User Perception Analysis for Showing Personal Data Access as Privacy Implication Factor

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Problem:
Users face difficulty to assess excessive data harvesting nature of applications.

Idea:
Introduce an app market with privacy indicators to the users and observe their selection behavior.

Aim:
Sensitize the user to an adequate selection of apps based on privacy invasive/preserving behavior.

Hypothesis:
Ex-ante privacy indicator can nudge the user towards informed decision making.

Study design:
I. We investigate with the help of persona about what happens once the app-user grant access to her data by pressing 'Allow' or 'Accept' [2].
II. Based on this empirical data, a privacy indicator is constructed from derived partial identity attributes [1].
III. Privacy indicator is placed in an app store mock-up to observe and analyze user perception [3].

Research objective:
This study aims at measuring the impact of ‘ex-ante’ indicators [4] on informed decision making of users and to answer following questions:

- How does the user interpret privacy indicator prior to app installation?
- How much attention is given to the privacy indicator measured by the observation period?
- Is there any significant difference in decision making behavior while selecting an app for a certain task?

References: