



Changing Attitudes Towards Online Privacy

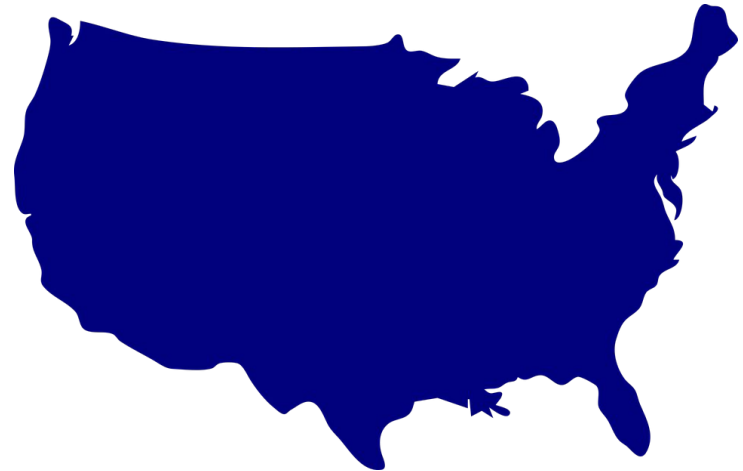
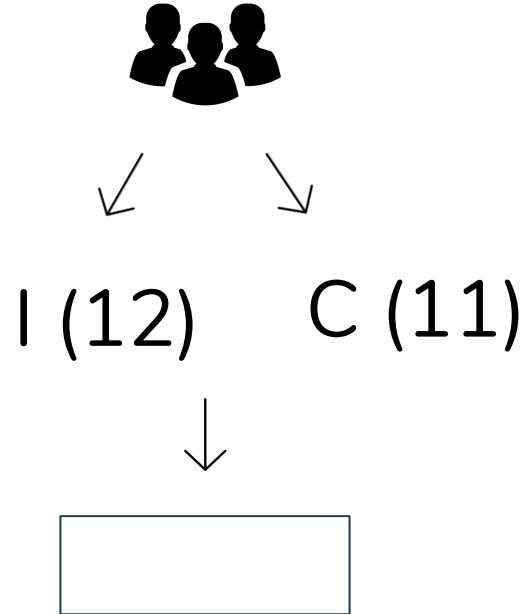
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Research Question: How does the wording of Facebook account settings affect online privacy choices, trust in Facebook, and views on online privacy?

Hypothesis: $P_I \geq P_C$
 $T_I \geq T_C$
 $V_I \geq V_C$

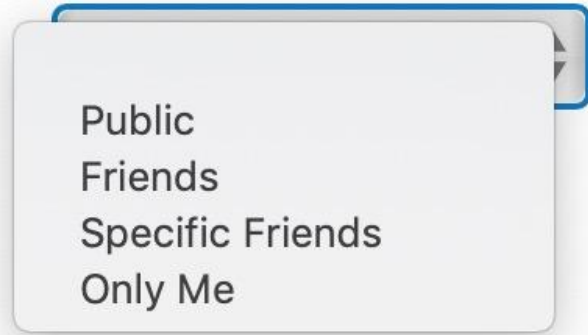
The Experiment



Survey Design

1. Privacy Settings
2. Neutral and Attention Questions
3. Trust
4. Online Privacy Views
5. Demographics

Who can see your future Facebook posts?

- 
- Public
 - Friends
 - Specific Friends
 - Only Me

How often do you post on Facebook [do not include Facebook Messenger, just Facebook]?

Multiple times a day

Once a day

Multiple times a week

Once a week

Less than once a week

Rarely / Never

Data Cleaning

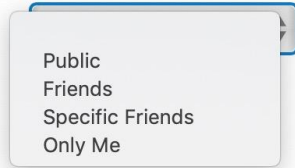
Removed:

- Users who were under 18 (n = 1)
- Users who did not have Facebook Accounts (n = 2)
- Users who did not live in the US (n = 1)
- Users that failed the attention check (n = 2)

=> 23 remaining (11 in control and 12 in intervention)

Data Coding

Who can see your future Facebook posts?



Public -> 1

Friends of Friends* -> 2

Friends -> 3

Specific Friends -> 4

Only Me -> 5

*Not an option displayed for this question.

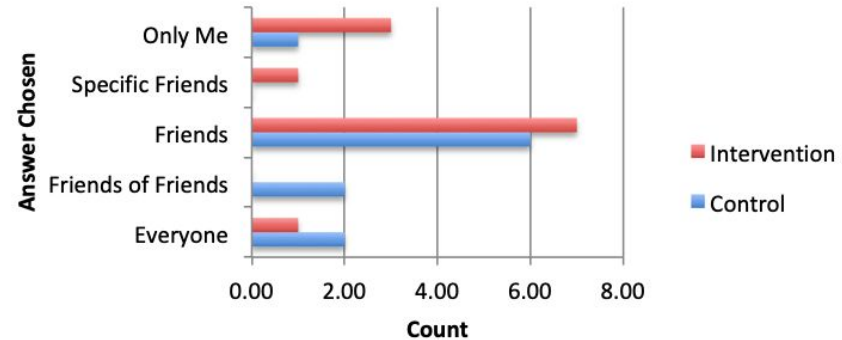
Data Analysis

- Welch's T Two Sample Test
- ANOVA

Who can see what others post on your Facebook timeline? Think about what personal information these posts could reveal about you.

Everyone
Friends of Friends
Friends
Specific Friends
Only Me

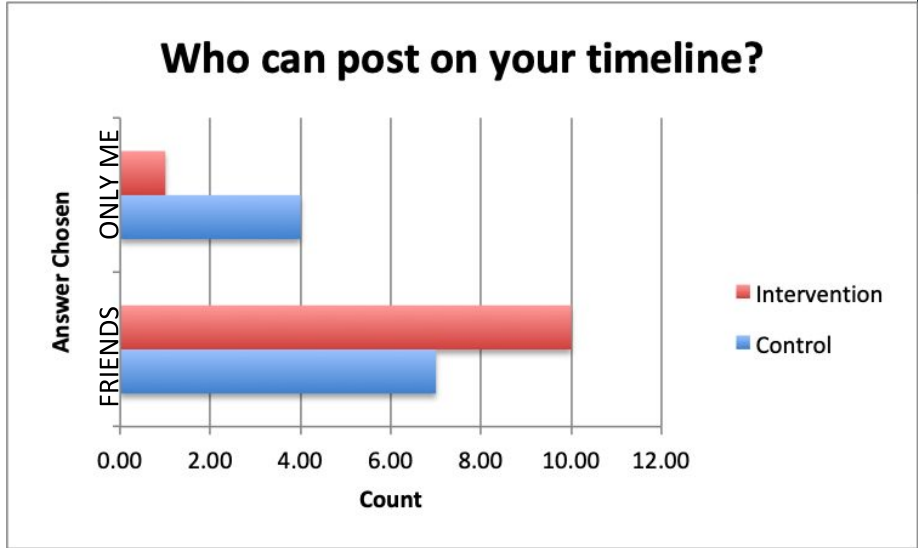
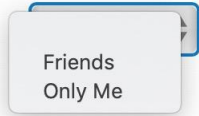
Who can see what others post on your Facebook Timeline?



ANOVA: $p = 0.118$ (ns)

Welch's Two Sample T Test: $p = 0.1165$ (ns)

Who can post on your Facebook timeline? Think about what personal information these posts could reveal about you.

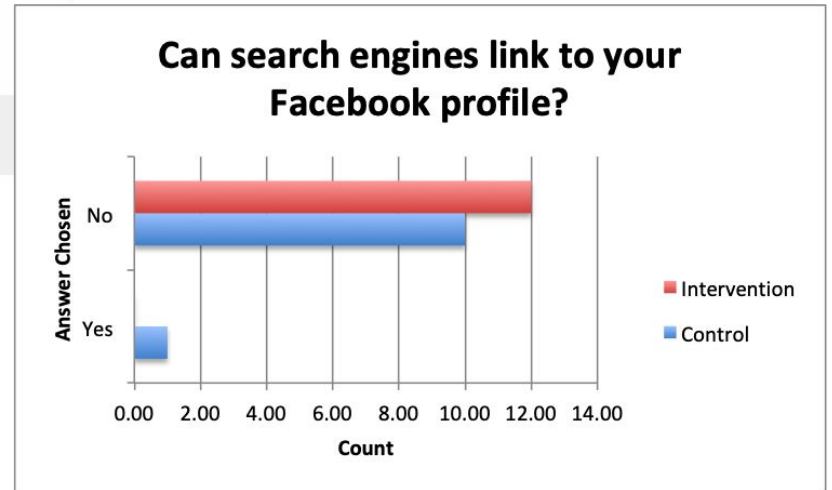


ANOVA: $p = 0.723$ (ns)

Welch's Two Sample T Test: $p = .3109$ (ns)

Do you want search engines outside of Facebook to link to your profile? When this setting is on, search engines may link to your profile in their results. When this setting is off, search engines will stop linking to your profile, but this may take some time. Your profile can still be found on Facebook if people search for your name.

Allow search engines outside of Facebook to link to your profile



ANOVA: $p = 0.264$ (ns)

Welch's Two Sample T Test: .3409 (ns)

Feedback

“This was easy to complete and generously compensated, thanks.”

“I have no clue! Facebook, right?”

Insights

Maybe wording of privacy settings isn't as important as we thought it was?

Maybe people can't perceive how online privacy affects them just through text?

Next Steps

- Take a step back
- Talk to users
- Build another hypothesis + test it

Please Give Feedback!