

CRII: SaTC: Bottom-up psychosocial interventions for interpersonal privacy preservation in social media

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Challenge:

- Interpersonal privacy violations on social media are rampant, as users share sensitive photos of other people and others' personal information without permission.
- Few studies have gone beyond identifying self-reported privacy attitudes to establish intervention strategies that change the status quo.

Solution:

- This project empirically tests bottom-up psychosocial interventions to prevent interpersonal social media privacy violations among diverse users.
- This project also examines whether peer influence mechanisms on social media platforms (e.g., 'likes') are entry points for users to participate in bottom-up privacy preservation by influencing peers online.

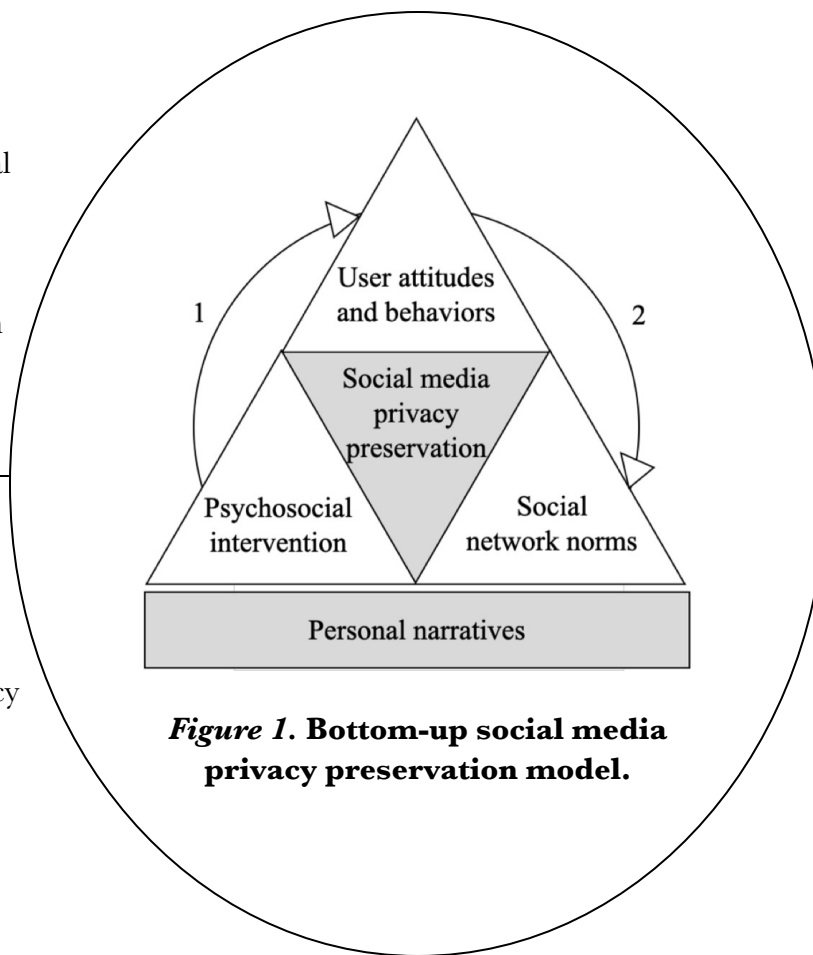


Figure 1. Bottom-up social media privacy preservation model.

Scientific Impacts:

- Identify types of interdependent privacy violations.
- Model user characteristics associated with interdependent privacy violations.
- Determine user attitudes toward content moderation strategies.
- Test new bottom-up intervention strategies for interdependent privacy preservation.

Broader Impacts:

- Interpersonal privacy preservation on social media via scalable empirically-validated interventions.
- Providing meaningful opportunities for UG and G interdisciplinary training.
- Broadening participation of underrepresented groups in STEM.
- Community outreach for social media privacy preservation.