Individualized Mental Model and Universal Privacy Dashboard

Challenges:

- Understand individuals' context-based mental models of privacy
- Inform people about the privacy implications of their behaviors
- Reduce privacy paradox

Scientific Impact:

- Deepen our knowledge about how people think about privacy in different contexts
- Provide people meaningful information about privacy practices

Solution:

- User research to understand people's mental models of privacy
- Privacy dashboards with meaningful visualizations and privacy controls

Broader Impact:

- Empower people to better understand and manage privacy
- Open-source design of privacy dashboards
- Inform privacy-related Internet standards and public policies

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