

Socio-Technical Strategies for Enhancing Privacy in Photo Sharing

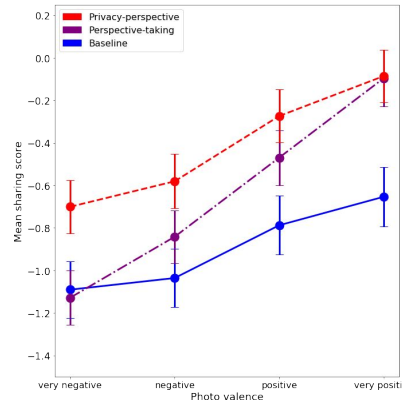


Challenge:

- **Photo sharing** is a major mode of communication, and can often result in **privacy violations**
- Can we **influence** people to reconsider their photo sharing decisions for **improved privacy**?



Viral photo memes can lead to privacy violations



Survey study - privacy nudges can backfire



Visual nudges to influence sharing decisions

Scientific Impact:

- Privacy nudges can **backfire** (IEEE S&P '20)
- Behavior influenced by **humor style** (CHI '21)
- More **visual attention** to meme text biases people towards sharing (AHFE '21)
- Parental sharing of children's photos associated with **parenting style** (CSCW '22)

Solution:

- Socio-technical study of **privacy nudges**
- Eye-tracking lab study of **visual attention** to understand decision making for photo sharing
- Survey based study of **parental photo sharing** to understand impact on children's privacy

Broader Impact and Broader Participation:

- Online photo sharing has wide ranging privacy implications
- Privacy nudges can backfire, and need to be considered with care
- Parents need to carefully consider how they share their children's photos
- The project involved a diverse group of undergraduate and graduate students, post-docs, and faculty

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Eye-tracking lab study - visual attention when sharing photos