

# Mapping Privacy and Surveillance Dynamics in Emerging Mobile Ecosystems: Practices and Contexts in the Netherlands and U.S.

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<https://mobileprivacy.umd.edu>

**Overview:** This project is an international collaboration between the U.S. (NSF) and the Netherlands (NWO) to study privacy and surveillance factors in technology use across international contexts.



## Project's Main Research Questions:

- What role do privacy/surveillance concerns play in people's decisions to use mobile technologies?
- How do data privacy attitudes and behaviors vary between the U.S. and the Netherlands?

## Project Motivation:

- Mobile technologies create new threats to users' privacy, and users may lack knowledge of these risks or skills to mitigate them.
- Contextual factors—including culture—likely influence how mobile users' think about and respond to privacy threats.

## Scientific Impact:

- We focus on three mobile contexts where sensitive information is shared – fitness trackers, messaging apps, and intelligent personal assistants.
- We explore users' and non-users' knowledge of data flows and privacy practices in these spaces.
- We compare privacy attitudes and behaviors among American and Dutch consumers.

**Novel methods:** Our cross-cultural study employs **factorial vignettes** to unpack how multiple factors affect consumer attitudes toward data use.

*[Actor] acquires [length of time] of your [content/information type]. They plan to use this data to [inference] with the goal of [purpose of inference].*

Your doctor acquires the full history of your emails. They plan to use this data to infer who your friends are with the goal of creating a national database of citizens.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
This use of my data is appropriate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This use of my data would concern me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Broader Impact (Society):

- Deeper understanding of users' mental models for evaluating privacy risks of new technologies.
- Cross-cultural evaluation of how privacy risks are perceived and acted on.
- Policy implications for current/future consumer privacy regulation.

## Broader Impact (Education):

- Project funded four PhD students at three universities.
- Course development of undergraduate (UMD) and graduate (MU) courses on privacy, security, and ethics.
- Hosted workshops in U.S. (UMD), the Netherlands (Erasmus), and at 2019 iConference (DC).

## Quantifying Broader Impact:

- Papers, Talks, & Presentations\*
  - 13 from US team
  - 16 from NL team
  - 3 from full team
- Workshops by PIs hosted 31 international participants
- Journal special issue on cross-cultural privacy research (publication expected late 2020)

\*Includes papers under review

