Individualized Mental Model and Universal Privacy Dashboard

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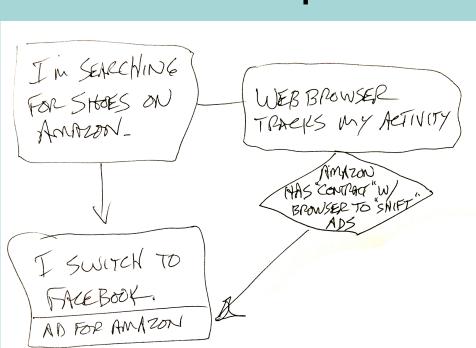
Overall Project Goal

- ### Individualized mental models of privacy
  Understand how people think about the privacy aspects of technologies

- ### Universal privacy dashboard
  Design privacy dashboards to (1) provide people more awareness of their privacy mental models and behaviors in different contexts and (2) help reduce privacy paradox
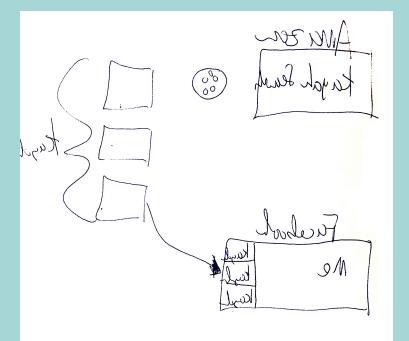
Project Progress

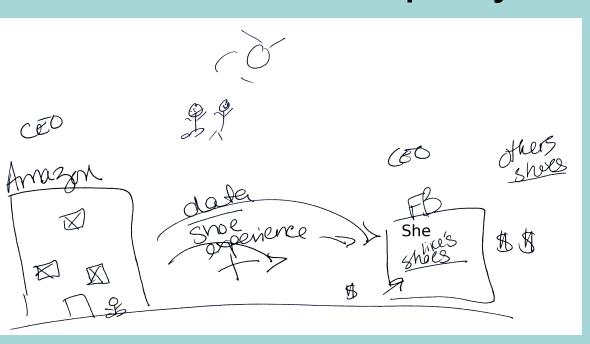### Individualized Mental Models - Folk Models of Online Behavioral Advertising (OBA)
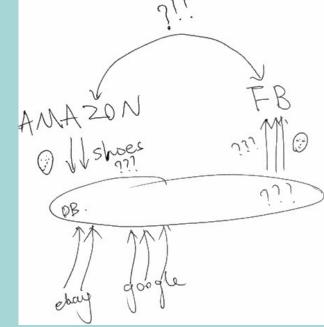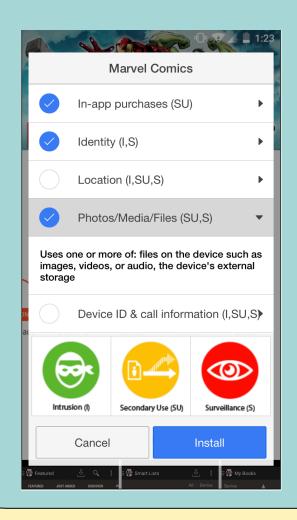
Browser-pull	1st-party-pull	Connected-1st-party	3rd-party

Privacy Dashboard - Privacy Mirror for app permissions

Map app permissions to privacy concerns

Color icons for three kinds of privacy concerns: surveillance, intrusion, and secondary use
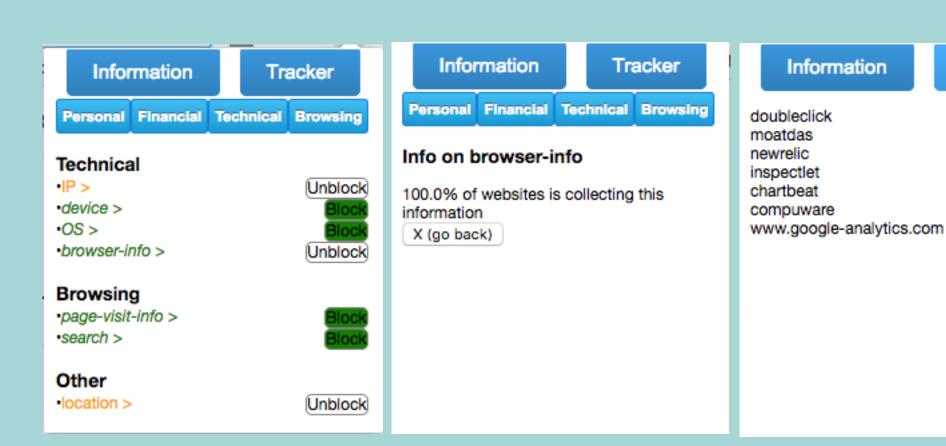
Visual representation of the discrepancy between app permission riskiness and privacy preferences

Privacy Dashboard - Privacy Mirror for online trackers / OBA

Transparency / awareness of trackers

2 modes: Information-based and tracker-based

Control/block trackers

Y. Yao, D. Lo Re, Y. Wang (2017): Folk Models of Online Behavioral Advertising. ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW 2017)

Y. Wang, H. Xia, Y. Huang (2016): Examining American and Chinese Internet Users' Contextual Privacy Preferences of Behavioral Advertising. CSCW 2016.

Interested in meeting the PIs? Attach post-it note below!