

Understanding users' requirements with respect to privacy: A mixed-method research methodology

Elahe Kani-Zabihi (Royal Holloway, University of London)

&

Eileen Wattam (University of Salford)

Visualisation & Other Methods of Expression Project




Visualisation & Other Methods of Expression Project

- **Purpose:** To explore how user communities engage with concepts of information privacy and consent in on-line interactions.

- **Aim:**
 - To develop alternative conceptual models of on-line privacy which enable users to make clearer on-line disclosure choices and which facilitate a better dialogue between the designers of privacy and consent functionality and their customers.
 - To develop imaginative solutions / interventions to address the perceived online user-supplier privacy gap

Methodology

- **The research project is interdisciplinary and thus uses a range of research methodologies and novel research methods and techniques from a number of relevant disciplines;**
 - Information Systems
 - Linguistics
 - Computer Science
 - Social Science
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- To elicit understanding of privacy and consent of a conceptual, visual or metaphorical nature.
 - Challenges of interdisciplinary / mixed methods research



The Salford Team's Approach

(Alison Adams, Danijela Bogdanovic, Michael Dowd and Eileen Wattam)

➤ **Initial Aim:** To provide a framework of end user attitudes and requirements towards privacy and consent rooted in the social context.

➤ **Approach to knowledge:**

➤ Interpretive and constructivist and thus QUALITATIVE in nature in order to understand participants, their actions, practices and views within natural settings.

➤ Use of inductive dimension of the grounded approach .

➤ **Methods:** Focus groups, privacy diaries and semi-structured interviews



EMERGENT CONCEPTS, THEMES & KNOWLEDGE TO INFORM DIMENSIONS OF
THE SURVEY WORK CONDUCTED BY ROYAL HOLLOWAY

Research Questions

Initial VOME hypothesis: Users do not significantly engage with the privacy and consent aspect of ICT and hence do not fully understand the relevance to their lives.



- **What are the views of the participants of privacy, identity and consent in everyday life and how are such views translated to on-line environments;**
- **What types of on-line activities are undertaken by the participants?**
- **How do participants manage privacy, consent and identity during their online activities and practices?**
- **What would improve the ways in which privacy, consent and identity are managed in on-line activities and practices by the participants?**

Focus Groups (difficult to reach communities)

Golden Girls & Boys: group
attending community centre: (55+)

Prospects 1: Community Centre
(18-50+)

Prospects 2: (30-50)



Awareness: Youth Group
(11-18)

Salfordians :Students
(20-30)

Citadel: community centre : (17-40)

- Process began with initial observation of participant settings and behaviours.
- Sunderland community groups accessed through Sunderland City Council's community engagement services.
- Salford students accessed through Salford University's Message of the Day.
- Discussion about online activities, privacy concerns and associated privacy protective behaviours.
- 38 participants 29 women and nine men .
- Participants: Rich demographics, accessibility, levels of engagement with ICT and willingness of facilitators to engage with the project .

PRIVACY DIARIES

How do attitudes, behaviours and identity management practices evolve over time?



- 11 students, 10 weekly diary entries: online activities privacy, consent, trust or identity management issues; feelings when encountering issues, methods of managing privacy related issues, what they would do differently in the future.
- Participants : honours levels sociology and criminology students at Salford University selected for retention purposes.

PRIVACY DIARY: FOLLOW-UP ONE-ONE-INTERVIEW



To establish the efficacy of privacy diary approach with a view to running the activity with community-based groups.

Semi-structured one-to-one Interviews (Community Reporters)



- To build on emergent themes and issues and gain further in-depth insights to end user attitudes and behaviours toward privacy and consent
- To check the validity and reliability of the focus group and privacy diary data.
- Participants: mixed demographics (3 women, 6 men, age 30s to 80s), accessible, researchers awareness of privacy related concerns and range of ICT experience.

Semi-structured Interviews with young people

- Michael Dowd's PhD
 - **Aim:** To Explore how young people understand, manage and negotiate their privacy online.
 - **Participants:** (16-21) from a range of educational and working backgrounds
 - **Method:** chosen to generate situated and contextualised data.

Methods: On reflection

Our methods contribute to gaining more in-depth insights into user attitudes, behaviours and needs, challenging assumptions and highlighting, for example, their contextual and contingent nature (as highlighted by prior qualitative research, for example, Viseu et al., 2004).

Our methods not only socially shaped

(our assumptions, environmental and social context, issues of power and privacy and trust, for example)

BUT ALSO

- Are our methods acting in themselves as social shapers?
(becoming interested in PERFORMATIVITY and the work of John Law)
 - **Acting as a sensitising device?**
- **Can methods (e.g. privacy diary process) be seen as interventions in their own right?**

Royal Holloway research method approaches

- Aim:
 - To better understand the types of dialogues that service providers and service users desire with respect to privacy and consent.
 - To identify ways in which both parties feel comfortable having the dialogue.

Research Requirements

- There is a need to:
 - understand how service users interact with current online privacy statements and consent.
 - elicit service users' perceptions and views of current online privacy and consent.
 - elicit service users' requirements for future online privacy and consent dialogue with service providers.

Consult Hyperion group

- Focus group
- 8 Participants (4 female and 4 male)
- One researcher and one moderator
- Short presentation followed by an open question
- Group discussion
- Audio recording
- A friendly environment

Festival of Social Science in Sunderland

- Title:
 - Exploring Privacy: your privacy and the Internet
- Program:
 - Physical Theatre: Online privacy
 - Electronic voting tool
 - Discussion on online privacy issues
 - Small group discussion
- Participant:
 - 47 from variety of age group

Youth Workers

- Aim: to identify youth workers requirements for privacy and consent in an online environment
- 23 youth service providers
- Electronic voting tool
- 4 groups discussing various scenario
- Youth workers had issue with an online service

UK Online Centres

- 50 participants from six centres
- Reward: Shopping voucher gift
- Tasks
- Observation
- Online questionnaire (close-ended & open-ended)
- One-to-one interview

- www.vome.org.uk
- Royal Holloway, University of London team:
 - Dr Lizzie Coles-Kemp
 - Dr Elahe Kani-Zabihi
 - Mr Christian Bonnici
 - Mrs Claire Hudson