Awareness by Design: On the Road Towards Self-determination

Nicolás E. Díaz Ferreyra and Catherine Garcia van Hoogstraten

**UNIVERSITÄT
DUISBURG
ESSEN**

Open-Minded

THE HAGUE
UNIVERSITY OF
APPLIED SCIENCES

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"Do people on Twitter really care how many times you went to the bathroom today?"
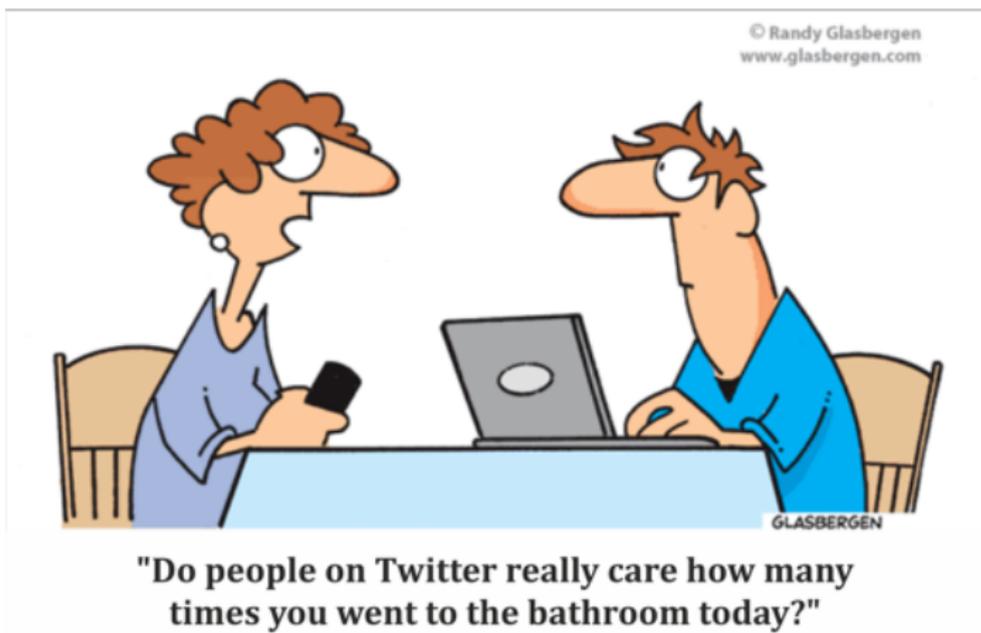
Why do people share more **private information** in Social Network Sites (SNSs) like Facebook than in the real world?

- Increase self-steam
- Become popular
- Impression management

- Relationship development
- Personality characteristics
- Low privacy literacy

The role of computers [Stark, 2016]

Private digital data is **intangible**:

a. We perceive our private information trough the **interfaces** of media technology.

b. Media technologies **shape** our perception of information privacy.

Would you share your private information with a stranger in the real world? **"NO, it can be risky!"**

Like in the real world, privacy risks can occur when our private information reaches the wrong hands:

- Cyber-bullying

- Cyber-grooming

- Identity theft

- Phishing

- Financial fraud

- Harassment...

$\Rightarrow$ **But we only care after risks are materialized!**

Media technologies do not yet manage to take our perception of privacy risks to the **visceral level**

Risk communication [Samat and Acquisti, 2017]

Media technologies should be more **preventative**:

1. Users who are aware of the **consequences** of online self-disclosure are more likely to protect their privacy.

2. Media technologies should include **risk-awareness** mechanisms.

Knowing the risks can make us change our mind

Risks in Privacy Policies?

⇒ **Privacy policies** are used to request explicit and unambiguous **consent** from the user for processing his/her personal information.

⇒ The EU General Data Protection Regulation (**GDPR**) seeks to grantee the privacy rights of he users.

USER   SNSs   EU

Are users informed about the **risks of sharing** their private data?
Are risks mentioned inside the privacy policies?

Awareness by design (ABD)

Risk awareness should be a **central aspect** in the development of media technologies and the elaboration of public policies.
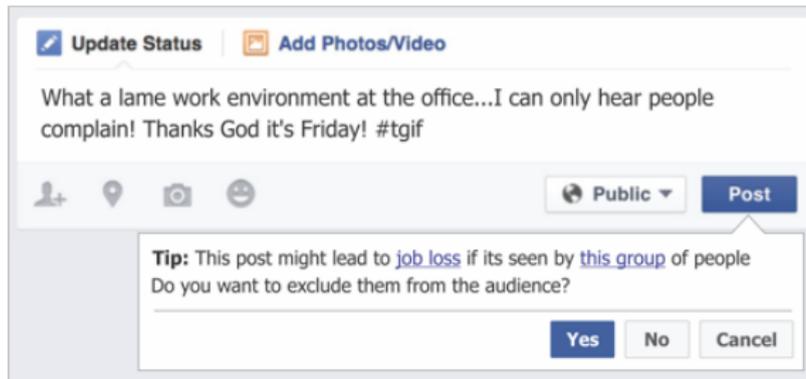
Figure 1: Instructional Awareness [Díaz Ferreyra et al., 2018]

Users should be able to decide **at their own responsibility** what information they want to **share**

Consuming information in Social Media

So far, we have discussed the role of **awareness when sharing** our private information in social media platforms.

How can we apply awareness by design to the media content we **consume** from SNSs and other media platforms?

Fake news: what to do?

⇒ Judging the **veracity** of news on the Internet is a complex issue.

⇒ Deciding what should be done with fake news is often **controversial**.

How about providing **awareness instruments** so the
users can decide **on their own**?

INLs for fake news give **computable cues** (e.g. factuality, controversy, sentiment) about the **quality of the information** being displayed.

Based on the INLs users can decide (i.e. **self-determine**) what to consume depending on their personal **information diets**

ADDICTED WEBSITE

Facebook

Over-sharing
can be risky

Does awareness play a **different role** in the real world than in the online world?

Is ABD a **good strategy** for supporting the decisions of Internet users?

Which **stakeholders** should be involved in the definition of an ABD framework?

Which **stakeholders** should be **accountable** in an ABD framework?

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