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A man in a suit and glasses is sitting on a tufted sofa, looking at a laptop. The scene is dimly lit, with two security cameras mounted on the wall behind him. The floor has a checkered pattern. The overall mood is one of surveillance and control.

Trust
Awareness
Compensation
Control

A grayscale photograph of a man in a suit and glasses sitting on a tufted sofa, looking at a laptop. Two surveillance cameras are mounted on the wall behind him. The scene is dimly lit, with a checkered floor and a framed picture on the wall.

Trust
Awareness
Compensation
Control

Westin Scale



Privacy
Fundamentalists

Privacy
Pragmatists

Privacy
Unconcerned

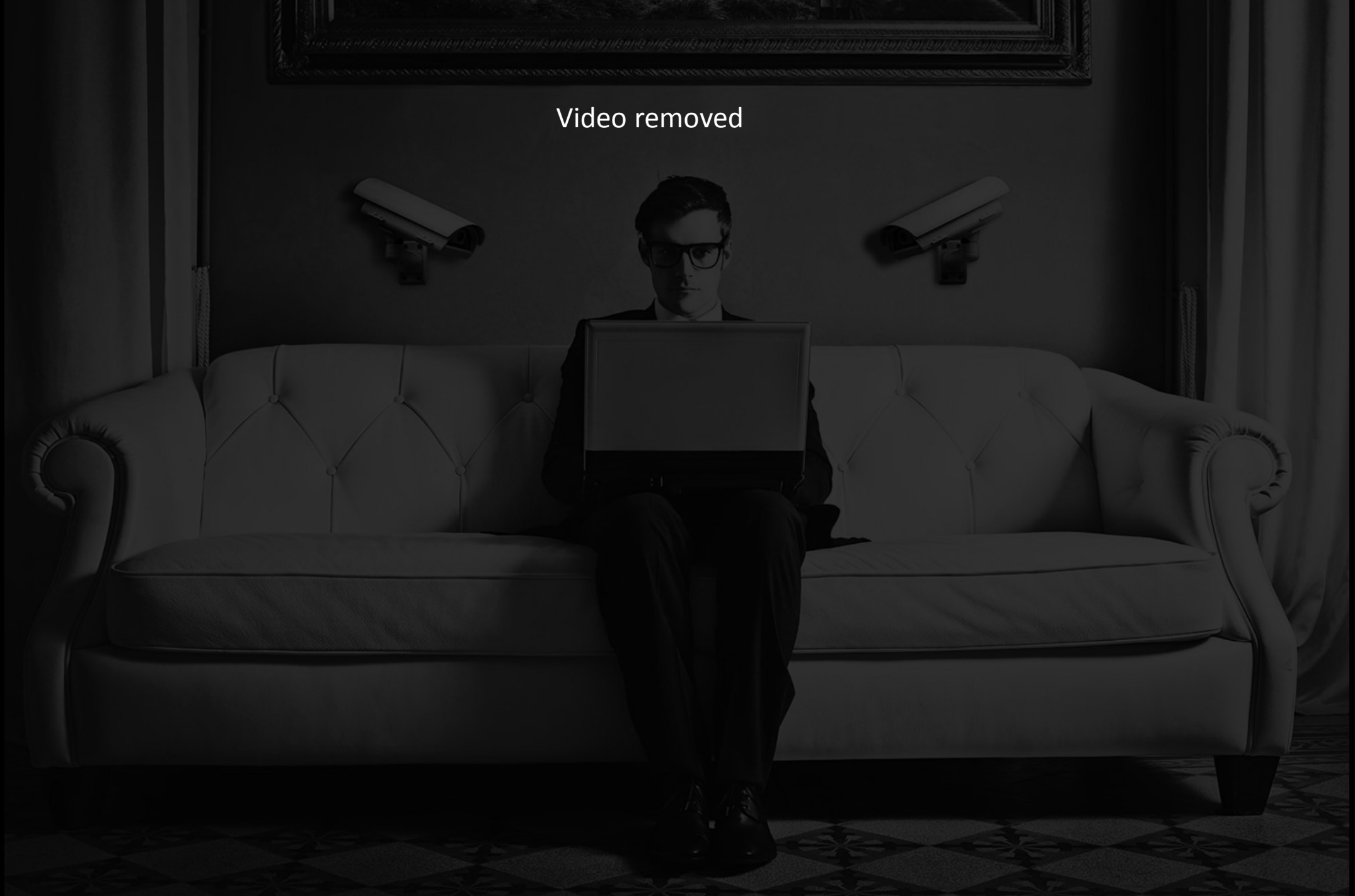
Facebook Apps



Photos	66%
Comments	62%
Friends' Info	67%
Private Chat Messages	23%

Golbeck, Jennifer, and Matthew Louis Mauriello. "User Perception of Facebook App Data Access: A Comparison of Methods and Privacy Concerns." *Future Internet* 8.2 (2016)

Video removed



Not a privacy violation

Serious privacy violation

1

7

In-app ratings & reviews

Ratings & reviews
from other sites

Location

Data from data brokers

Contact list

Web search history

Relationship info

Person sitting in my house

Golbeck, Jennifer. "User Privacy Concerns with Common Data Used in Recommender Systems." *International Conference on Social Informatics*. Springer International Publishing, 2016.



Would you consent?

Your in-app ratings 76%

Your friends' ratings 40%

Your social media profile 19%

Relationship information 7%

Contact list 5%

Do we care?

Are we underestimating how well users understand the data we use for personalization? Or do we just not care?

If evidence builds that users generally would *not* consent to data being used and they are uncomfortable with it, should we stop? Or do we just not care?

Why are we not making a greater effort to increase user awareness about what personal data is used and how?

Thank You



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