EINS PRIME: Perception and Realisation of Information privacy using Measurements and Ethnography

“Towards Meaningful: Perspectives on Online Consent” Workshop @DE2013
Salford, Manchester UK
Plan

• Who are we?
• What is the project about?
• Project description
  ◦ Example
• Expected outcomes of EINS-PRIME
Who are we?

- **Expertise at hand:**
  - Smartphone use in higher education (behaviour mining)
  - Privacy technologies and technical implementations
  - Large scale network measurements
  - HCI – ethnography (field studies observing users)

- **Collective expertise in the EINS network!**
  (e.g. JRA5 group)
<table>
<thead>
<tr>
<th>Country</th>
<th>Participating Institutes</th>
<th>Relevant Research</th>
<th>Relevant Policy Documents</th>
<th>Further Research Suggestions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>IAIK - TU Graz</td>
<td>Research done on Secure &amp; Correct Systems, Trusted Computing, and Secure Entities for Smart Environments at IAIK, TU Graz</td>
<td>Datenschutzgesetz (Data Protection Act, 2000) with regard to an individual's right to personal information</td>
<td>Exploring the issues of privacy and trust in correlation to unique properties of new devices such as the smartphone</td>
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<td>France</td>
<td>Université Pierre et Marie Curie</td>
<td>The high-security laboratory of computer security at the Inria Nancy - Grand-Est centre (known by its french acronym LHS)</td>
<td>The National Commission on Informatics and Liberties (CNIL) is responsible for ensuring personal freedom and right to privacy</td>
<td>Educating children about cyber challenges, and exploring ways to manage permanent online data</td>
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<tr>
<td>Netherlands</td>
<td>KNAW</td>
<td>Sprenkels, J. &amp; Plötz, I. (2012). Performing Privacy: How Privacy concerns are enacted with Children’s Internet environments.</td>
<td>Wet bescherming persoonsgegevens (Dutch Data Protection Act, 2001), and Right to Privacy (Article 10 of the Dutch constitution)</td>
<td>Analyzing privacy/trust issues with regard to: a) children’s use of social media and mobile devices, and b) the use of online information by researchers</td>
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**JRA5 Questionnaire: Privacy, Reputation, and Trust in Social Networks**
Setting the scene

• What is privacy for you?

• What do you do to protect your privacy?

• Do your actions reflect your intentions?

• How can you evaluate this?

• Do you expect other(s) to protect your privacy?

• What could be done to improve this situation?
Multidisciplinary approach

- Ethnography methods
- Evaluation
- Exploring sub-conscious phenomena
- EINS PRIME
- Technical realisations of privacy
- Formalisation of privacy
What we do and why

(Kuuti, 1995)

Activity

Motive

Conscious

Unconscious

Action

Goal

Operation

Conditions
Motivating example

Email address case

User study

Exploring motivations

Evaluating results

Network data analysis

Defining information value
Expected outcomes

• Qualify and quantify disconnect between perceived and actual privacy
• Identify areas for technical improvement
• Discussions with scientific communities
• Influence policy decisions
Reassessing the scene

• What is privacy for you?
• What do you do to protect your privacy?
• Do your actions reflect your intentions?
• How can you evaluate this?
• Do you expect other(s) to protect your privacy?
• What could be done to improve this situation?

We hope to find answers to these questions through EINS-PRIME
Questions?
Comments are also welcome!
@AdrianaGWilde

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“I may not have gone where I intended to go, but I think I have ended up where I needed to be”

Dirk Gently. From Douglas Adams' The Long Dark Tea-Time of the Soul