Sameer Patil

Managing Privacy Online: The Match Between Preference Settings and Contextual User Expectations

COLLABORATORS

Apu Kapadia
Online Privacy Paradox

The Joy of Tech™ by Nitrozac & Snaggy

OMG! The NSA is collecting phone records of millions of Verizon customers daily!

This is an outrage!

I'm going to take a stand to protect my privacy!
I’m at the coffee shop fuming! I’m going to cancel my Verizon account and take back my privacy!

Meeting with my friend Lucy! Here’s a picture of us at Bravo Night Club, we go there every Sunday night. Gotta night! WOO!

Leaving coffee shop and heading back to my apartment mad as heck!

Check out my new Tumblr Blog!!!! I write about where I grew up, where I went to school, and what I’m doing right now! LOL over my baby photos, my prom photos, and old boyfriends! And get the latest about my new job! I also go on a great rant about the Government and Verizon and privacy!

Just leaving my apartment, now heading down to Verizon at Santa Anita Mall!

At the laundromat. Will be here for hours! Still mad about Verizon giving the NSA my private info! Glad I switched!

I am now Mayor of Verizon Wireless at Santa Anita Mall. 400 South Baldwin Avenue.

Goodnight Twitter! I feel so much better now my privacy is safer! Here’s a selfie!
How do we design solutions that enable users to reconcile *interaction benefits* and *privacy expectations*?
65% of location disclosures did not match privacy settings.
Mismatches were of two types.

Undersharing = Preference denied but allowed in-situ

Oversharing = Preference allowed but denied in-situ


“Privacy Fit” enhances social benefits.

Social Navigation can enhance settings.

Enhance UX for privacy management.
RESEARCH HORIZONS 2016

THANK YOU

CONTACT INFORMATION

patil@indiana.edu
http://www.sameerpatil.net

INDIANA UNIVERSITY
SCHOOL OF INFORMATICS AND COMPUTING