Group Activity II: Privacy in a Connected World

Group 3

ESSIR 2015
Thessaloniki, Sep 4, 2015
Questionnaire

- Demographics
- Professional and financial information
- Relationship information
- Religion
- Personality traits
- Sexual orientation
- Political attitude
- Health factors and condition
- Location
- Consumer information and interests
Typical Result

How sensitive do you find information about your political beliefs?

- Big gaps:
  - One group cares
  - The other don't

Contradiction:
- Many participants want that their information is private
- But they think it can be found online

Do you think the information on your Facebook/Twitter profile or queries reveals your political beliefs? Either because you yourself have put it online, or it could be inferred from a combination of posts/queries.

- YES 85.7%
- NO 14.3%
Interesting Results

How sensitive do you find information about your health?

Health

Do you think the information on your Facebook/Twitter profile or queries reveals your location? Either because you yourself have put it online, or it could be inferred from a combination of posts/queries.

Location

YES 100%

How sensitive do you find information about your professional and financial situation?

Professional & Financial Situation

How important is it for you that this type of information about you is not publicly available?

Religion
<table>
<thead>
<tr>
<th>Sensitivity</th>
<th>Info can be found online?</th>
<th>Importance that your info is not public</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profession &amp; Finances</td>
<td>Location</td>
<td>Profession &amp; Finances</td>
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<tr>
<td>Health &amp; Condition</td>
<td>Demographics</td>
<td>Health &amp; Condition</td>
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<td>Relationship</td>
<td>Political attitude</td>
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<td>Consumer info</td>
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<td>Religion</td>
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</tbody>
</table>
What kind of information would you need to make better decisions about what to reveal online?

- Sensitivity of some information is cultural related (political, sexual/relation, …)
- Political opinions difficult for extreme positions
What should social media platforms and search engines do to preserve the privacy of their users?

- Make them decide which information to publish to whom
- Search engines should care about privacy even more
  - Mapping of queries to a user to get a lot of information is a big problem
- Provide evidence for information exchange between websites
  - e.g. advertisement
  - even between social media platforms and government, NSA, etc.
How does this problem relate to or could affect your research?

- It is important to work with user information, e.g. query logs
  - Responsibility for data management

- Companies don't provide data because of privacy
  - Reproducibility for research
  - AOL search data leak 2006
Video

https://www.youtube.com/watch?v=sglZGSwK6ow
(00:14 – 01:00)