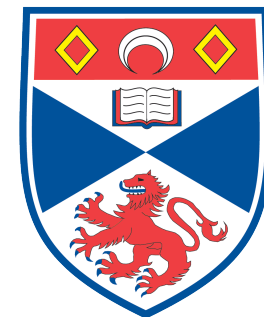


Facebook or Fakebook?: The effect of simulation on location privacy user studies

Iain Parris, Fehmi Ben Abdesslem, Tristan Henderson

{ip,fehmi,tristan}@cs.st-andrews.ac.uk

<<http://www.cs.st-andrews.ac.uk/~ip/>>



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Research question

Research examining privacy behaviour when sharing location has often focused on **simulating** systems.



Does simulation affect the results?

- No real social feedback → loss of motivation?
- Unconscious safety net → different behaviours?

Overview



Location-sensing mobile phones

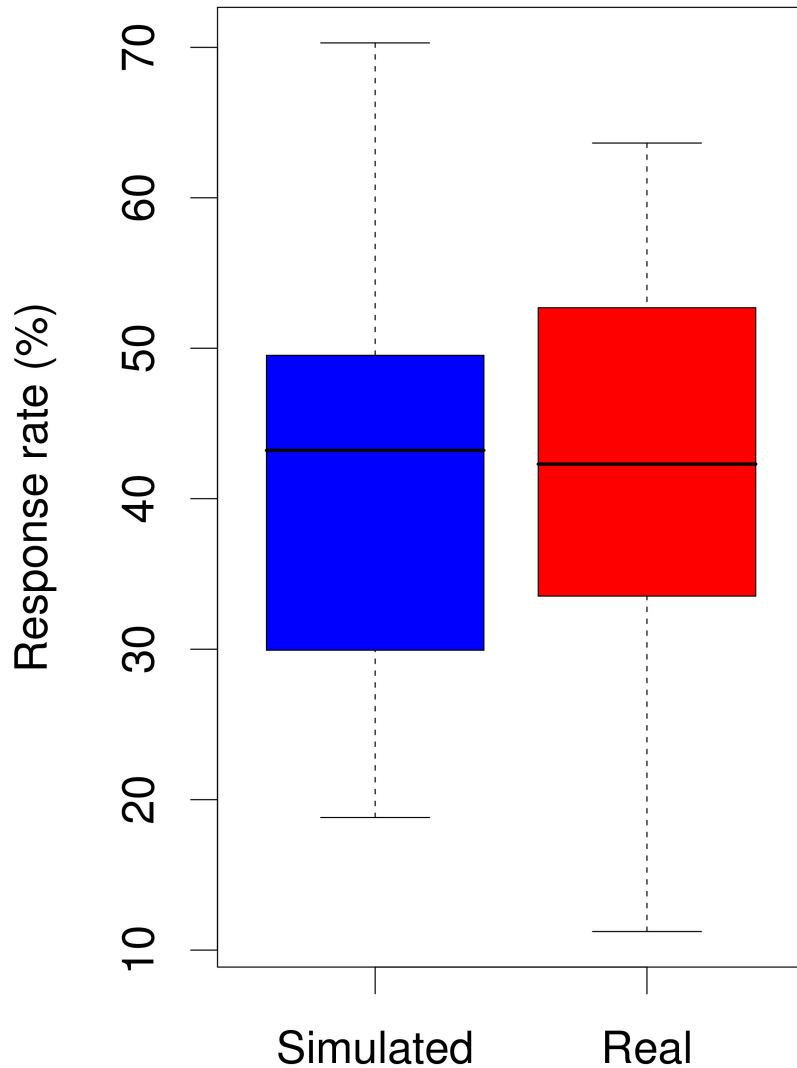
40 students

Two groups (each 20 students)

- **Real** Facebook publishing
- **Simulated** Facebook publishing



Results

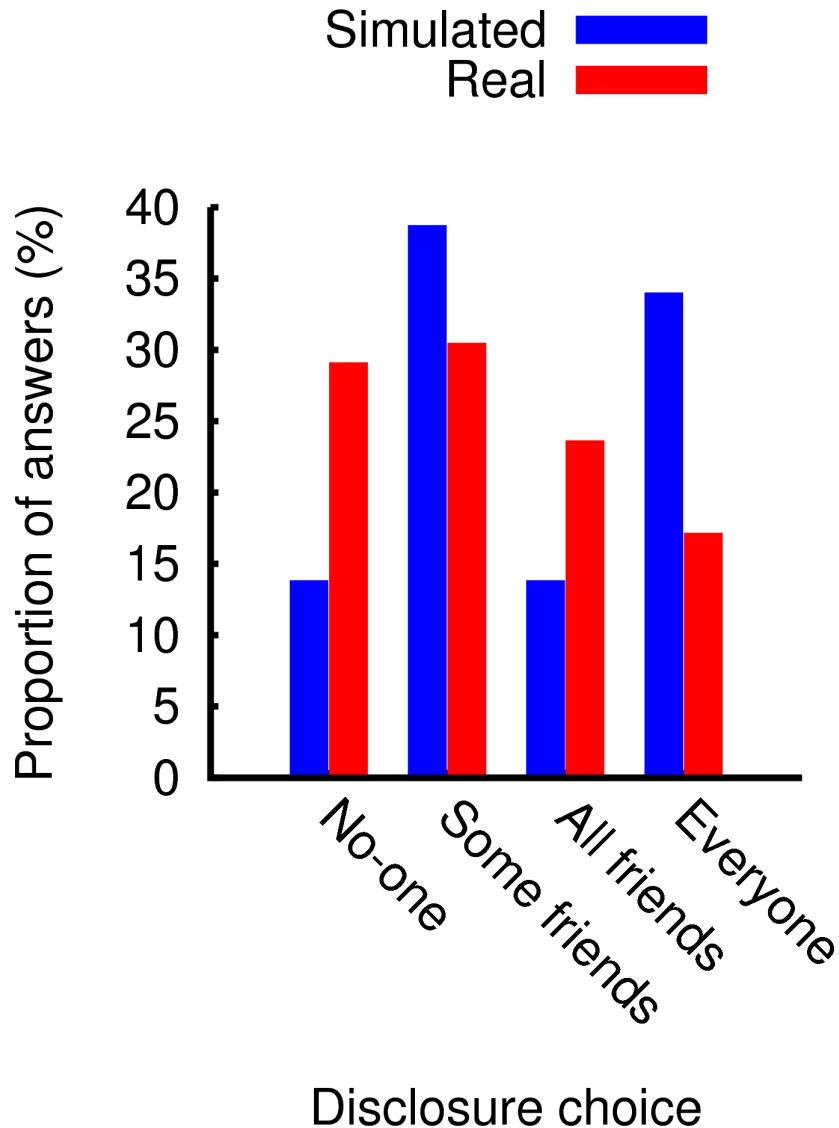


Similar response rates for the simulated and real groups.

Median

- Simulated: 43%
- Real: 42%

Results



Simulated group shared locations more openly

- Publicly disclosed to everyone 34% of the time (vs 17% real group)
- Did not disclose at all 14% of the time (vs 29% real group)

What does this mean?

Simulation may affect the experiment results

Privacy defaults derived from our simulated users would have been overly permissive

So how can we evaluate privacy concerns *before* building the real system?

Discussion points

Can one **compensate** for the effect of **simulation**?

- Consistent effect across studies?
- With improved understanding of human privacy decision-making?

Privacy metrics

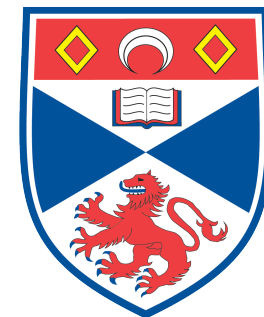
- Are we measuring the right thing?
- Given behavioural data from two groups of people (one a control group), can one more rigorously **quantify** privacy behaviour?

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