Safesea: A Chrome plugin for crowdsourcing privacy settings

Motivation
• The current Facebook interface makes it difficult to manage privacy settings
• Studies suggest that social influence can help improve security and privacy behaviors online

Goals
• Improve the usability of the current Facebook interface for privacy settings
• Encourage better practices regarding privacy online

Next steps
1. Analyze data collected from experimental studies
2. Write a paper reporting our findings
3. If the results are successful, expand to new platforms, such as Google, Twitter, etc.

Study Design
To test the effectiveness of our intervention, we are running an experimental study with three conditions:

Condition 1
Participants use the current interface on Facebook to browse and adjust the privacy settings on Facebook if they desire.

Condition 2
We ask participants to use our improved UI in the browser plugin as a tool to inform and motivate their use of the Facebook privacy settings interface.

Condition 3
We also ask participants to use our browser plugin, but users in this group can also see the crowdsourced responses collected from Amazon Mechanical Turk.

Key Takeaways
MTurk study, July 2018
• Do as I say, not as I do - settings recommended by users are often not their current setting
• Most people prefer not to expose their personal information (e.g., friend list, profile info, etc) to the public
• For features that encourage more connections (i.e., friend request), about 60% of subjects keep them public
• 70% of subjects recommend not having profiles used by search engines and external sites

1. Use downtime to proceed through the "Facebook Privacy Checkup." 2. Choose which option you think is safest for your account privacy needs and see how other people answered the same question. 3. Take advantage of the API integration to go to Facebook and double-check or change the privacy setting on your account.