

05- Surveys, interviews, focus groups, diary studies

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January 28, 2014

05-436 / 05-836 / 08-534 / 08-734

Usable Privacy and Security

Carnegie
Mellon
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CyLab

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SOFTWARE
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Public Policy



Today!

- Homework
- Class presentations
- Mechanical Turk
- The four papers you read for today
 - Methodology
 - Presentation

Homework

- Singular vs. plural
 - Jargon, feedback, text, research
- Facebook hacking paper and ethics
- Identify what you did if you had choices

Validity

- Ecological validity: the study materials, methods, and setting approximate the real thing in the real world
- External validity: the experiment can be generalized to other groups of people or other scenarios

Amazon's Mechanical Turk



Image from <http://www.salon.com>

MTurk

- Human intelligence tasks (HITs)
- Studies usually start with consent form
- Pay relatively low wages (ethics concerns)
- Quality control necessary
 - Lots of shady folks; lots of good folks
 - Can be done through obvious questions
 - Can be done through open-ended questions
- Don't need to host study on Mturk

Mturk: Pilot study about ponies

- Do you like ponies?
 - 15 people responded “Yes”
 - 3 people responded “Both yes and no”
 - 1 mean, mean person responded “No”
 - 1 person left it blank
- What would you name your pony and why?
 - Rainbow, Klip-klop, Peter, Abe, Pony, Ben, Shadow, Lightning, Alpha, Pony, Pony, Gracious, Pepper, Toby Two-Timer, Old Tony, Big Boy, Belle, Luna, Shorty, Spirit

“I regretted the minute I pressed share”: A Qualitative Study of Regrets on Facebook

Wang et al.

SOUPS 2011

Facebook regrets

- Interviews, user diaries, and online surveys
- 569 American Facebook users
- Why they make posts they later regret (and how to help them avoid these regrets)
 - “Hot” states, etc.

Facebook regrets

- 268 responses on Facebook's blog asking privacy questions → 3 main themes
- 18+ American Facebook users from Mturk
 - Paid \$0.50
 - 321 valid responses after looking at short completion time, inconsistent answers, or off-topic answers to free-response questions

Facebook regrets

- Pre-questionnaire for interviews
- Used Pittsburgh Craigslist
- “Selected” 19 users from 301 prospective participants
- Compensated \$20
- Audio recorded and transcribed interviews, along with screen shots

Facebook regrets

- “One author coded the interviewee data and categorized it post-hoc into a list of common themes.”

Facebook regrets

- Diary study
 - 12 of the 19 participants from the interview participated at least one day
 - Friend requests, activities, changes to profile or settings
 - “Have you posted something on Facebook and then regretted doing it? Why and what happened?”
 - 22+ days of entries → \$15

Facebook regrets

- Survey 2 about regrets
- Compensation \$0.50
- 492 valid responses from MTurk

Facebook and Privacy: It's Complicated

Johnson et al.

SOUPS 2012

It's complicated

- 260 Facebook users installed a Facebook app “that surveyed their privacy concerns, their friend network compositions, the sensitivity of posted content, and their privacy-preserving strategies.”
- Asked targeted questions about randomly selected posts
- 16.5% of participants had at least one post they didn't want to share

It's complicated

- Survey with three sections
 - Section 1: General questions about Facebook usage
 - Section 2: Level of concern with general scenarios
 - Section 3: Used Facebook API
 - Questions about 9 randomly selected friends
 - Questions about 10 randomly selected posts

It's complicated

- Recruited from ResearchMatch
 - “Recruiting email did not mention privacy”
 - 260 respondents entered into drawing for five \$100 gift cards

“I read my Twitter the next morning
and was astonished” A
Conversational Perspective on
Twitter Regrets

Sleeper et al.

CHI 2013

Twitter regrets

- Mturk survey of 1,221 participants
- Compared conversational regrets and Twitter regrets
- Messages that gave TMI “were reported at a higher rate for Twitter”
- Strategies for avoiding and coping with regret on Twitter

Twitter regrets

- Note the hypotheses in the introduction
- Why did they screen for Twitter users age 18+ in the USA?
 - How do you screen/advertise?
- Is conversational regret the right parallel?
- Do findings reflect all regrets?
- How was Mturk quality control done?

Twitter regrets

- How was the data coded?
- Self-reported data
- Reverse causality (regret \rightarrow state of being?)
- Discussion of strategies

The Many Faces of Facebook: Experiencing Social Media as Performance, Exhibition, and Personal Archive

Zhao et al.

CHI 2013

Many Faces

- Diary study of 13 participants
- Goffman's performance region, Hogan's exhibition region
 - Added personal region
- Conducted 6 months after Timeline
 - 7 of 13 participants had already adopted Timeline; others were asked to adopt it

Many Faces

- Used Facebook ads to recruit in local community (Ithaca, NY)
 - Used Facebook for years, “generated significant amount of social media content”
- Participants compensated \$15
 - Pre-survey (demographics, Facebook use)
 - Daily online diary for two weeks about “whether they had updated or changed their profiles... reviewed their own or others’ past content... managed past content”

Many Faces

- One-hour interview in lab at end
 - Logged into Facebook account
 - Asked general questions about Facebook management, as well as questions about past content, offline archiving, other social tools

Many Faces

- Iterative analysis
 - Four researchers met for open coding
 - Iteratively refined categories and subcategories
 - Then two researchers coded each interview with TAMS Analyzer
 - Face-to-face meetings with concept charting