

## Executive Summary

This study was conducted through a Qualtrics survey and sent on Facebook and Reddit. It accumulated a total of 68 responses with the sample being primarily 18-24-year-old students (97% of responses). To answer questions about users of Yelp, those who answered “No” to being a Yelp user were filtered out, leaving 33 responses.

Prior to seeing Yelp’s privacy terms, 55% of users were unaware that Yelp collects data about them, with 64% being “neither comfortable nor uncomfortable” with that fact. After seeing Yelp’s privacy defaults, 57% of users said that they are now “somewhat uncomfortable” with Yelp’s policy, with half of the previously unaware users saying that their concerns have grown “somewhat more” after being explained that Yelp collects data about them.

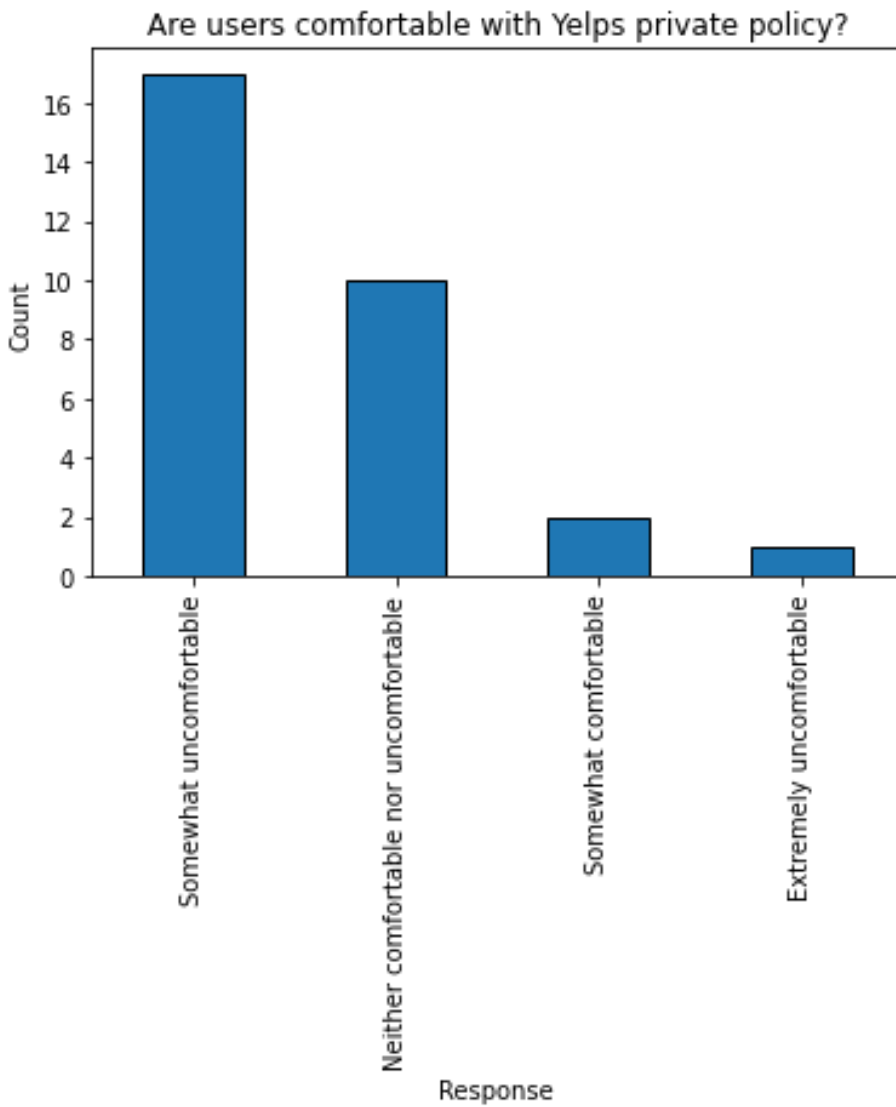
$\frac{2}{3}$  of users answered “No” when asked if they are aware of the type of data that Yelp collects about them. Users were then shown some of the data through images of the personal data available for download. After seeing the data Yelp collects about users, 55% of users were “somewhat uncomfortable”. 70% of those who were unaware of the type of data collected before said that they are now “somewhat more” concerned about privacy on Yelp.

When asked, the areas of information collected that users were most concerned with were: payment (42% of responses), identifying (39%), device (39%), location (36%), and IP (36%) information. Since users seem to be only “somewhat more” concerned and see nothing glaringly wrong with the types of information collected, my suggestion to Yelp is to keep the same privacy defaults but still have them read and sign the terms of agreement while enabling users to go into Settings to turn off any of the types of information collected that bother them the most at any point.

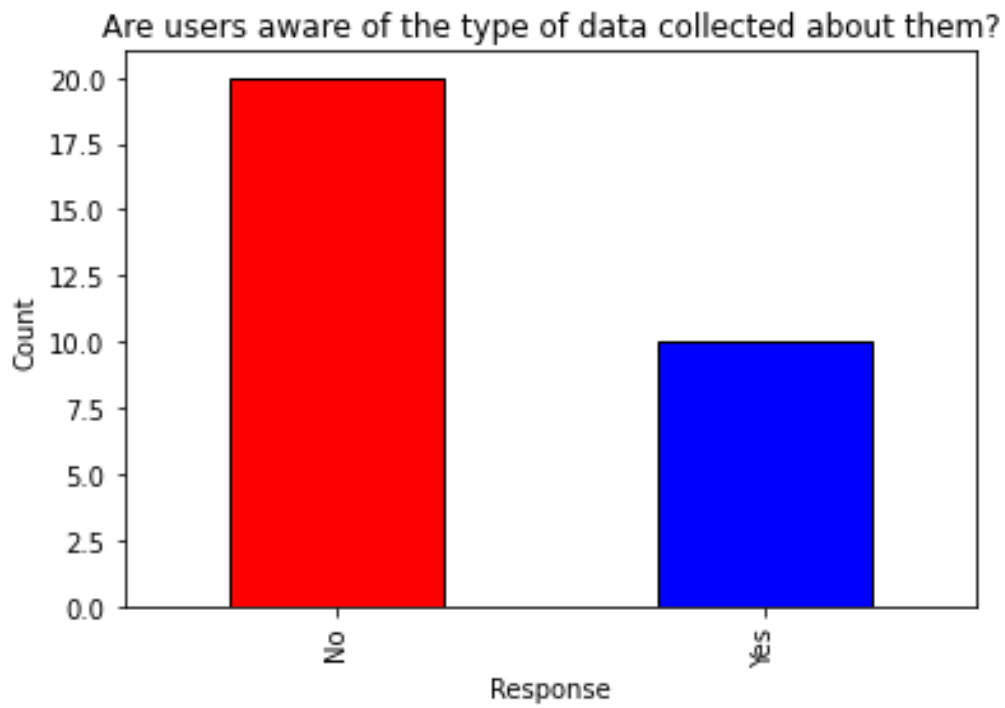
Software Packaging: <https://github.com/sophiehu24/DATA25900-DSP>

## Visualizations

1. are users comfortable with the service's privacy defaults? i.e., do Company X users complain about the privacy terms?

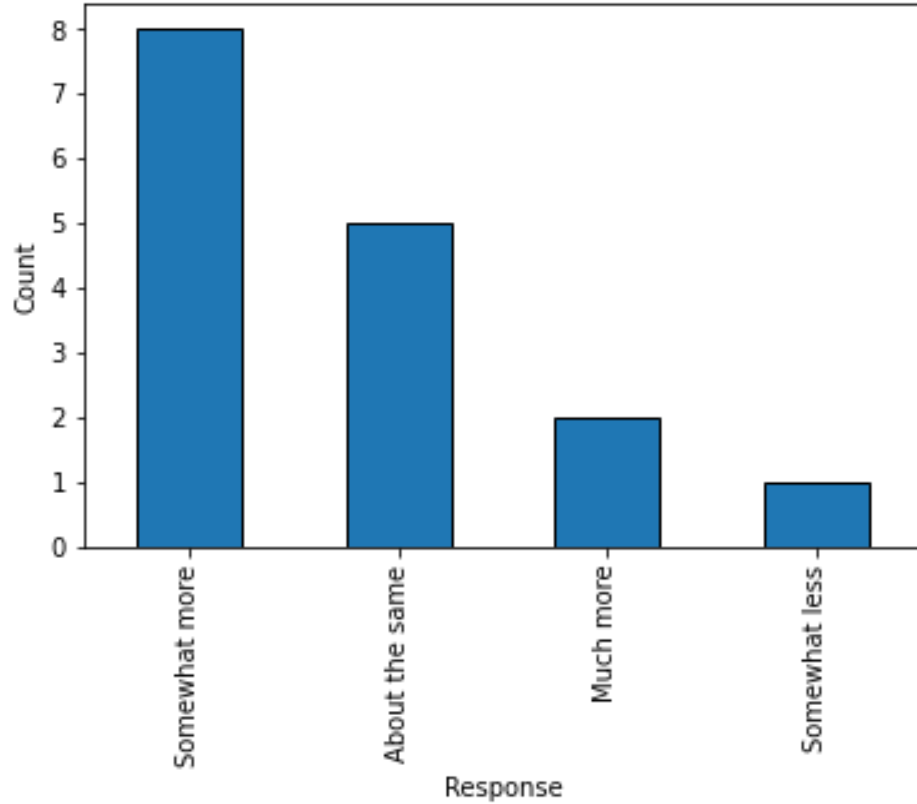


2. are users aware of the data Company X collects about them?

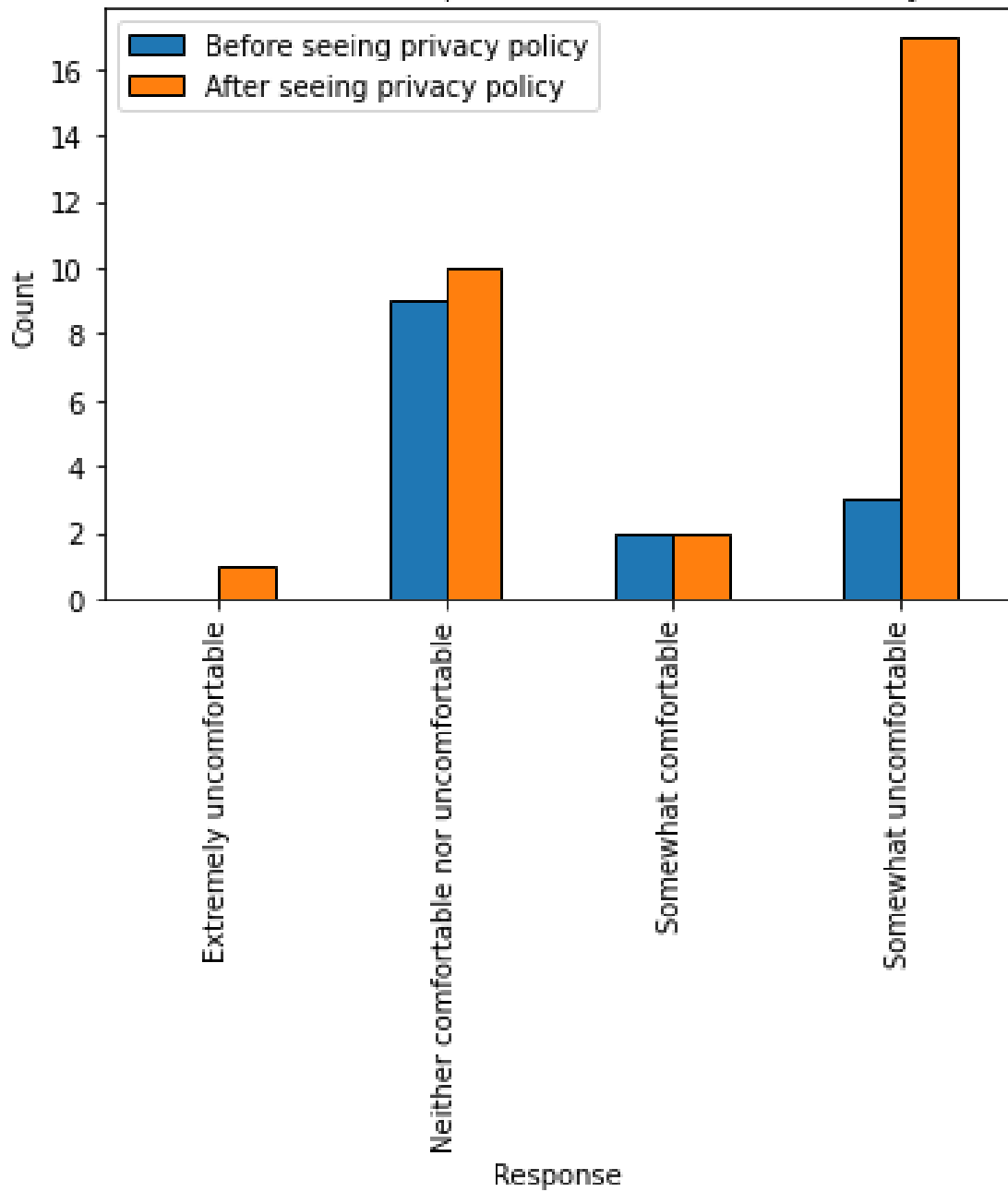


3. suppose the users did not know the data Company X collects about them. Would their privacy concerns be more serious after explaining to them that Company X does, indeed, collect data about them?

How much did users concerns grow after learning Yelp collects data about them?



User Comfort with Yelp Data Collection and Privacy Policy



4. and finally, will users' privacy concerns grow if they see the data Company X collects about each of them?

How much did users concerns grow after seeing the type of data collected about them?

