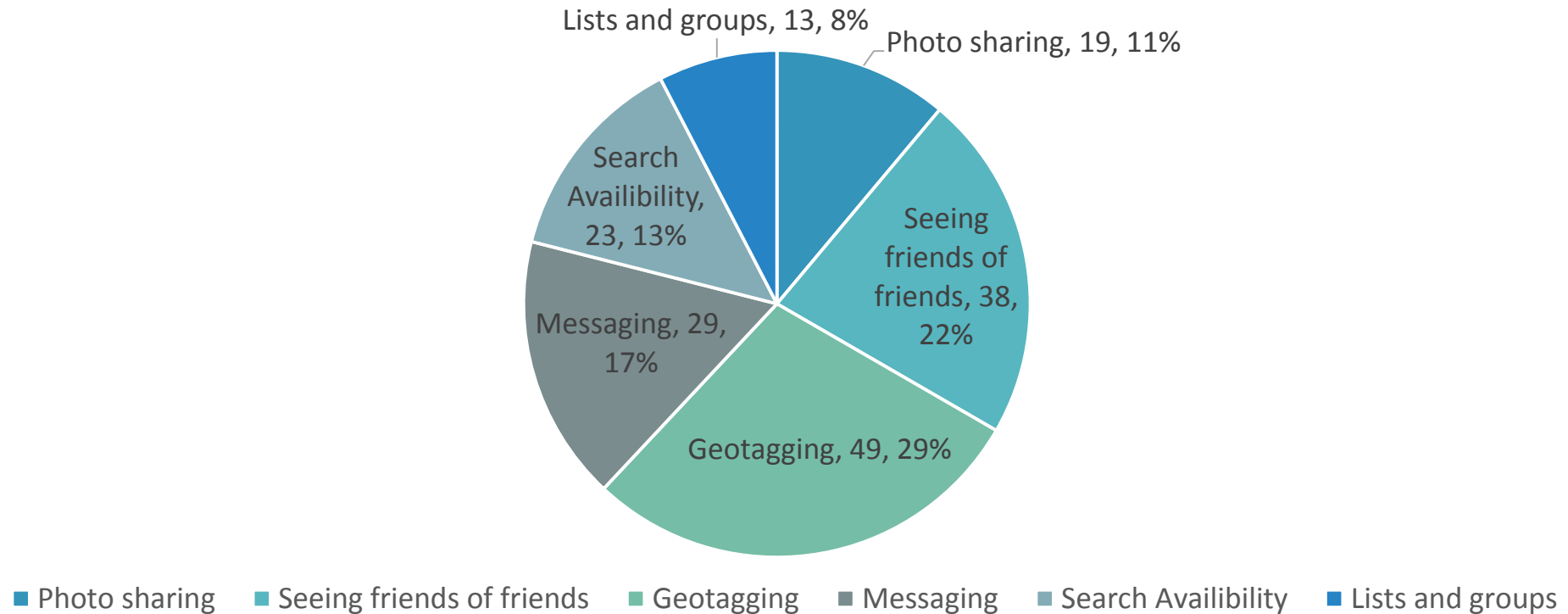People who change privacy settings vs Frequency of accessing settings

How does age of users affect their decision to pay or not for privacy
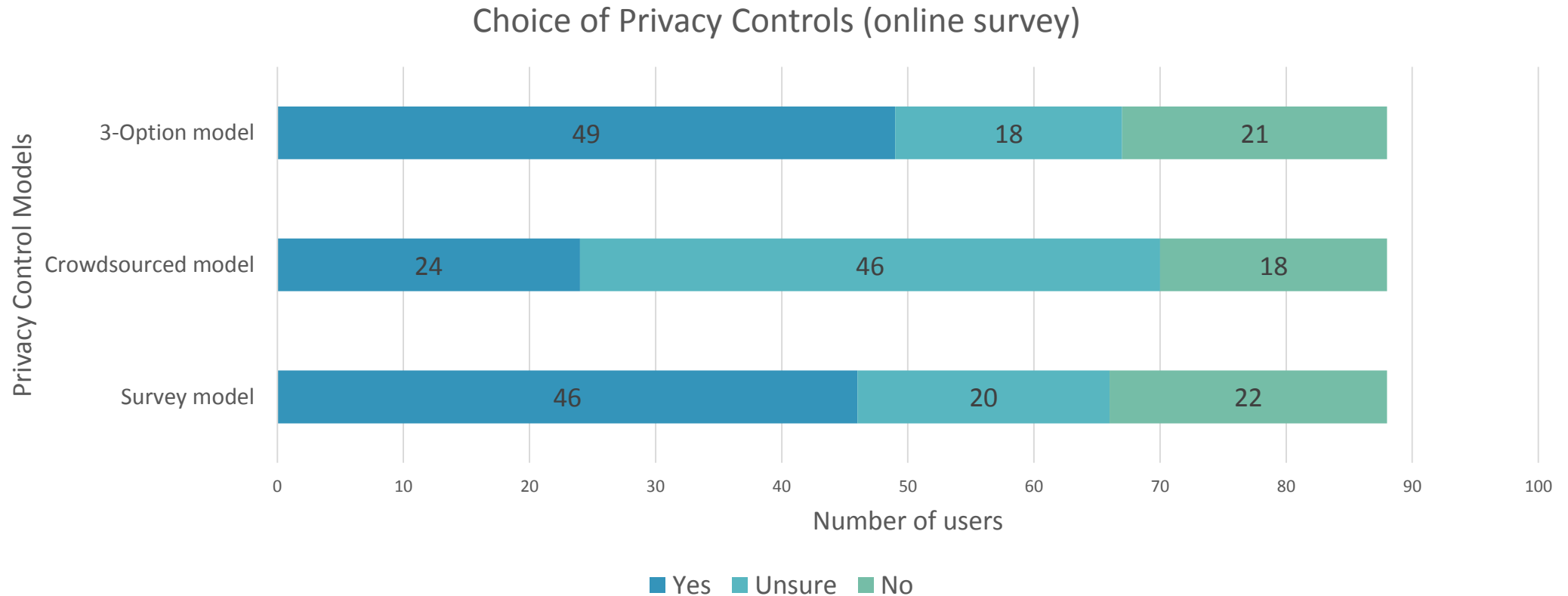
Users willing to pay for increased privacy based on age group
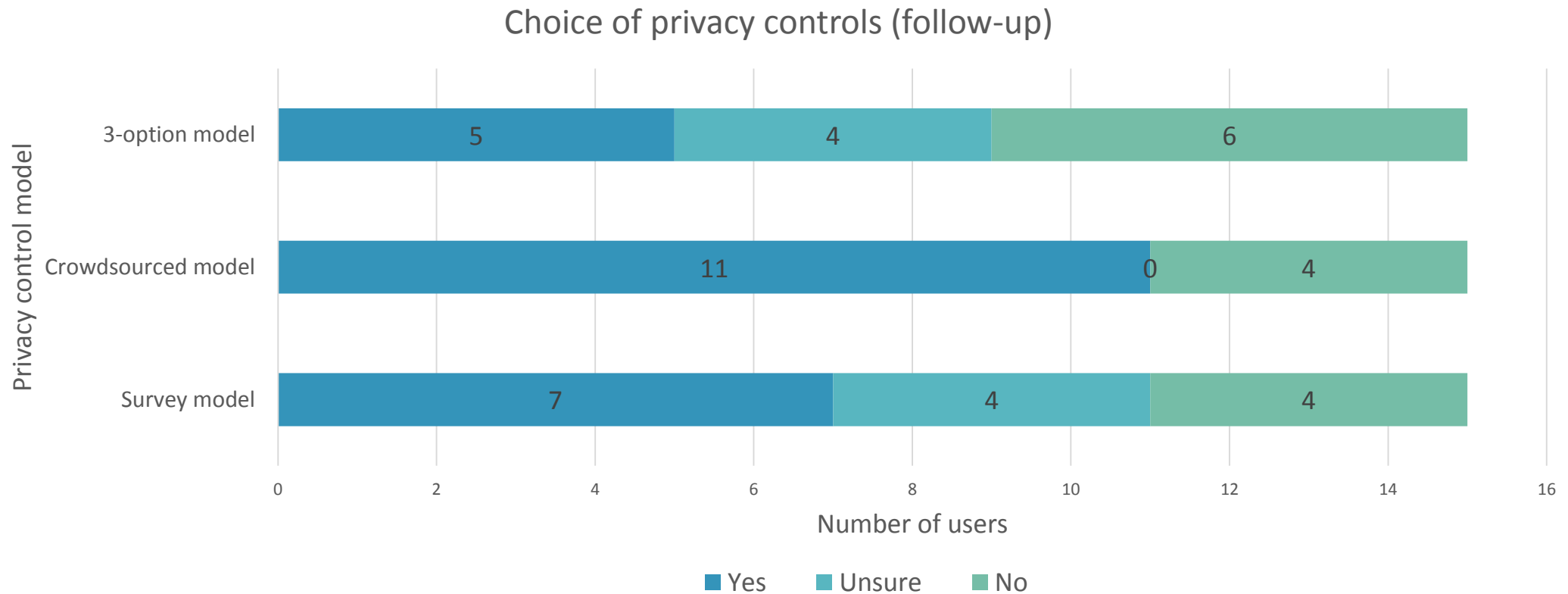
Which features are users ready to give up for increased privacy

Users ready to give up certain services for increased privacy

Pie chart legend:
- Photo sharing
- Seeing friends of friends
- Geotagging
- Messaging
- Search Availibility
- Lists and groups

Pie chart labels:
- Lists and groups, 13, 8%
- Photo sharing, 19, 11%
- Seeing friends of friends, 38, 22%
- Geotagging, 49, 29%
- Messaging, 29, 17%
- Search Availibility, 23, 13%

Which privacy control models did users prefer?

Choice of Privacy Controls (online survey)

However… In follow-up interviews

Choice of privacy controls (follow-up)

Thank You