Publicly Shared Photos of Children and Privacy Implications

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Introduction

“97% of Facebook-using mothers share photos of their children on social media.”

Most social media sites scrub meta data. However, sensitive information may revealed from content of the photos.

This project is concerned with analyzing the privacy risks associated with posting pictures of children on social media and privacy awareness of parents.

Materials and methods

Developed a tool to analyze images.

First Phase (Instagram Public Profile Analysis)
Analyzed Instagram public profiles with kids

Second Phase (Pilot Study – Survey)
• Analyzed images posted by participants.
• Conducted surveys to:
  – analyze accuracy of the inferences
  – and determine privacy awareness of participants

Results

The inferences made ranged from names of the children to location of their homes and or schools.

Instagram Analysis Results
• We broadly classified the inferences into Activities, Events, Places and Other
• An overall vulnerability was assigned to the user.

Survey Results
The participants reported the accuracy, their intention to share and comfort level from the inferences drawn

Below is an analysis of the participant’s perceived vulnerability and our perception – the analyst’s rating was higher or equal to the participant.

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