Awareness by Design: On the Road Towards Self-determination

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Background: Privacy in Social Networks

Why do people share more **private information** in Social Network Sites (SNSs) like Facebook than in the real world?
Some theories... [Stutzman et al., 2011]

- Increase self-esteem
- Become popular
- Impression management

- Relationship development
- Personality characteristics
- Low privacy literacy
Private digital data is **intangible**:

a. We perceive our private information through the **interfaces** of media technology.

b. Media technologies **shape** our perception of information privacy.

Would you share your private information with a stranger in the real world? “**NO, it can be risky!**”
Like in the real world, privacy risks can occur when our private information reaches the wrong hands:

- Cyber-bullying
- Cyber-grooming
- Identity theft
- Phishing
- Financial fraud
- Harassment...

⇒ But we only care after risks are materialized!

Media technologies do not yet manage to take our perception of privacy risks to the visceral level.
Media technologies should be more *preventative*:

1. Users who are aware of the consequences of online self-disclosure are more likely to protect their privacy.

2. Media technologies should include risk-awareness mechanisms.

Knowing the risks can make us change our mind
⇒ Privacy policies are used to request explicit and unambiguous consent from the user for processing his/her personal information.

⇒ The EU General Data Protection Regulation (GDPR) seeks to grantee the privacy rights of the users.

Are users informed about the risks of sharing their private data? Are risks mentioned inside the privacy policies?
Risk awareness should be a *central aspect* in the development of media technologies and the elaboration of public policies.

*Figure 1:* Instructional Awareness [Díaz Ferreyra et al., 2018]

Users should be able to decide *at their own responsibility* what information they want to *share*
So far, we have discussed the role of awareness when sharing our private information in social media platforms. How can we apply awareness by design to the media content we consume from SNSs and other media platforms?
⇒ Judging the **veracity** of news on the Internet is a complex issue.
⇒ Deciding what should be done with fake news is often **controversial**.

How about providing **awareness instruments** so the users can decide **on their own**?
INLs for fake news give **computable cues** (e.g. factuality, controversy, sentiment) about the **quality of the information** being displayed.

Based on the INLs users can decide (i.e. self-determine) what to consume depending on their personal **information diets**.
Lightning questions

Does awareness play a different role in the real world than in the online world?

Is ABD a good strategy for supporting the decisions of Internet users?

Which stakeholders should be involved in the definition of an ABD framework?

Which stakeholders should be accountable in an ABD framework?

References II


