

Improving privacy choice through design: How designing for reflection could support privacy self-management

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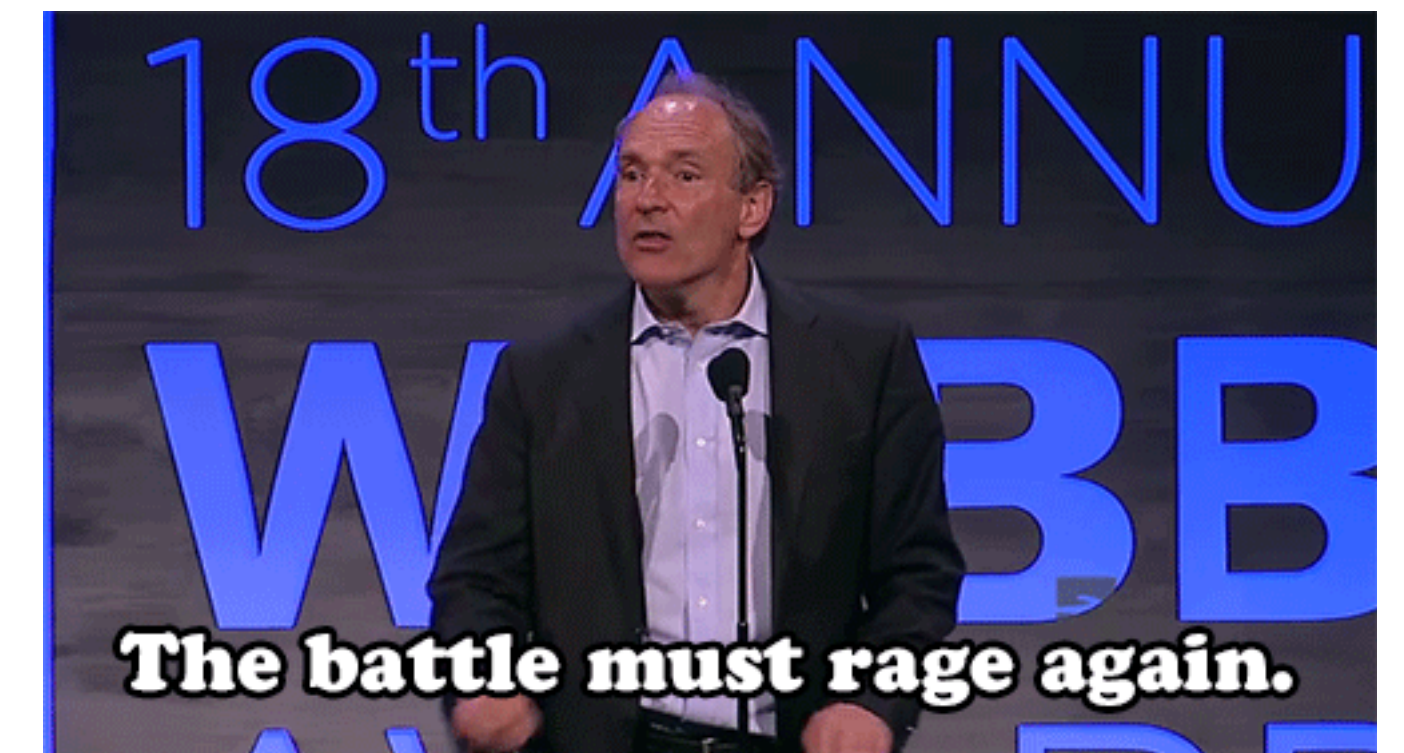


Some trends...



Preserving the User Centric Internet

22 April 2009



Privacy self-management: the reality (1/3)



Dima Yarovsky, I Agree
<https://www.dimayarovsky.com/#/i-agree/>

Privacy self-management: the reality (2/3)



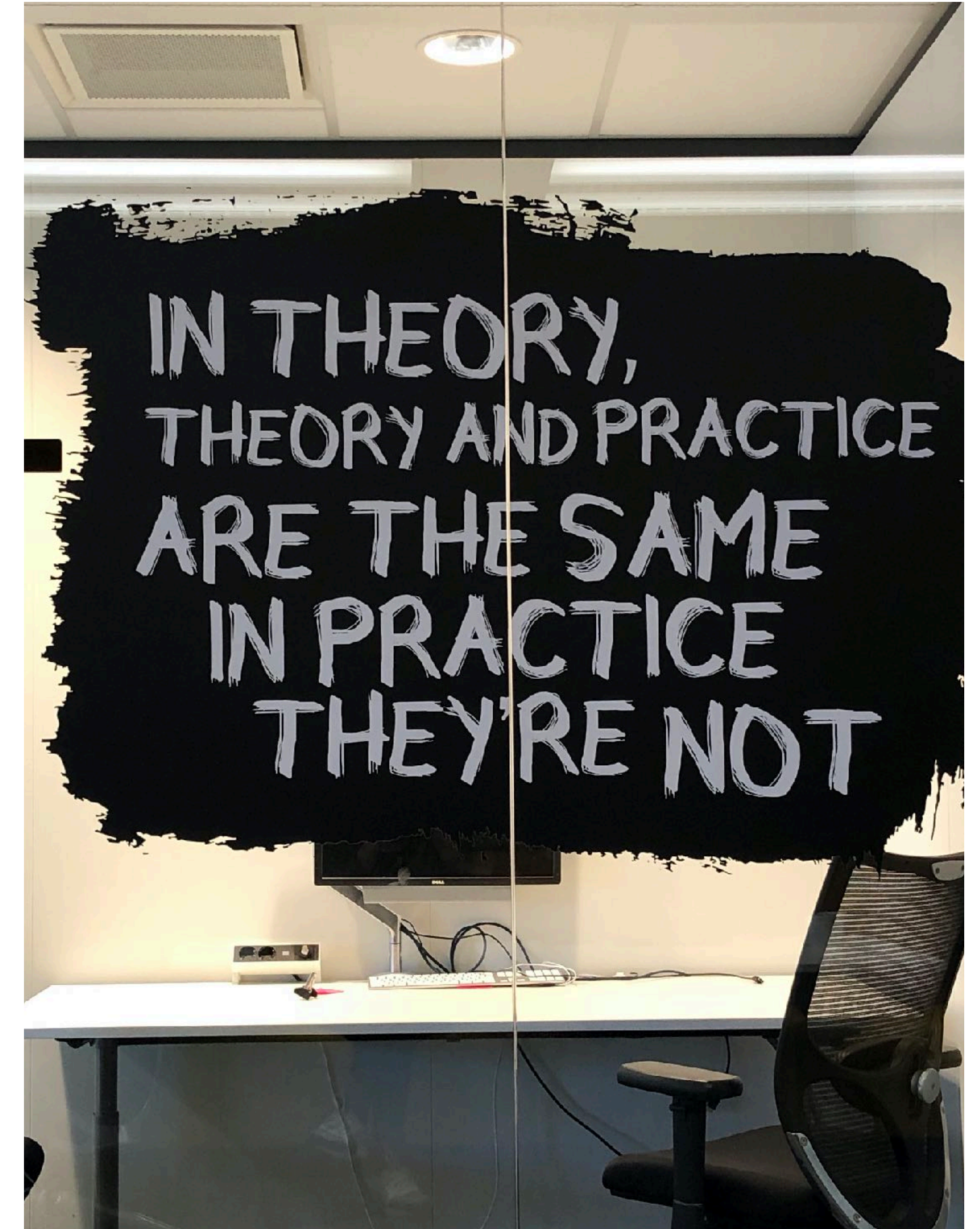
Privacy self-management: the reality (3/3)



Project Polar, The Correspondent
<https://decorrespondent.nl/collectie/project-polar-english>

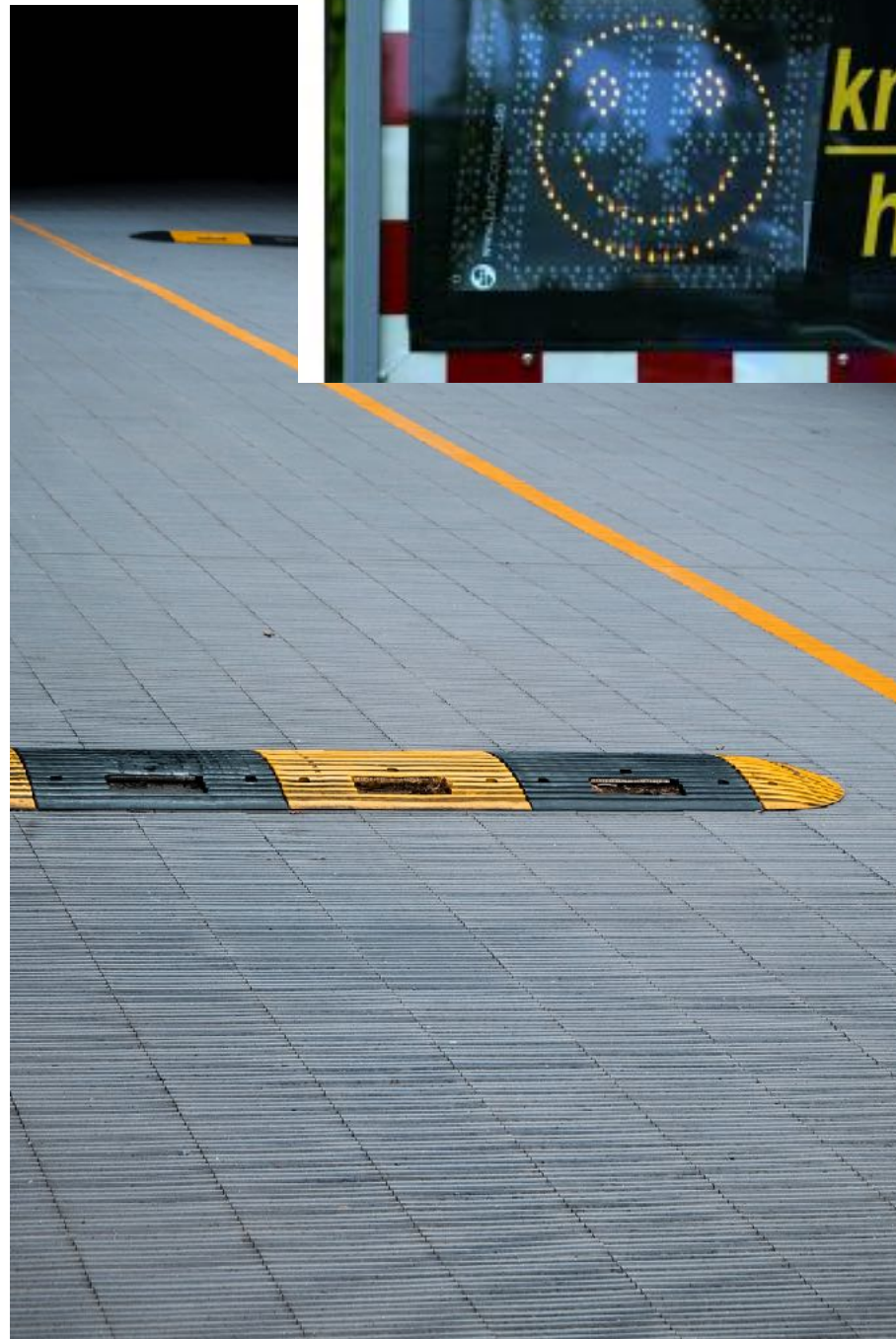
Issues with notice & consent

- Privacy policies do not accomplish their goal of informing the individual; **too lengthy** and **too complicated**
 - Also, privacy and personal data are complex concepts
- **Human decision-making is often irrational and biased**; dual process theory
 - Notice & consent 'knowledge gap' is not actually reduced
- **There is no meaningful choice**; take it or leave it
 - No interoperability between products/services



There are alternatives...

<https://www.nporadio1.nl/consument/19054-nudging-zo-wordt-je-gedrag-dagelijks-beinvloed>



<https://unsplash.com/photos/hogzrykg-KA>



<https://unsplash.com/photos/U4rGvsvop-s>

- **Broad palette** available to regulators:
- **More** (command & control) **law**, e.g speed limit
- **Architecture/code**, e.g. speed bumps
- **Nudging**, e.g. sad smiley when speeding

... but, more issues.

- **Law: negative effects** on innovation/competition
 - Also, expensive, difficult to enforce and politically unattractive
- **Architecture/nudging:** focus on **outcomes**
 - Changing situations, not people
- **No engagement:** debate on privacy regulation is confined to domain of regulators
 - Individuals feel **resigned**
 - Individuals can not become **morally responsible agents**



https://unsplash.com/photos/TW3dFH_4nEk

On design (1/2)



Facebook - Log In or Sign Up

https://www.facebook.com

facebook

Email or Phone Password Log In

Forgot account?

Sign Up

It's free and always will be.

First name Last name

Mobile number or email

New password

Birthday

Nov 14 1993 Why do I need to provide my birthday?

☐ Female ☐ Male

By clicking Sign Up, you agree to our [Terms](#). Learn how we collect, use and share your data in our [Data Policy](#) and how we use cookies and similar technology in our [Cookies Policy](#). You may receive SMS Notifications from us and can opt out any time.

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[Create a Page](#) for a celebrity, band or business.

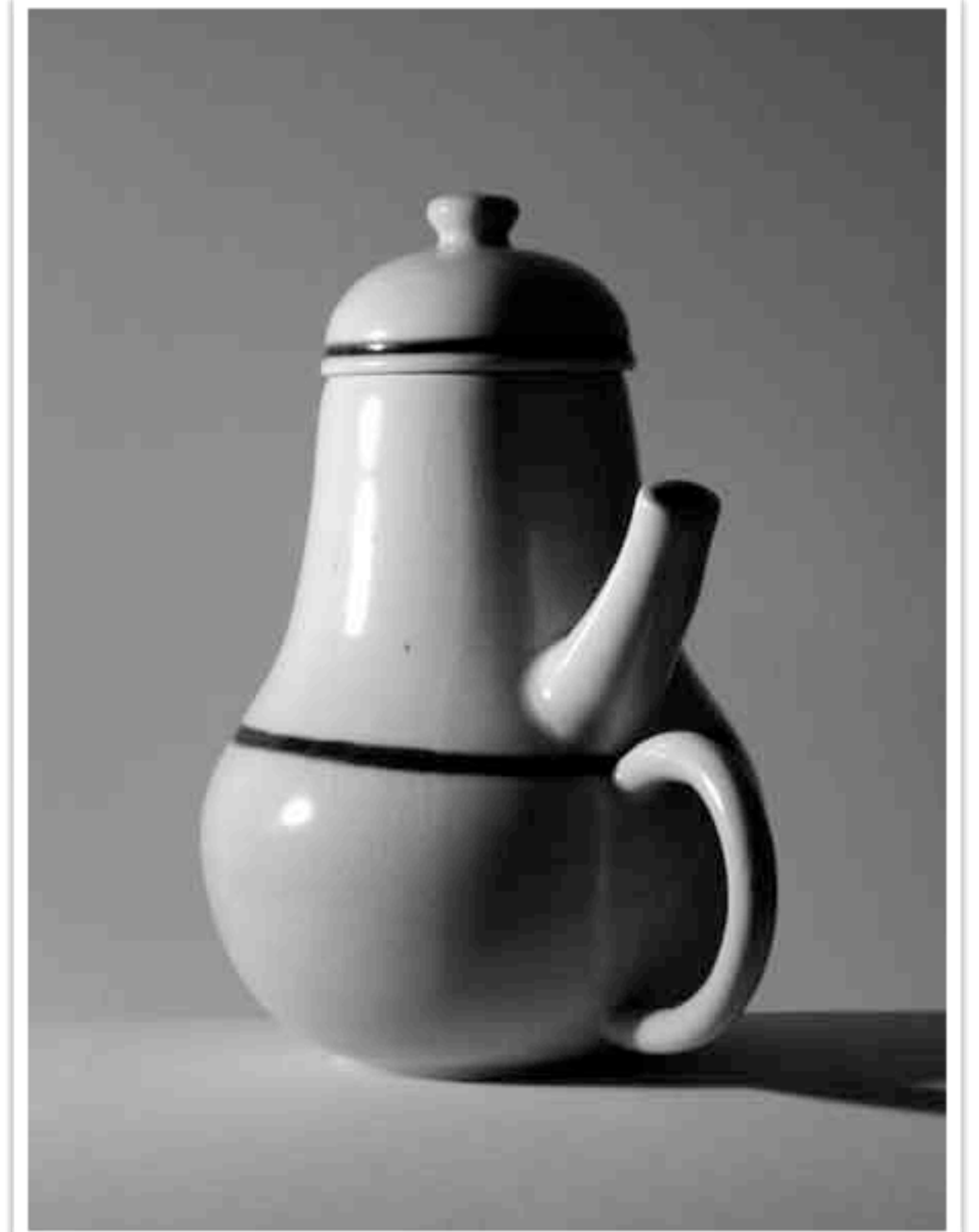
On design (2/2)



Visceral



Behavioural



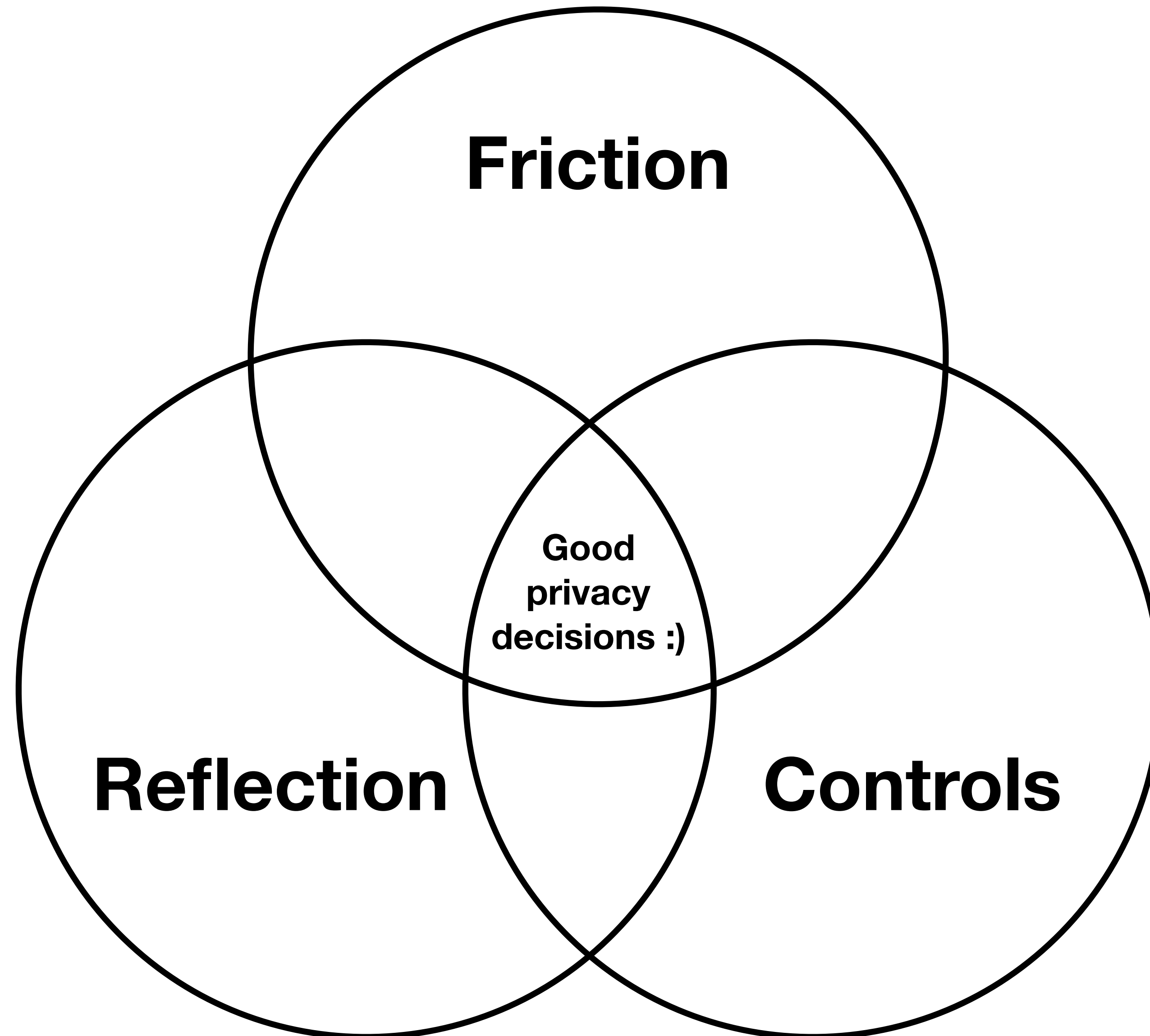
Reflective

Reflective & adversarial design

- Support **continuous reflection** on underlying values
- **Provoke reflection**: escape habitual behaviour and thinking
- Adversarial design: design to **evoke political debate**



Proposed model

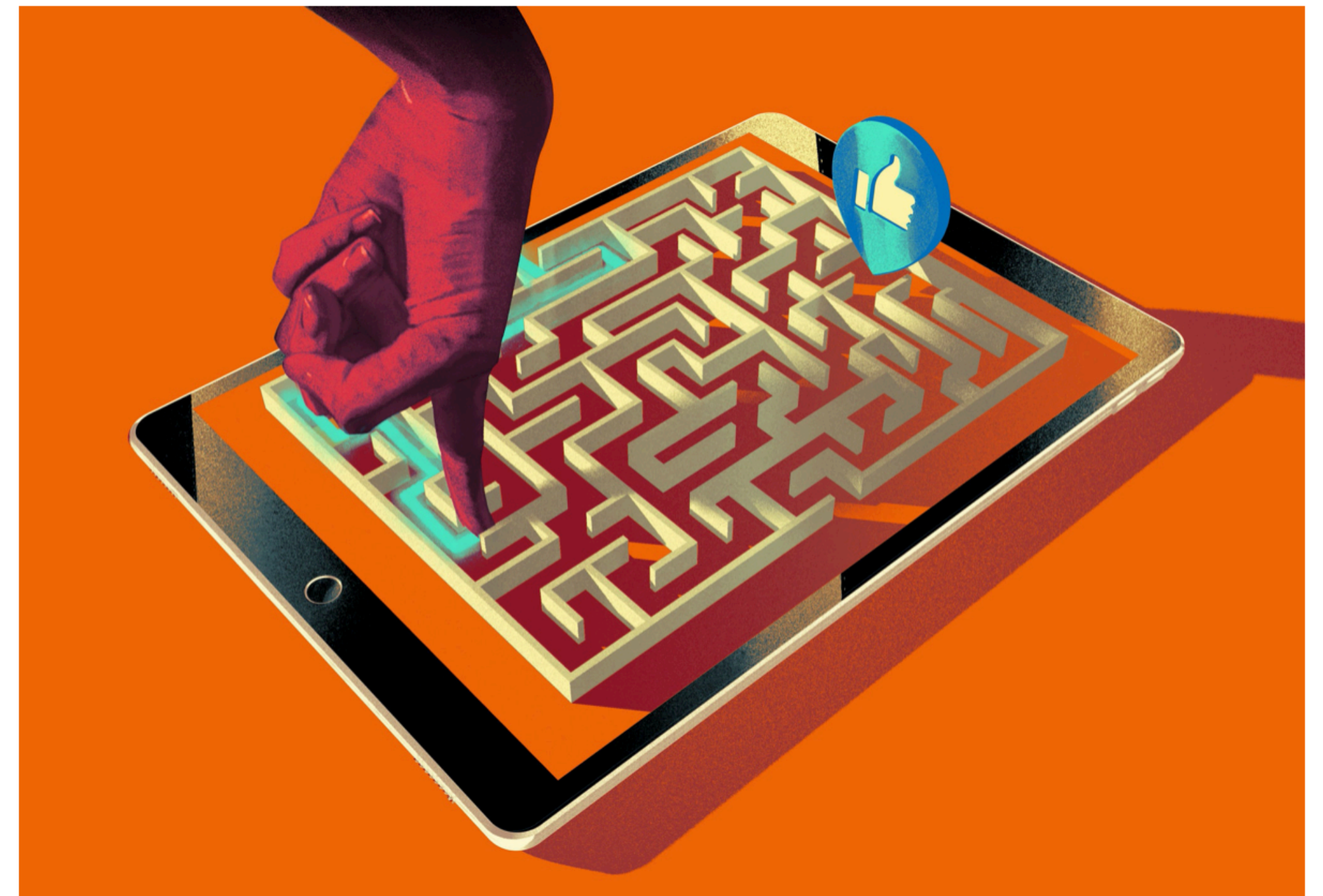


Friction?

The New York Times

THE SHIFT

Is Tech Too Easy to Use?



- Society is not frictionless
 - Oxford dict.: "*Conflict or animosity caused by a clash of wills, temperaments, or opinions.*"
 - **Frictionless** is the mantra in tech
 - "[...] apps connected to Facebook would **regularly ask users** if they wanted to **publish their latest activity to their feed** on the social network. **Those pop-up messages [...]** were **annoying**, Mr. Zuckerberg said, so **the company had created a new category of apps that could post directly to users' feeds, without asking for permission every time.**
- "**From here on out, it's a frictionless experience,**" Mr. Zuckerberg said."

Good friction

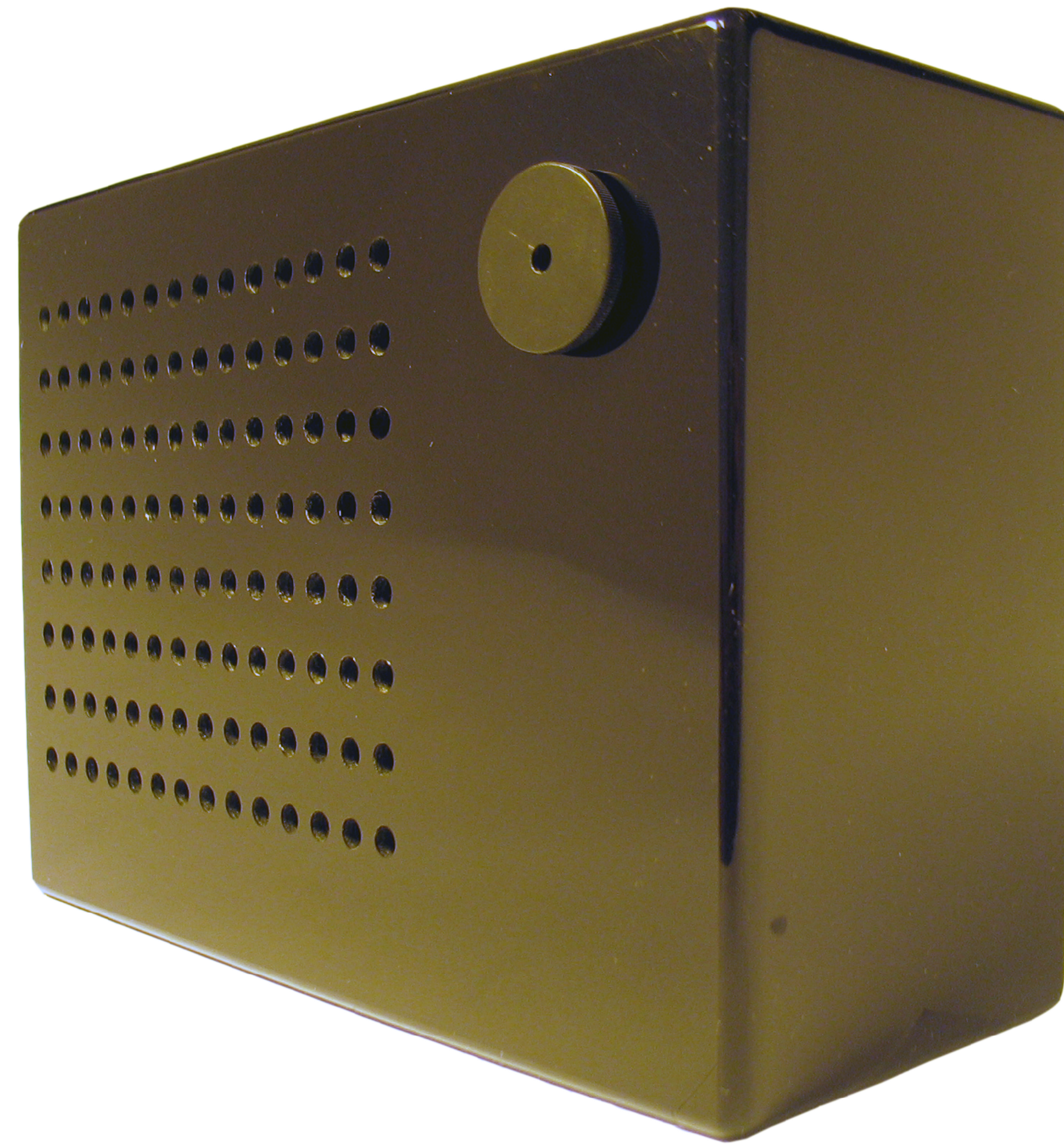
- **Mindful interactions:** make unconscious behaviour conscious
- **Error prevention**
 - "Do you really want to empty the trash?"
 - Checks to improve data quality in online forms
- Qualitatively **better decisions**
 - Cooling-off period after online purchase
 - Font (see image) which allegedly makes people remember texts better
- **Develop skills**
 - Games
 - Learning from mistakes (see image)
- **User satisfaction / more engagement**
 - Goldilocks tasks: not too easy, not too difficult
 - IKEA effect



Failing 15% of the time is the best way to learn, say scientists

Researchers say they have discovered the 'Goldilocks' zone' where people learn the fastest





Erratic Appliances
<http://dru.tii.se/static/erratic.htm>



Million Dollar Blocks

<http://www.spatialinformationdesignlab.org/>

Reflective messages

Computers in Human Behavior 66 (2017) 345–352



Contents lists available at [ScienceDirect](#)

Computers in Human Behavior

journal homepage: www.elsevier.com/locate/comphumbeh



Full length article

“Thinking before posting?” Reducing cyber harassment on social networking sites through a reflective message



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Questions?!

Ps. re-read my arguments at:
<https://edu.nl/actj9>

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