Understanding Users

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FOPNAC Workshop
Understanding Users Panel

• Lorrie Cranor, Carnegie Mellon University (moderator)
• Aleecia McDonald, Stanford
• Alessandro Acquisti, Carnegie Mellon University
• Masooda Bashir, University of Illinois
• Heng Xu, Penn State University
Privacy Bird

- Evaluated P3P policy and displayed green or red bird
- Persistent indicator with optional sound
- Clickable to produce standardized policy summary
- Users liked seeing privacy info but it didn’t help them find sites with good policies

Privacy Finder

- Annotates search results with privacy meters
- Study: will users pay more to buy from sites with better privacy scores
  - Control version without meter and version with handicap accessibility meter
- Found salient privacy information influences purchase decisions

Privacy nutrition labels

• Design features
  – Standardized format
  – Standardized language
  – Brief
  – Linked to extended view

• Iterative design process and user studies


Privacy label for Android

• Task: select apps for friend with Android phone
  – Choose from 2 similar apps w/ different permission requests

• Participants who saw Privacy Facts more likely to select apps with fewer permissions
  – Brand and rating reduce effect

P.G. Kelley, L.F. Cranor, and N. Sadeh. Privacy as part of the app decision-making process. CHI 2013.
Financial privacy notices

- Standardized format released jointly by 8 federal agencies
- Optional but has become widely adopted
- We collected and analyzed over 6000 of them

We've collected 6,324 banks' privacy notices. See how your bank stacks up...

...or search for a privacy-protective bank.

Characteristic

State: ANY

Size: ANY

Specializations: ANY

Privacy practice

Own marketing: ANY
Joint marketing: ANY
Affiliates (transactions): ANY
Affiliates (creditworthiness): ANY
Affiliates' marketing: ANY
Nonaffiliates' marketing: ANY

Search for such a bank

Carnegie Mellon University
NTIA multi-stakeholder process

• Developed guidelines for app privacy notices
  – 7 data categories
  – 8 third-party sharing entities

• Process did not include user testing

• Our tests show terminology not well understood

Why Johnny Can’t Opt Out

• 45 participants tested 9 OBA opt-out tools
  – Problematic defaults
  – Poorly designed interfaces and jargon
  – Misconceptions about opt-out tools
  – Users unable to make meaningful decisions on a per-company basis


CHI 2012
What Do Online Behavioral Advertising Disclosures Communicate to Users?

- OBA icons and taglines are not noticed
- “AdChoices” was outperformed by other tagline treatments at communicating notice and choice about OBA
- Users afraid to click icon

What matters to users?

- Large online survey to identify which factors influence user comfort with OBA tracking
- Extent of sharing, retention period, and type of data collected seem to matter
- Not easy for users to determine this