How Big is the Gap?
Privacy Policies vs. User Perceptions

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Topics
Privacy and Social Media

Focus
Facebook, Google+, Twitter and Instagram

Problem statement
The problem to be addressed is the possible gap between the privacy policy of the Social Network Site and the perceived privacy of the user

Relevance
Research found out that:
- Privacy management settings matched expectations 37% of the time (Liu et al. 2011)
- Users provide information without a clear idea of the consequences (Krishnamurthy & Wills, 2008)
- 10% have claimed to have read a privacy policy (Jones and Soltren, 2005)
- Server logs show the actual rate may be less than 1% (Wham, 2001)

Target group
Users of the four Social Network Sites
Research Questions

Is there a difference between the privacy policy of the social network and the perceived privacy by the user?

- How is the privacy policy implemented in the social network and how does this connect to the context of use?

- What are the things that influence the users decisions about their privacy?

- What are solutions for closing the gap between the privacy policy implementation and the users perception about them?
Research Methods

1. How is the privacy policy implemented in the social network and how does this connect to the context of use?
   • Qualitative analysis of the privacy policies

2. What are the things that influence the users decisions about their privacy?
   • Online questionnaire and data analysis with API’s

3. What are solutions for closing the gap between the privacy policy implementation and the users perception about them?
   • Literature study and a written solution/advice for the users

Evaluation

• Open interviews with the users based on the solution of RQ 3
Expected outcome and contribution

• Insight in the definition, presentation and integration of the privacy policies

• Insight in the influences of the users decisions/behavior with regard to privacy on Social Network Sites

Show the ‘gap’ between the privacy policy and the perceived privacy of the user

• Provide a possible solution in the form of a written advice for the users and Social Network Sites to create more awareness

• The evaluation will give an indication if the gap has been bridged