

Designing for Pragmatists and Fundamentalists: **Privacy Concerns and Attitudes** on the Internet of Things



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The Rise of the **INTERNET OF THINGS**

Internet of Things (IoT)

A two-sided technology

UTILITY | RISK

Privacy

"The right to be let alone"

"The right to exert control over
your personal information"

Privacy Attitude Profiles

I'm not worried about sharing information or about how it is used



Unconcerned

I'm too much worried about sharing information or about how it is used



Fundamentalist

I care about the risk-benefit trade-off in information sharing



Pragmatist

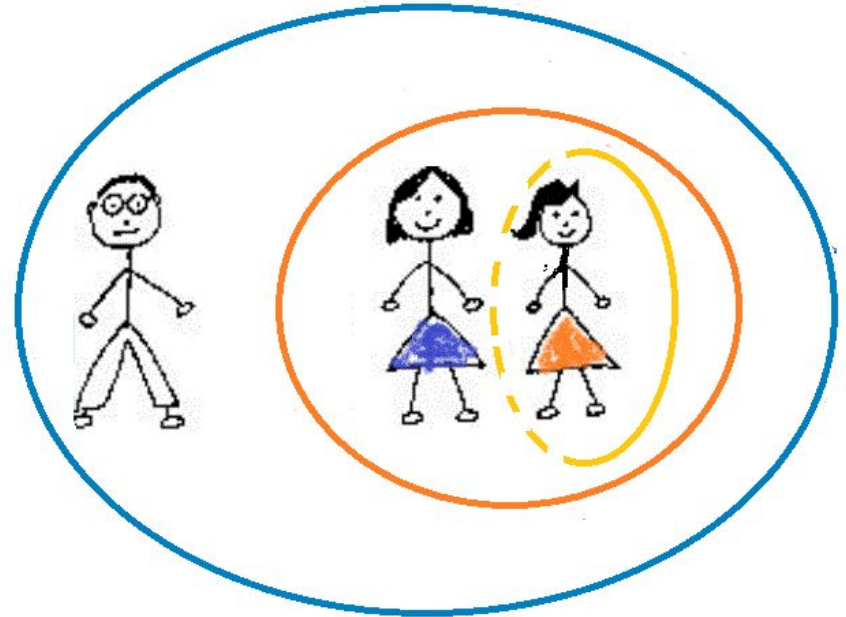
Research Questions

Understanding

1. what is the occurrence and characteristics of fundamentalist, pragmatist and unconcerned users in IoT systems
2. which components of IoT systems that can cause more privacy concern
3. how do users perceive the risk-utility trade-off posed by features of IoT systems

Privacy Frameworks

“Face Keeping” and “Privacy Management Theory”



Our Privacy **Dimensions** for the Internet of Things



Privacy is **context** dependent

Scenario #1: Pulso System

How Pulso
system works

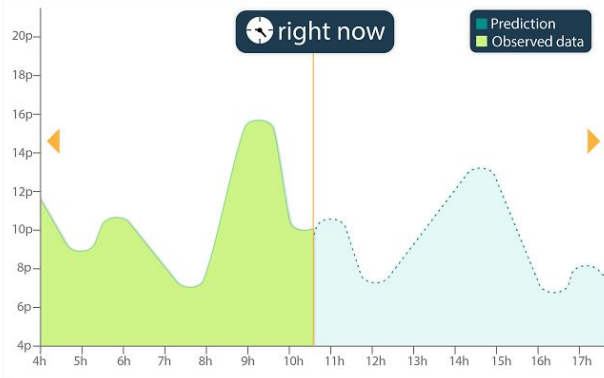




Search locations



Bus stop UFCG - Aprígio Veloso st.



12 People at this location



6 Familiar faces

Pulso user interface



FAMILIAR FACES



Caio Pereira

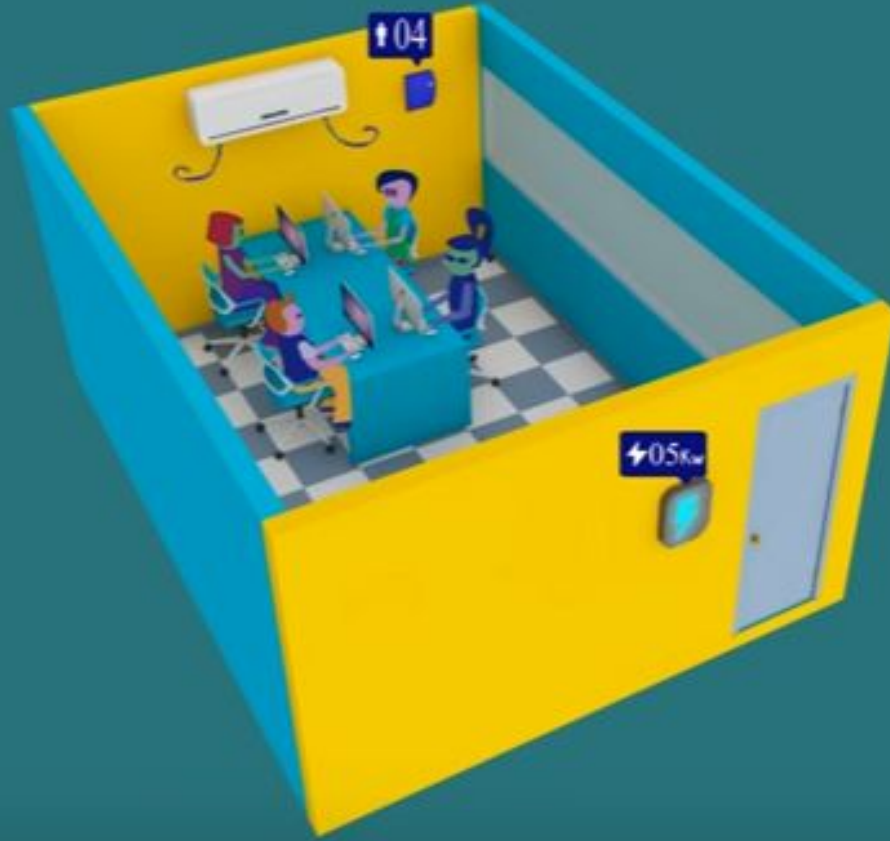


Beatriz Bezerra



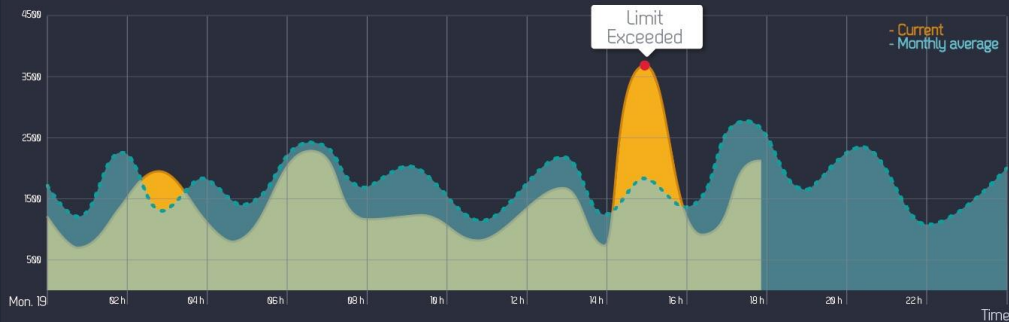
kayuri Alves

Scenario #2: Lumen System



Distributed Systems Laboratory (LSD)

Environmental impact (watts/person)



Notifications



Alert! Monday, around 15h, the consumption of the LSD was far above the average. What happened?

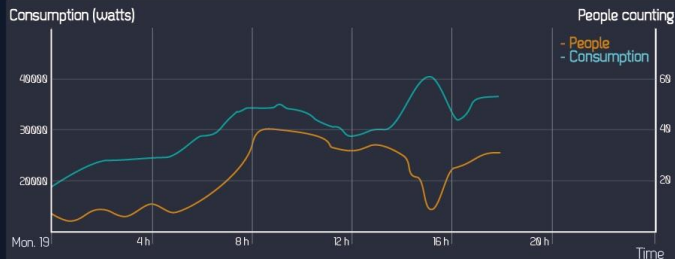


Francis: Guys, save more! The people of some room are being careless.



Pâmela: Sorry. We left the design room and forgot to turn off the air conditioner. I already turned it off.

People x Consumption (Details of LSD)



Lumen user interface

Notifications



Alert! Monday, around 15h, the consumption of the LSD was far above the average. **Allan** was the last one to leave. Did he turned off the equipments?



Allan: Sorry guys. I really was the last one to leave and I forgot to turn off the air conditioner. Can anyone turn it off for me?

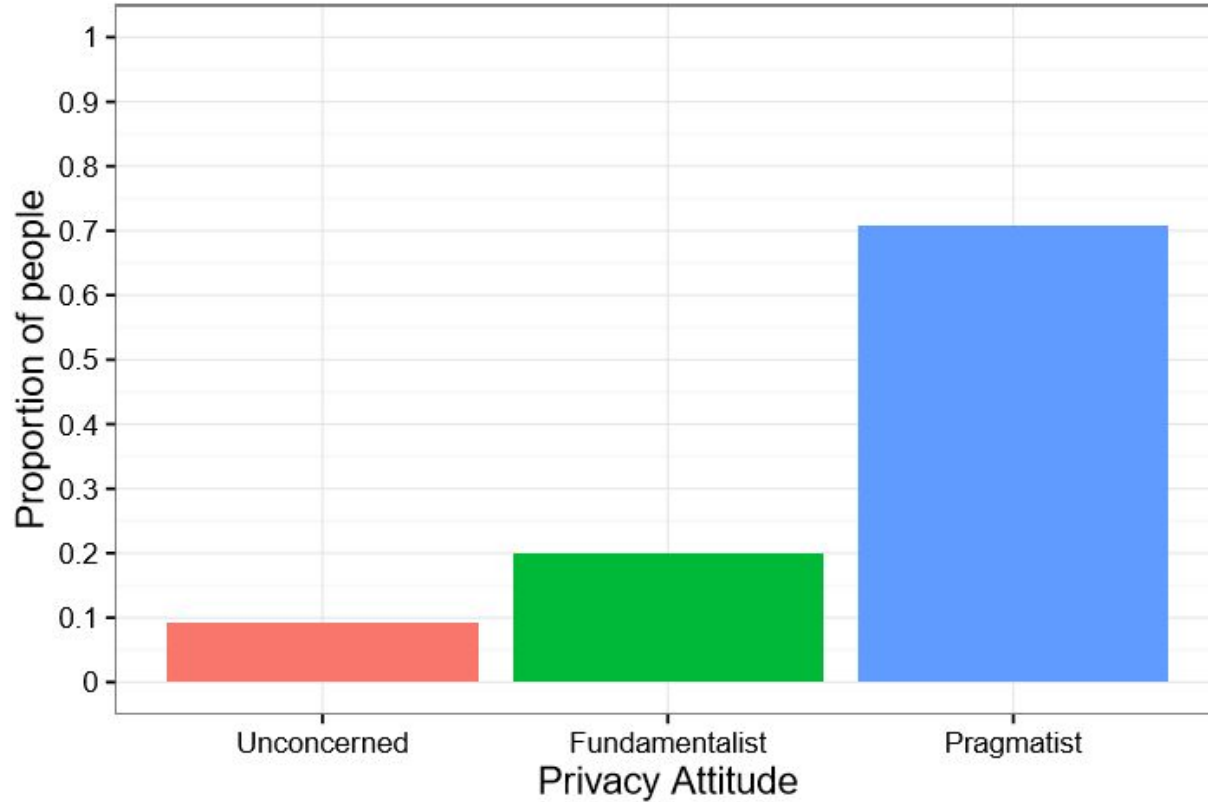


Pâmela: I'll do that Allan. More careful next time :)

Materials and Methods

- Survey instrument
 - “Face Keeping” and “Information Management Theory”
 - Approx. 23 5-point Likert scale questions
 - Almost 10 minutes to answer
- Sample of 113 individuals in Campina Grande, Brazil
 - 58 answered about the Pulso system in a transportation hub
 - 55 answered about the Lumen system in computer science research labs and in a software development company

Privacy Attitude Profiles



The Risk-Utility Tradeoff

Privacy attitude profiles	Pulso system	Lumen system
Unconcerned	-0.15	-0.37
Fundamentalists	-0.76*	-0.45
Pragmatist	0.03	-0.57**
All together	-0.16	-0.50**

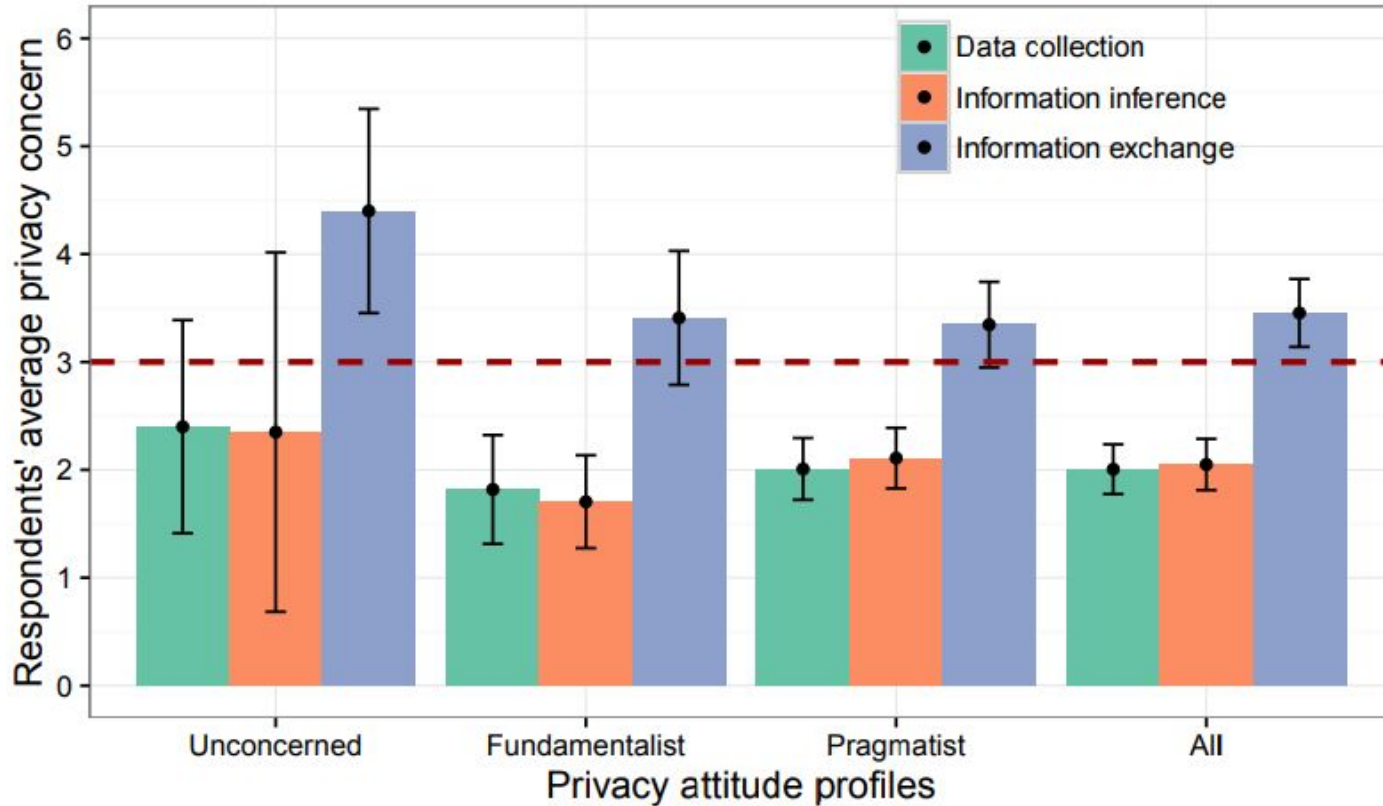
Significance codes: *p-value < 0.05, **p-value < 0.001.

Fundamentalists: the risk is 4.82-0.75(utility)

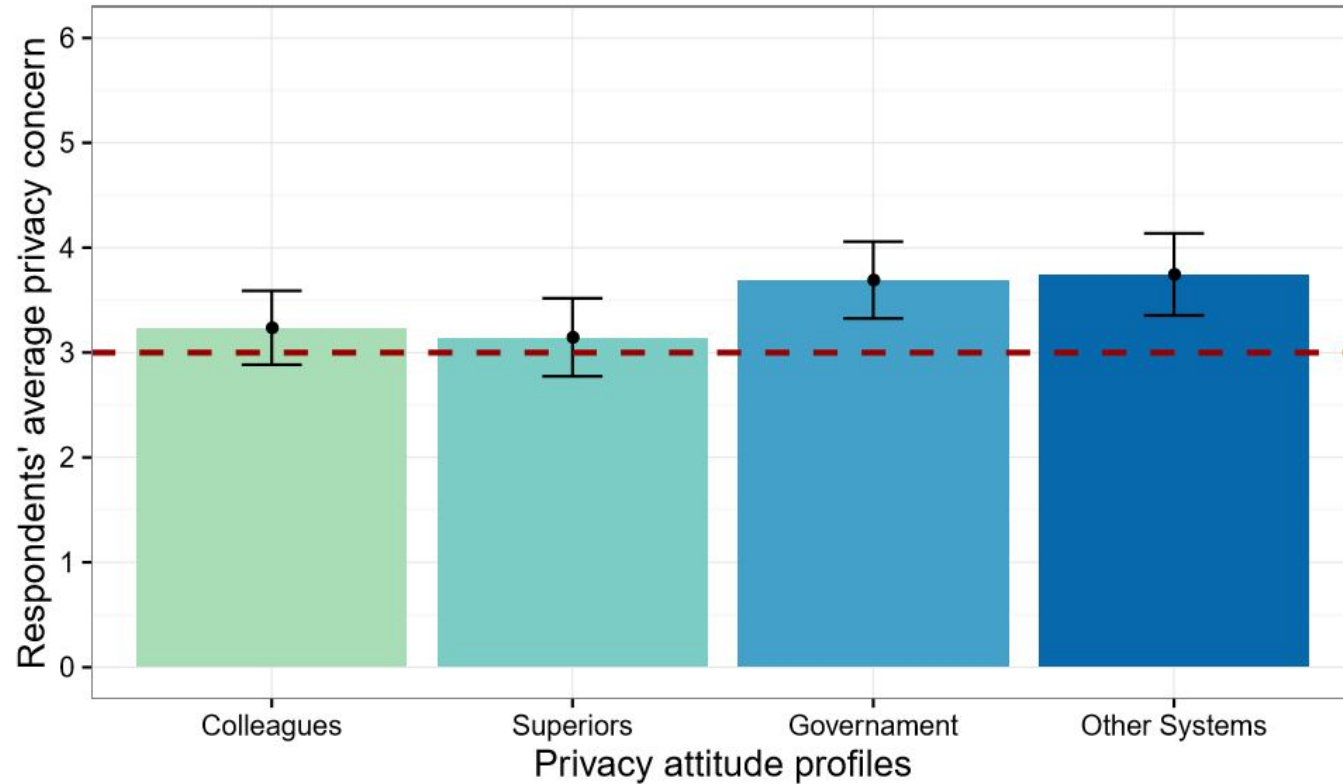
Pragmatist: the risk is 4.74-0.52(utility)

All together: the risk is 4.75-0.52(utility)

The Exchange of Information with Third Parties



Government and Other Systems



Take Home Message

Heuristics to cope with privacy concerns in IoT

1. Let users know what information the system has about them
2. Make clear the usefulness of the data for each feature
3. Make the exchange of data with third parties explicit and configurable
4. Conduct empirical assessments of privacy

Current and Future Work

- We are expanding our sample of participants
- We are using our instruments to
 1. investigate privacy perception, concerns, and attitudes in a **cross-country perspective**
 2. investigate privacy dimensions that are **particular to IoT systems**
 3. study the **privacy paradox**

Thank you!



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