Have you ever read a privacy policy?
Why not?
Transparency paradox
(Nissenbaum 2011)

*Simple privacy notices aren’t useful, but detailed notices are too complex.*
Comics!

They are inviting, engaging, comprehensible, and memorable.
Comics!
Extra advantage for people with dyslexia or low literacy
Use case:

Google privacy policy
“Transparency and choice” section
http://www.google.com/policies/privacy/#infochoices
Study setup:

Delivery method:
Comic vs Text

Length:
Short vs. Medium vs. Long

Test / Observe:
Comprehension, engagement, satisfaction, decision behavior, recall (follow-up)
Example: short text

“View and edit your preferences about the Google ads shown to you on Google across the web, such as which categories might interest you, using Ads Settings. You can also opt out of certain Google advertising services here.”
“Let’s say you want to view and edit your preferences about the types of Google ads shown to you across the web. You might want to make sure that these ads reflect your interests. Or if you find personalized ads creepy, you could opt out of personalized ads. You can visit Ads Settings to set your preferences on the types of advertisements you’d like to see. You can add a new interest. Even Google sites like YouTube, will provide ads related to your interests, which you can edit at any time. You can also opt out of Google’s advertising services, resulting in any type of ads being shown. By opting out, you will no longer be able to edit your interests. Also, all advertising interests associated with your Google account will be deleted.”
Example: short comic

View and edit your preferences about the Google ads shown to you on Google across the web, such as which categories might interest you, using Ads Settings. You can also opt out of certain Google advertising services here.

ADD NEW INTEREST

Shoes
Example: long comic

<table>
<thead>
<tr>
<th>Let's say you want to view and edit your preferences about the types of Google ads shown to you across the web.</th>
<th>You might want to make sure that these ads reflect your interests.</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Image of a woman thinking" /> I wonder how Google comes up with these advertisements on my account?</td>
<td><img src="image2.png" alt="Image of various advertisements" /> I'm tired of seeing these ads that typically show up.</td>
</tr>
<tr>
<td>Or if you find personalized ads creepy, you could opt out of personalized ads.</td>
<td>You can visit Ads Settings to set your preferences on the types of advertisements you'd like to see.</td>
</tr>
<tr>
<td><img src="image3.png" alt="Image of various advertisements" /> I just bought shoes yesterday! Advertisements are showing me only shoes now!</td>
<td><img src="image4.png" alt="Image of two people looking at a laptop" /> Let's change your settings to something better.</td>
</tr>
<tr>
<td>You can add a new interest.</td>
<td>Even Google sites like YouTube, will provide ads related to your interests, which you can edit at any time.</td>
</tr>
<tr>
<td>-------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>ADD NEW INTEREST</strong></td>
<td>You should watch: Avengers Civil War!</td>
</tr>
<tr>
<td>Superhero Movies</td>
<td></td>
</tr>
<tr>
<td><strong>ADD NEW INTEREST</strong></td>
<td></td>
</tr>
</tbody>
</table>

You can also opt out of Google’s advertising services, resulting in any type of ads being shown.

By opting out, you will no longer be able to edit your interests.

Since I've opted out, now they're back to random types of ads.

Also, all advertising interests associated your Google account will be deleted.

YOUR CURRENT INTERESTS ARE....

[Blank]
Current status:

Pre-testing the different comics
We would love to hear your expert feedback!

Link to comics:

Link to position paper:

Contact info:
dcherry@g.clemson.edu, bartk@clemson.edu