Assessment of Privacy Personas

Provided Services

Online Sharing

Information Mobility
On Privacy Online
Privacy Behaviour
Privacy Personas
What and Why
Study Design
Properties for usability of security software:

1. Those expected to use it are reliably made aware of the security tasks they need to perform
2. Those expected to use it are able to figure out how to successfully perform those tasks
3. Those expected to use it don’t make dangerous errors
4. Those expected to use it are sufficiently comfortable with the interface to continue using it

Privacy concerns:

Awareness is increasing but most still tend to use the default settings

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An Honest Man Has Nothing to Fear

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Awareness is increasing but most still tend to use the default settings


An Honest Man Has Nothing to Fear


Users’ actions do not always match their privacy concerns.

Dichotomy between attitudes and behaviour:

Protecting one’s privacy VS Exchanging one’s privacy for a reward

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Models describing user privacy decisions:
- Privacy as Economic Rationality
- Privacy as Practical Action
- Privacy as Discursive Practice

Dichotomy between attitudes and behaviour:

**Protecting** one’s privacy **VS** Exchanging one’s privacy for a **reward**


Models describing user privacy **decisions**:

- Privacy as Economic Rationality
- Privacy as Practical Action
- Privacy as Discursive Practice


**Control** of information **VS** **Transparency** online

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Motivation to protect oneself is not sufficient to promote privacy-preserving behaviors:

Users need to believe themselves capable of performing protective actions and to believe in sufficiency of protective measures.


If an individual believes that viruses would cause visible problems and that anti-virus software would protect their computer, that individual is more likely to install anti-virus software.

Differences in security practices based on:

Location or technological demographics:

Age:

Technical knowledge:
Differences in security practices based on:

Location or technological demographics:

- Do not define differences


Age:

Technical knowledge:
Differences in security practices based on:

Location or technological demographics:
- Do not define differences
  

Age:
- Older users are more extreme, younger users are more moderate.
  

Technical knowledge:
Differences in security practices based on:

- Location or technological demographics:
  - Do not define differences

- Age:
  - Older users are more extreme, younger users are more moderate.

- Technical knowledge:
  - Slight effect on differences
Allen Westin:

Privacy Personas

- Marginally Concerned
- Fundamentalists
- Pragmatic Majority

On privacy online
Privacy Behaviour
Privacy Personas
What and Why
Study Design

Unconcerned with privacy
Concerned with privacy
Mixed responses
Privacy_personas: Clustering users via attitudes and behaviors toward security practices.

Dupree, J. L., Devries, R., Berry, D. M., & Lank, E.

"Privacy personas: Clustering users via attitudes and behaviors toward security practices."

Assessment of Privacy Personas

On privacy online
Privacy Behaviour
Privacy Personas
What and Why
Study Design

User Clusters
- Fundamentalists
- Lazy Experts
- Marginally Concerned
- Amateurs
- Technicians

Assessment of Privacy Personas
On privacy online

Privacy Behaviour

Privacy Personas

What and Why

Study Design

Fundamentalists

High knowledge - High motivation

View others as uneducated and unsecure

Have wide ranging security concerns and no trust in security technology

Marginally Concerned

Amateurs

Technicians

Assessment of Privacy Personas
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Privacy Behaviour

Privacy Personas

What and Why

Study Design

High knowledge - Low motivation

Have a positive view of others’ privacy efforts

Choose convenience over security, being social over privacy

Lazy Experts

Marginally Concerned

Amateurs

Technicians
Assessment of Privacy Personas

On privacy online

Privacy Behaviour

Privacy Personas

What and Why

Study Design

User Clusters

Fundamentalists

Lazy Experts

Technicians

Marginally Concerned

User Clusters

Medium knowledge - High motivation

Educate self and tend to trust their impressions

Choose privacy over being social
Assessment of Privacy Personas

On privacy online
Privacy Behaviour
Privacy Personas
What and Why
Study Design

Medium knowledge - Medium motivation

Have unstable practices, cannot distinguish good and bad advice

Place some limits on the information they give out

Marginally Concerned
Amateurs
Technicians
Assessment of Privacy Personas

On privacy online
Privacy Behaviour
Privacy Personas
What and Why
Study Design

Fundamentalists
Low knowledge - Low motivation
Trust systems that claim to be secure, make changes based on external triggers

Marginally Concerned
Know threats exist, but don’t worry about them
Assessment of Privacy Personas

On privacy online
Privacy Behaviour
Privacy Personas
What and Why
Study Design

User Clusters

- High knowledge - High motivation
- High knowledge - Low motivation
- Low knowledge - Low motivation
- Medium knowledge - Medium motivation
- Medium knowledge - High motivation
- Low knowledge - High motivation
- Medium knowledge - Low motivation
- Marginally Concerned
- Amateurs
- Technicians

Fundamentalists
Lazy Experts
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Technicians
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On privacy online
Privacy Behaviour
Privacy Personas
What and Why
Study Design

Goal:

Motivation:
User categorization for service adaptation and customization
User categorization for research purposes

to create a standardized instrument that allows us to perform user classification without resorting to time consuming interviews.
Assessment of Privacy Personas

On privacy online

Privacy Behaviour

Privacy Personas

What and Why

Study Design

Relevant topics

Set of questions

10 interviews + Survey

Generate scoring

10 interviews + Survey

Re-Generate scoring

Crowdsourced survey

Generate scoring

Standardized survey instrument
On privacy online
Privacy Behaviour
Privacy Personas
What and Why
Study Design

Relevant topics

Knowledge on privacy and security
Attitude towards other users
Trust to security systems
Behavioral practices
Password tactics
Social Sharing practices
Motivation and choice strategies

Assessment of Privacy Personas
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On privacy online

Privacy Behaviour

Privacy Personas

What and Why

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Thank You

User Clusters

- Fundamentalists
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Privacy Personas
What and Why
Study Design