Safesea: A Chrome plugin for crowdsourcing privacy settings

Gustavo Umbelino, Rosie Sun, Cori Faklaris, Jason I. Hong, and Laura Dabbish

Human Computer Interaction Institute, School of Computer Science, Carnegie Mellon University, Pittsburgh, PA, USA

University of California San Diego, CA, USA

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

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

Safesea

Search on Google...

Facebook Privacy Checkup

View all questions

Go to Facebook

Resume Checkup

1

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2

Who do you think should be able to send you friend requests?

You chose **Everyone**

59% of people think **Everyone** is the safest option

Everyone — 114 votes

Friends of friends — 78 votes

Source: Amazon Mechanical Turk, August 2018

Next Question | Change this setting on Facebook

3

Search

Privacy Settings and Tools

Your Activity	Who can see your future posts?	Public	Edit
	Review all your posts and things you're tagged in		Use Activity Log
	Limit the audience for posts you've shared with friends of friends or Public?		Limit Past Posts

How People Find and Contact You

	Who can send you friend requests?		Close
		Everyone	
	Who can see your friends list?	Public	Edit
	Who can look you up using the email address you provided?	Everyone	Edit
	Who can look you up using the phone number you provided?	Everyone	Edit
	Do you want search engines outside of Facebook to link to your profile?	Yes	Edit

General
Security and Login
Your Facebook Information
Privacy
Face and Tagging
Integrations
Mobile
Public Posts
Apps and Websites
Instant Games
Business Integrations
Ads
Payments
Support Inbox

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.

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.
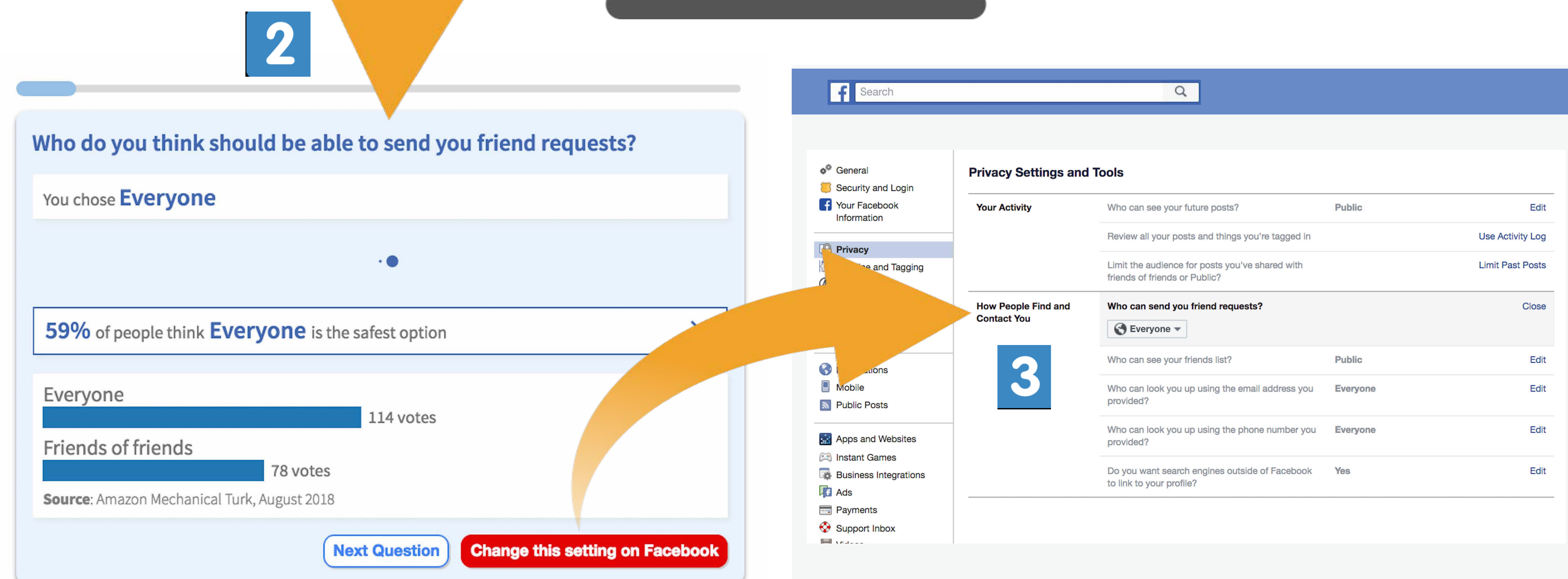
Condition 2

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.