



# 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

ESSIR 2015 - group activity II - group 3

**\*Required**

### Demographics

**How sensitive do you find information about your demographics? \***  
(i.e. gender, year of birth, nationality, country of residence, education, etc.)

1 2 3 4 5 6 7

not sensitive        very sensitive

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

Yes  
 No

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

1 2 3 4 5 6 7

not important        very important

### Professional and financial information

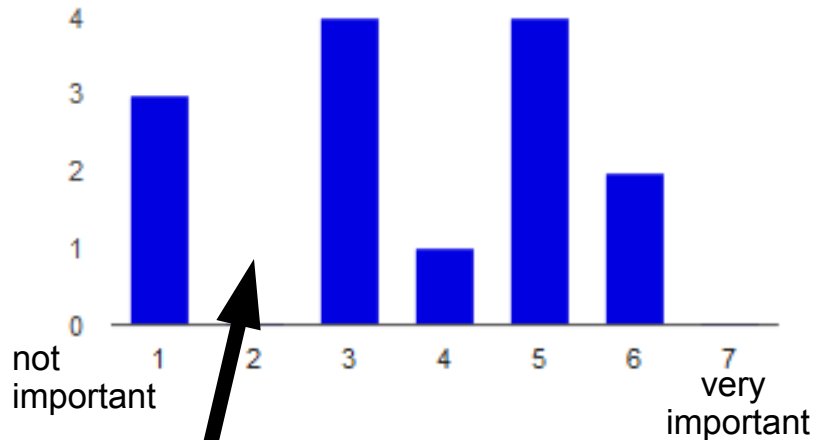
**How sensitive do you find information about your professional and financial situation? \***  
(i.e. employment status, income, etc.)

1 2 3 4 5 6 7

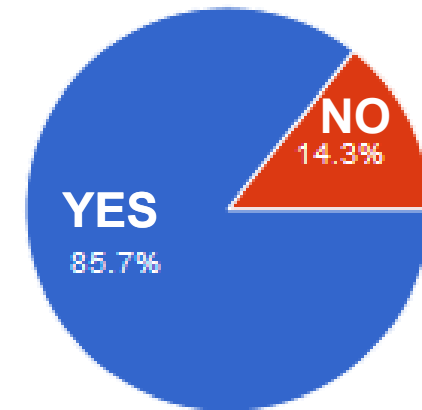


# Typical Result

How sensitive do you find information about your political beliefs?



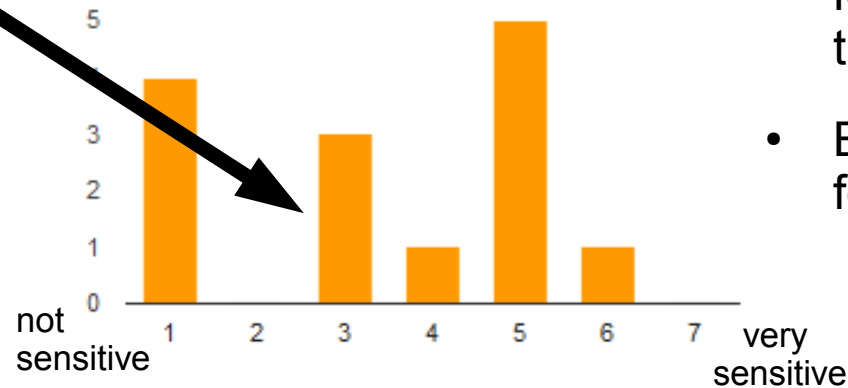
Do you think the information on your Facebook/Twitter profile or queries reveals your political beliefs? Either because you yourself have put it online, or it could be inferred from a combination of posts/queries.



Big gaps:

- One group cares
- The other don't

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

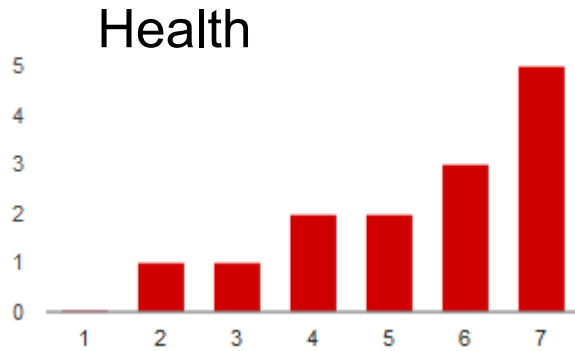


Contradiction:

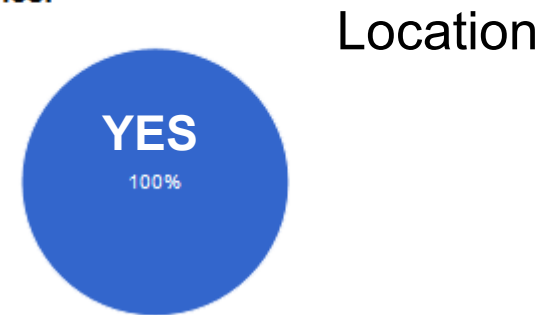
- Many participants want that their information is private
- But they think it can be found online

# Interesting Results

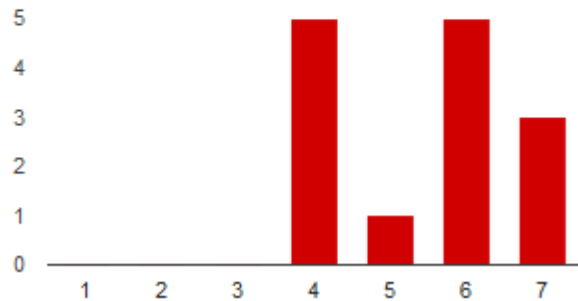
How sensitive do you find information about your health?



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.

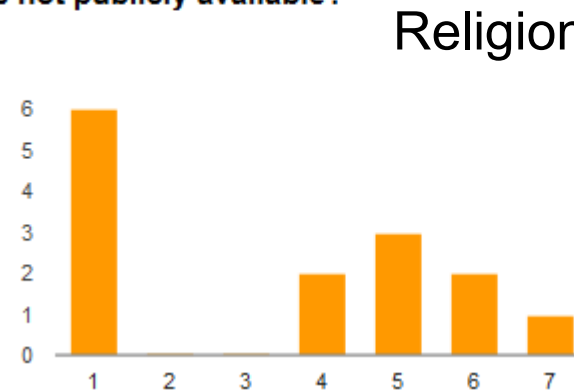


How sensitive do you find information about your professional and financial situation?




Professional &  
Financial Situation

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



# Ranked Results

## Sensitivity

- 
- Profession & Finances
  - Health & Condition
  - Relationship
  - Personality Traits
  - Sexual Orientation
  - Location
  - Consumer info
  - Demographics
  - Political attitude
  - Religion

## Info can be found online?

- Location
- Demographics
- Political attitude
- Sexual orientation
- Consumer info
- Relationship
- Religion
- Personality Traits
- Profession & Finances
- Health & Condition

## Importance that your info is not public

- Profession & Finances
- Health & Condition
- Location
- Relationship
- Consumer info
- Personality traits
- Demographics
- Sexual orientation
- Political attitude
- Religion

# 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)