EMPOWERING USERS TO BETTER CONTROL THEIR PRIVACY

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Introduction

DIFFICULT TO CONTROL PRIVACY ON FACEBOOK

Facebook has a plethora of features and controls that enable its users have granular control over their privacy settings. However, these are invariably “hidden” behind dropdown menus and settings pages, which make it difficult for users to translate their desired privacy levels into concrete interface actions.

ADOPTING A USER-TAILORED APPROACH

This work describes and shows a new user-tailored privacy approach that aims to reconcile users’ lack of privacy management skills and motivation with personalized support on Facebook. This approach supports and empowers users make informed decisions by making the interface usable and privacy features adaptive to users unique privacy preferences.

Methodology

MAKING THE INTERFACE USABLE

We redesign and reorganize the privacy features and controls of Facebook’s mobile application along six ‘privacy management profiles’ to make easier for users to engage in frequently co-occurring privacy behaviors. We selectively bring those aligned features to the forefront. As such we cater to user’s varying privacy preferences in a more user-friendly and intuitive way without cluttering the interface.

MAKING THE FEATURES ADAPTATIVE

We developed adaptive versions of 19 Facebook privacy features and in a semi-structured interview study tested 3 adaptation methods (Automation, Highlight and Suggestion). These adaptation methods can be used to implement adaptive behavior for Facebook’s privacy features to cater to user’s personal preferences.

<table>
<thead>
<tr>
<th>Awkward/Irreversible?</th>
<th>Awareness/Usage?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unfamiliar/Do not use</td>
<td>Occasional Use</td>
</tr>
<tr>
<td>Frequent Use</td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>Highlight As is</td>
</tr>
<tr>
<td>No</td>
<td>Suggestion Highlight Automation</td>
</tr>
</tbody>
</table>

Level 1: Current way to Selectively Share

Level 2: Proposed way to Selectively Share

MAKING THE FEATURES ADAPTATIVE

Automation

Highlight

Suggestion

Un-Tagging

Custom Lists

Audience Selection