

UNPACKING THE SOCIAL AND EMOTIONAL DIMENSIONS OF SECURITY AND PRIVACY USER ENGAGEMENT

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Social and Emotional Dimensions

of Security and Pivacy User Engagement

01

USERS STRUGGLE TO ADOPT S&P PROTECTION MEASURES

- Lack of awareness
- Lack of skills
- Misconceptions about tool efficiency
- Lack of motivation

02

NEGATIVE EMOTIONS CAUSE AVOIDANCE

- S&P is associated with fear, frustration, uncertainty
- S&P measures are overwhelming

03

GOAL 1: INCREASE ENJOYMENT

- Identify strategies that make S&P more engaging

04

SOCIAL DYNAMICS ARE CLOSELY TIED TO EMOTIONS

- Social cues can raise awareness and prompt actions
- Yet S&P topics are rarely discussed

05

GOAL 2: FACILITATE SOCIAL INTERACTION

- Understand and identify opportunities for S&P discussions

RESEARCH QUESTIONS

01

ENJOYMENT

How can S&P be made more enjoyable, and what positive attributes do users associate with S&P?

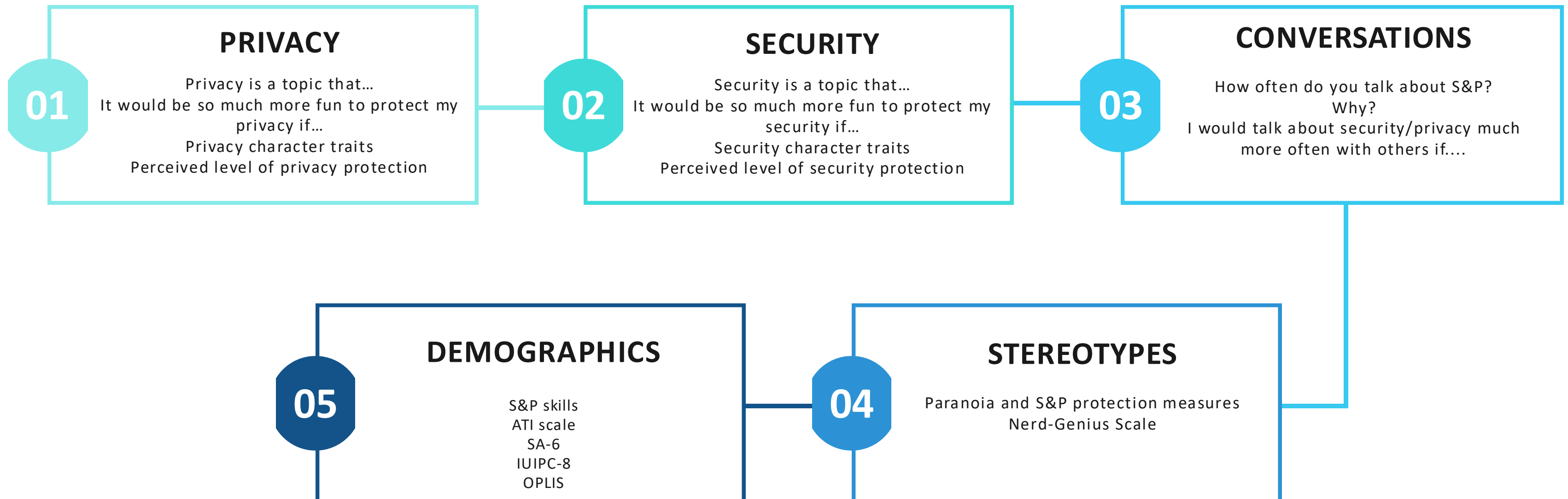
02

SOCIAL DYNAMICS

What facilitates social interactions on S&P?

Method

Qualitative and quantitative survey with representative
U.S. Prolific sample (N=496)



S&P ASSOCIATIONS

What positive and negative attributes are associated to S&P?

**Important, but
not interesting**

“Security is really uncool but really important.”
(P305)

**Complex and
overwhelming**

“invokes fear and concern”
(P417)
“sounds scary”
(P159)

**[Security]
Unfamiliar**

“I know very little about it” (P364)
“is relatively foreign to me”
(P260)

**[Privacy]
Controversial
and sensitive**

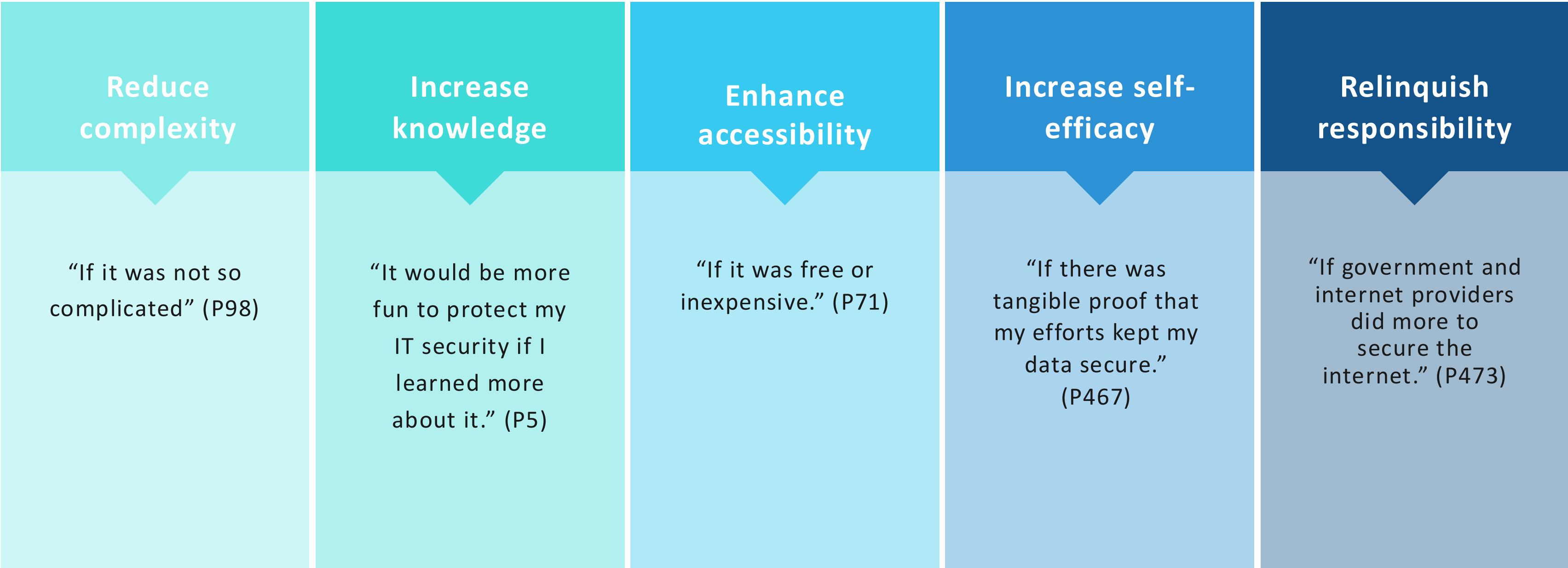
“Can be polarizing and difficult to discuss openly.”
(P143)

**Deserves more
attention**

“[Security] gets a lot of publicity, but not enough attention”
(P236)
“If we are not willing to talk openly about [privacy] we will continue to lose it.”
(P179)

HOW TO MAKE S&P FUN

What are strategies to make S&P more engaging?



HOW TO MAKE S&P FUN

What are strategies to make S&P more engaging?

Positive connotation

“If it was not talked about in such a doomsday way.”
(P185)

Incentives

“If we got cake every month there were no breaches.”
(P317)

Should not be fun

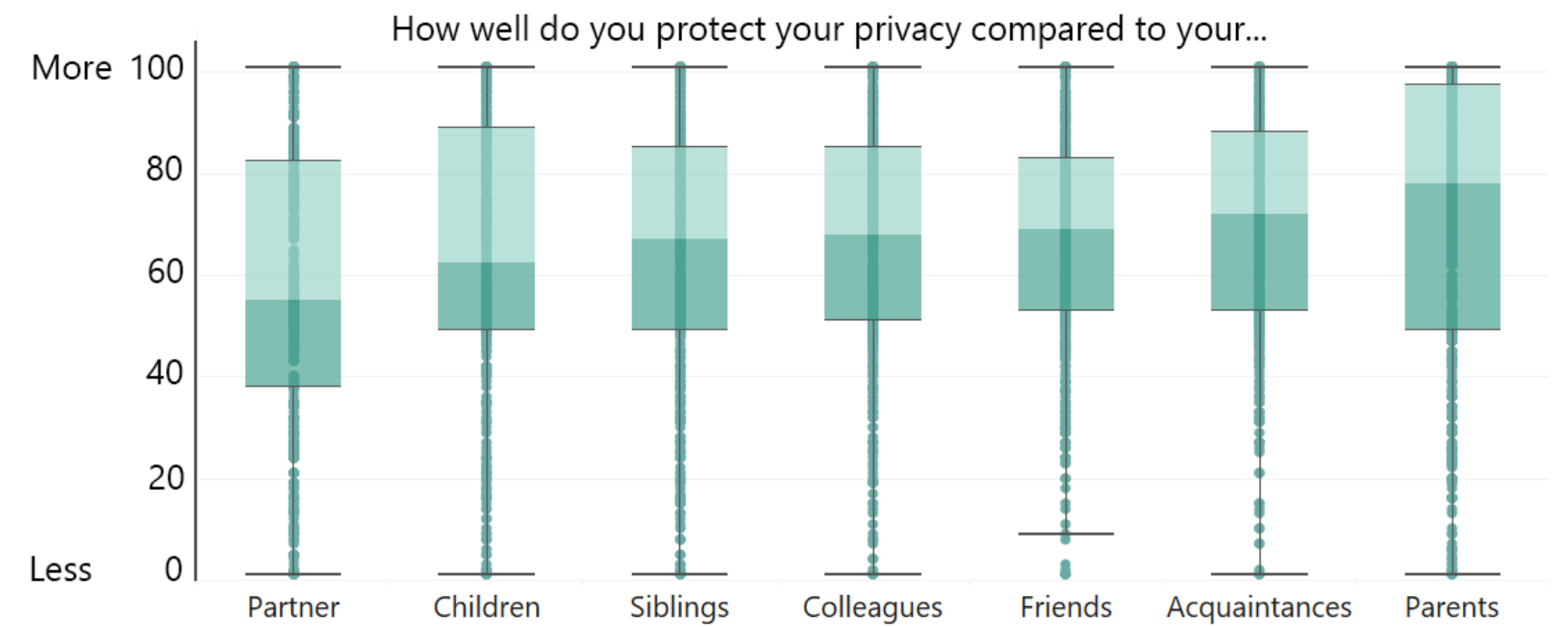
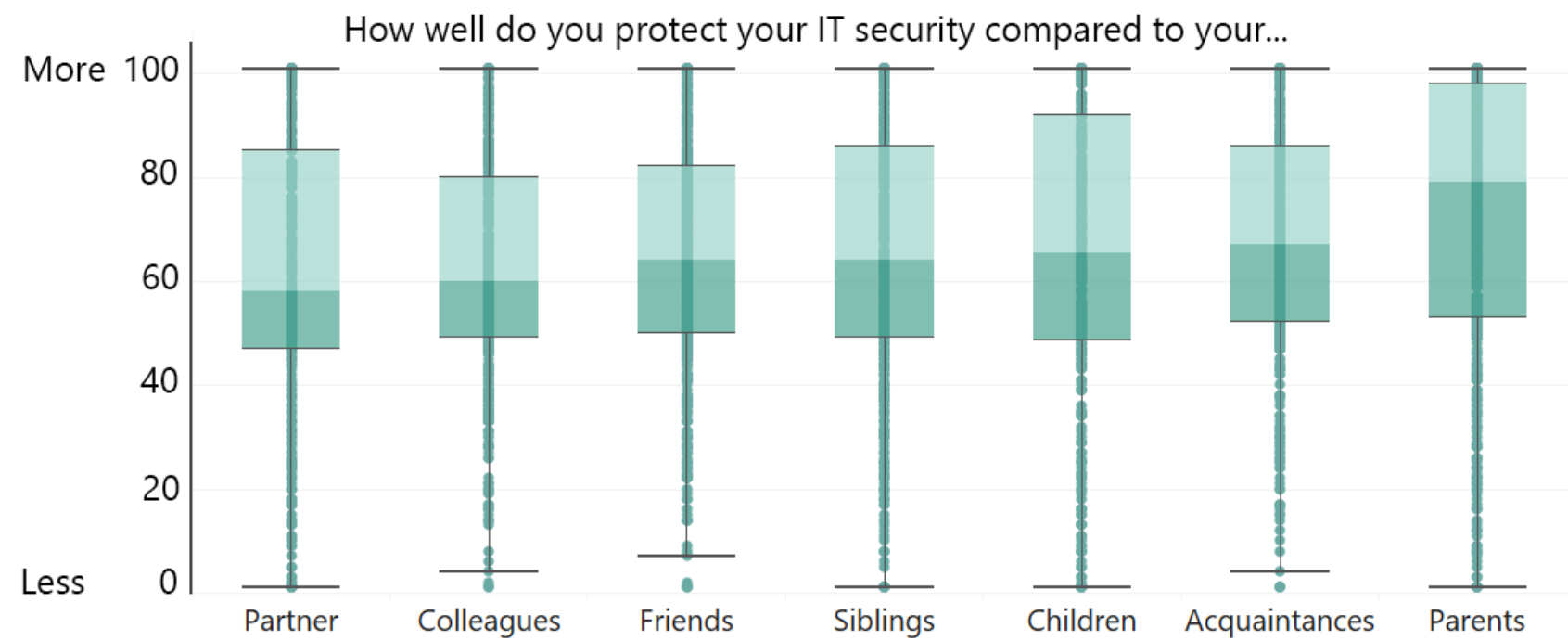
“I think when it comes to protecting my privacy that it shouldn't be a matter of "fun"" (P164)

Can never be fun

“I can't imagine a way it would be fun.” (P171)

PERCEIVED PROTECTION LEVEL

How are protection levels perceived in comparison with peers and family?



S&P CONVERSATIONS

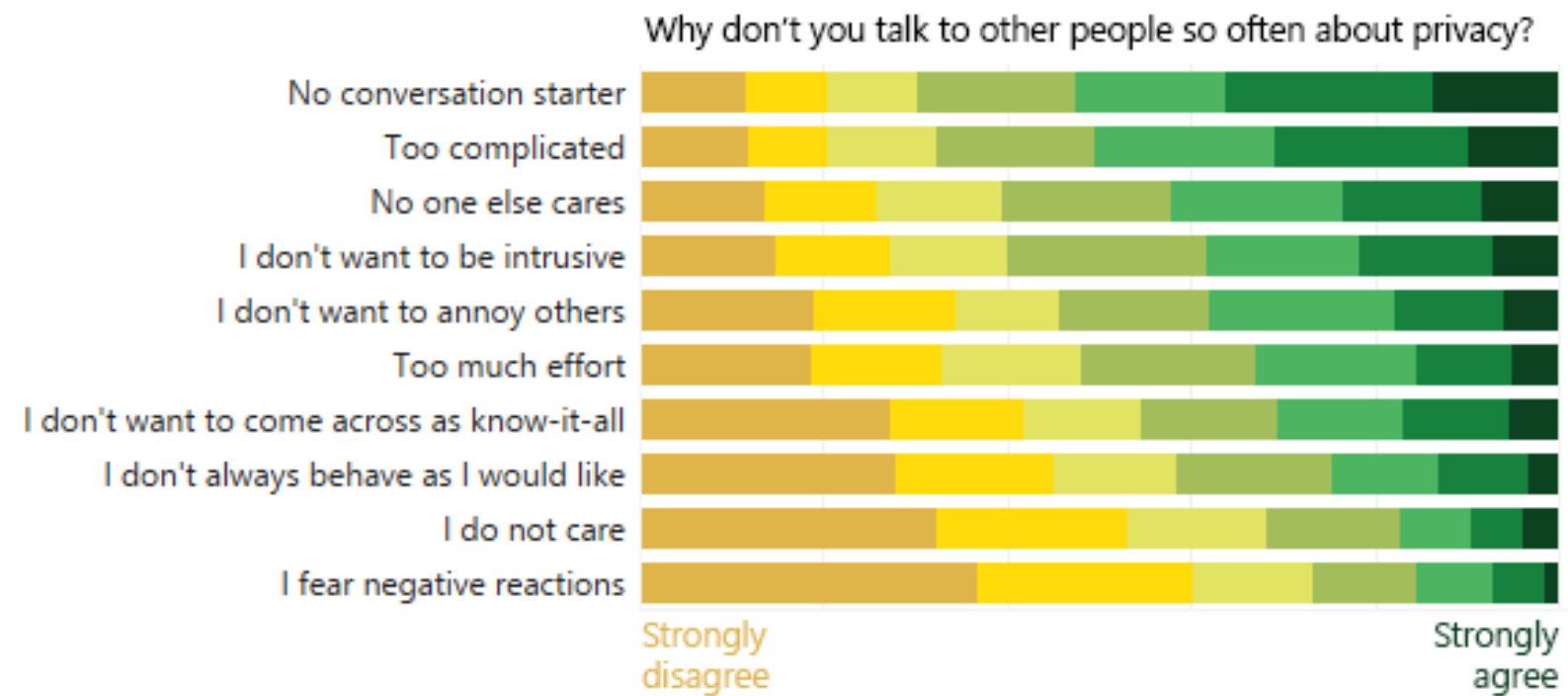
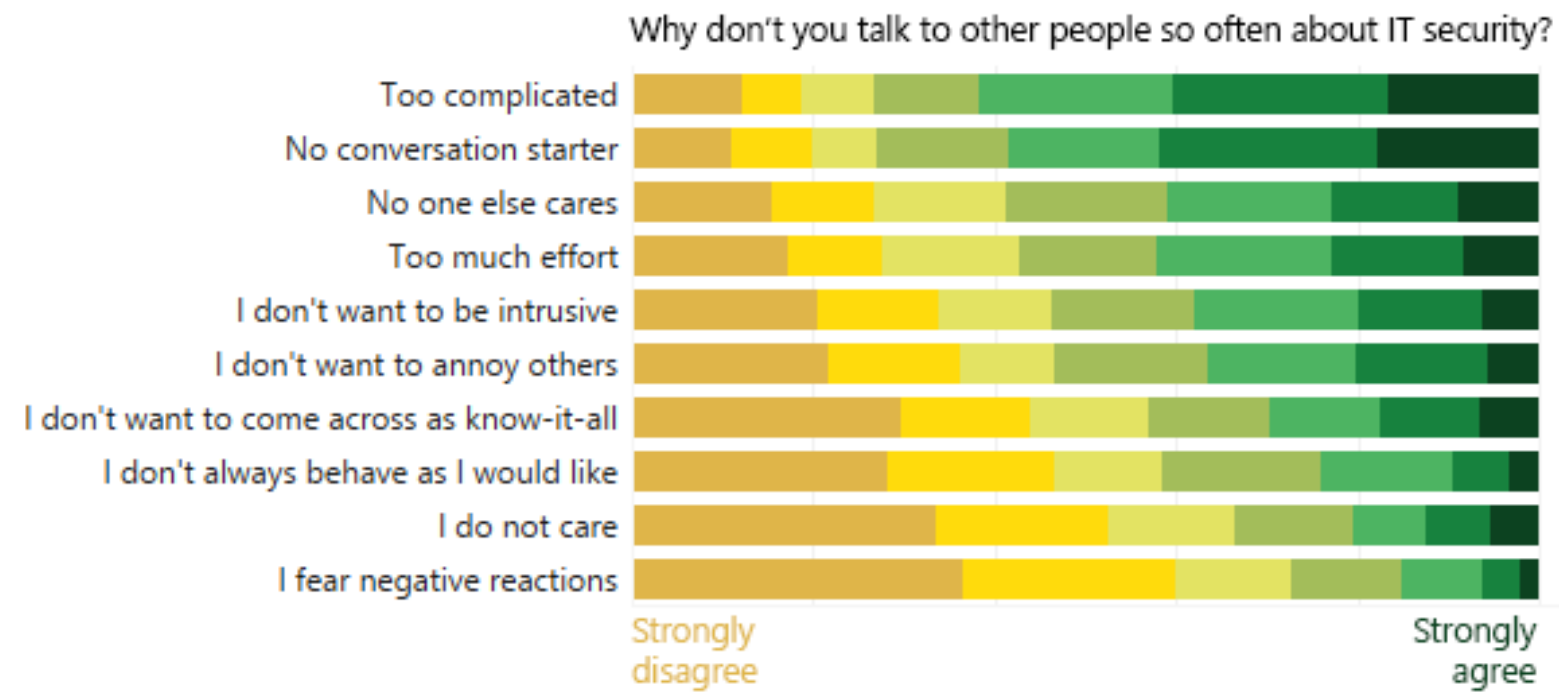
How frequently do people talk about S&P topics?

How often do you talk to other people about IT security and privacy issues?



S&P CONVERSATIONS

What are barriers to S&P conversations?



S&P CONVERSATIONS

How can we foster S&P conversations?

Close knowledge gaps

“If they could relate. Sometimes they don’t understand what I’m talking about.”
(P123)

“If I knew more about the topic” (P114)

Interest others

“If others were as interested in the subject as me.”
(P39)

Challenge social norms

“I would talk about privacy more often if it wasn’t taboo.” (P66)

Enable agency

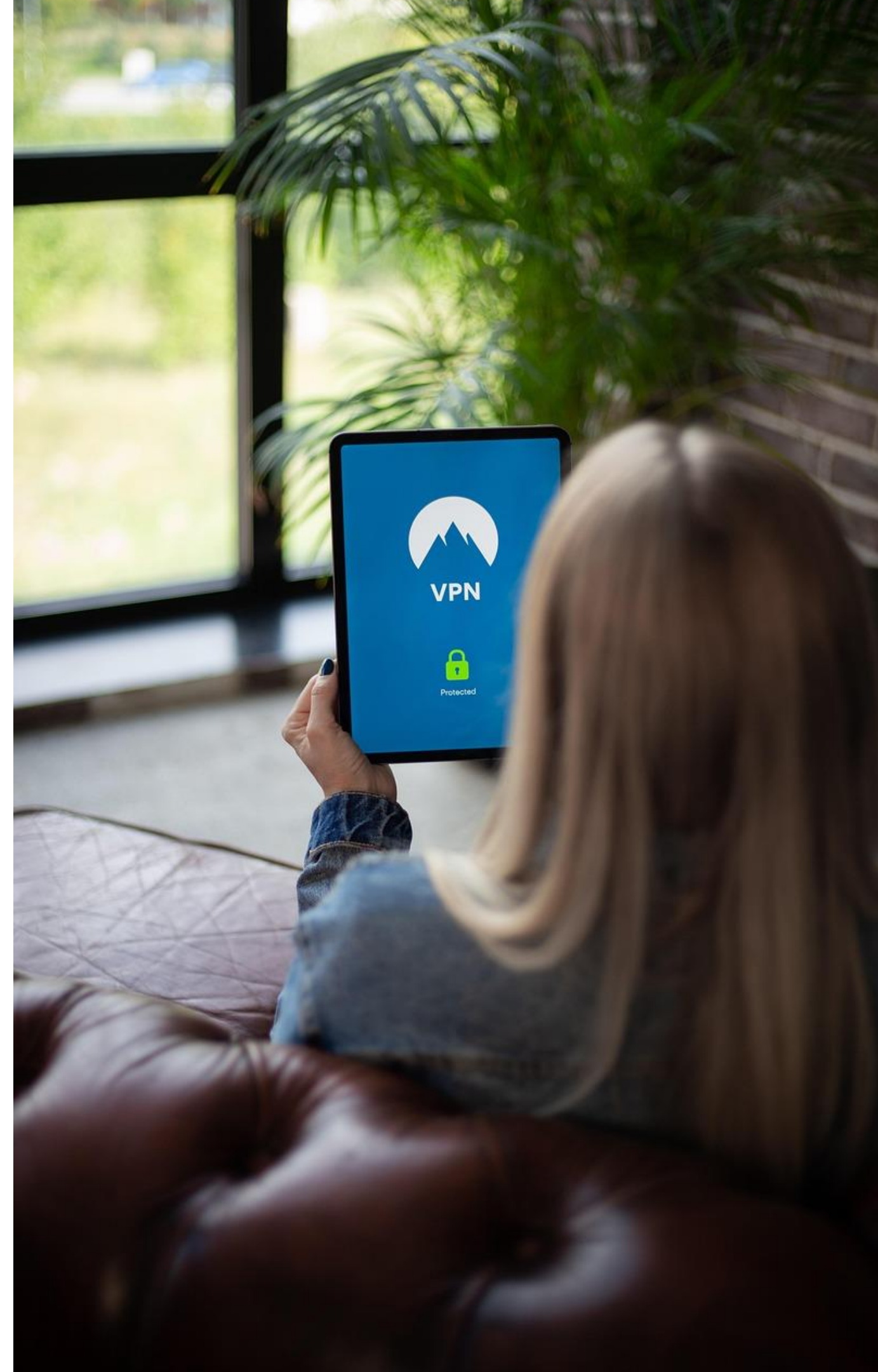
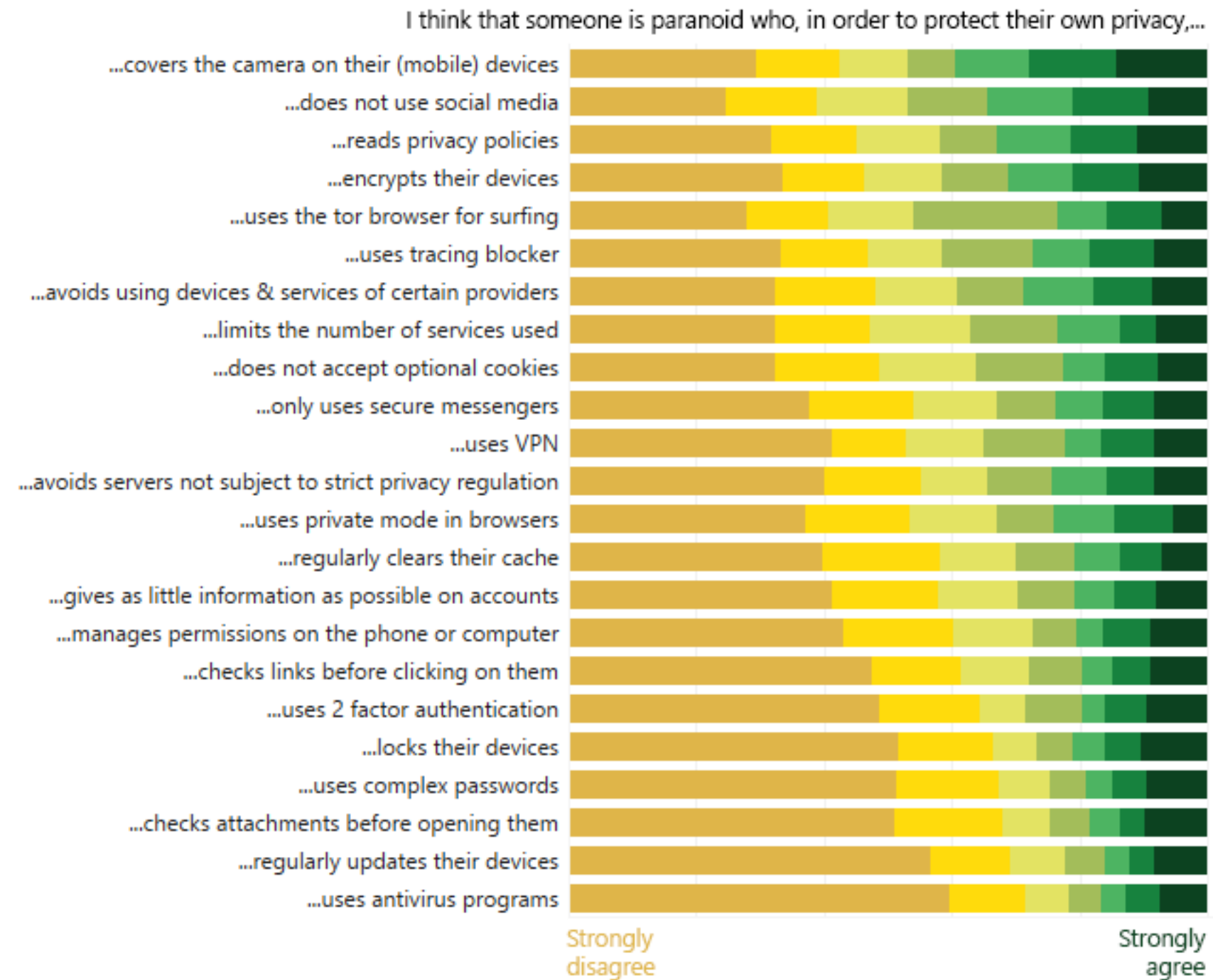
“Just talking about it without being able to do anything is just stressful.”
(P284)

Create conversation triggers

“If there was some sort of catalyst in the news or media to talk about it.”
(P286)

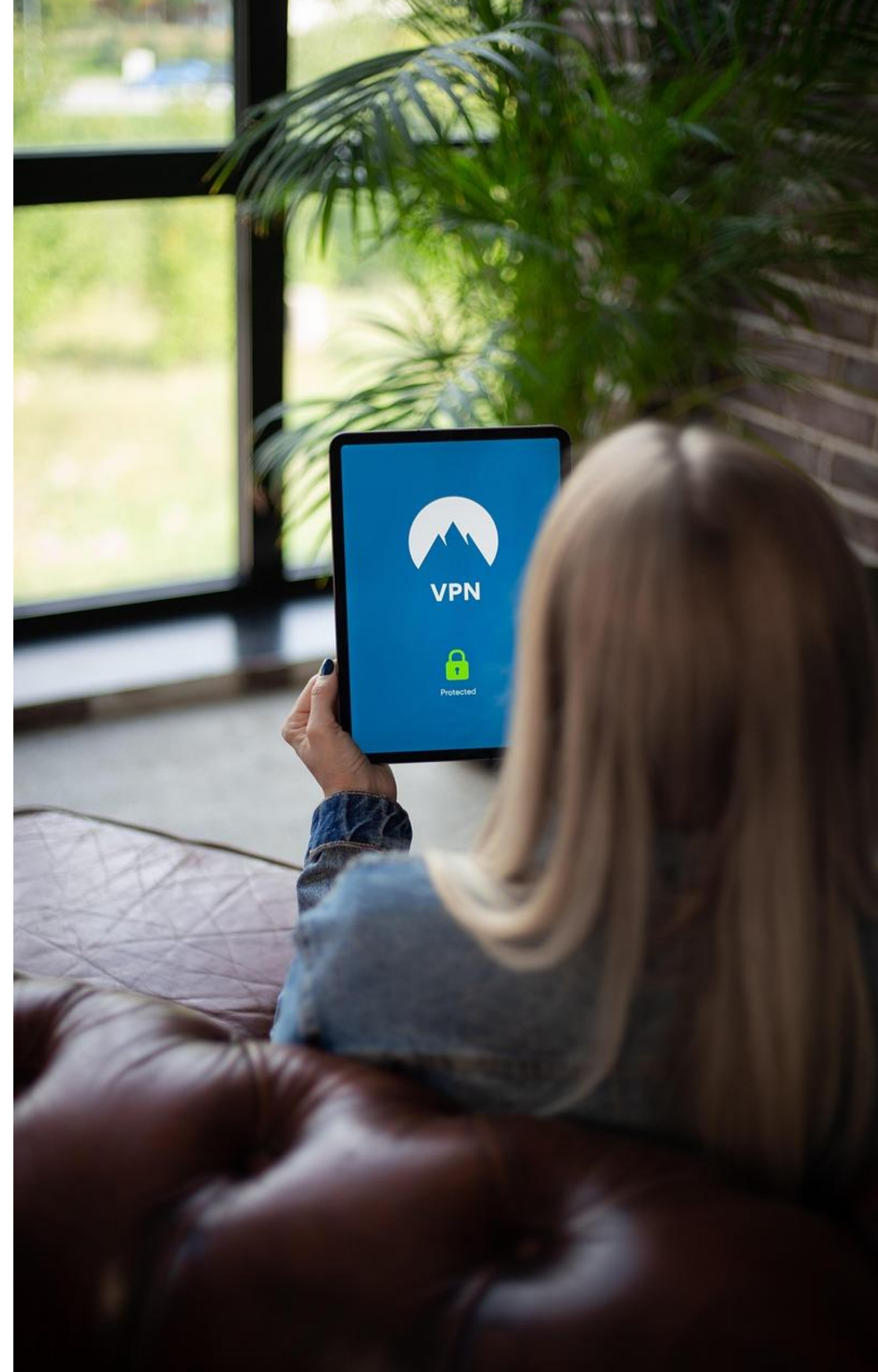
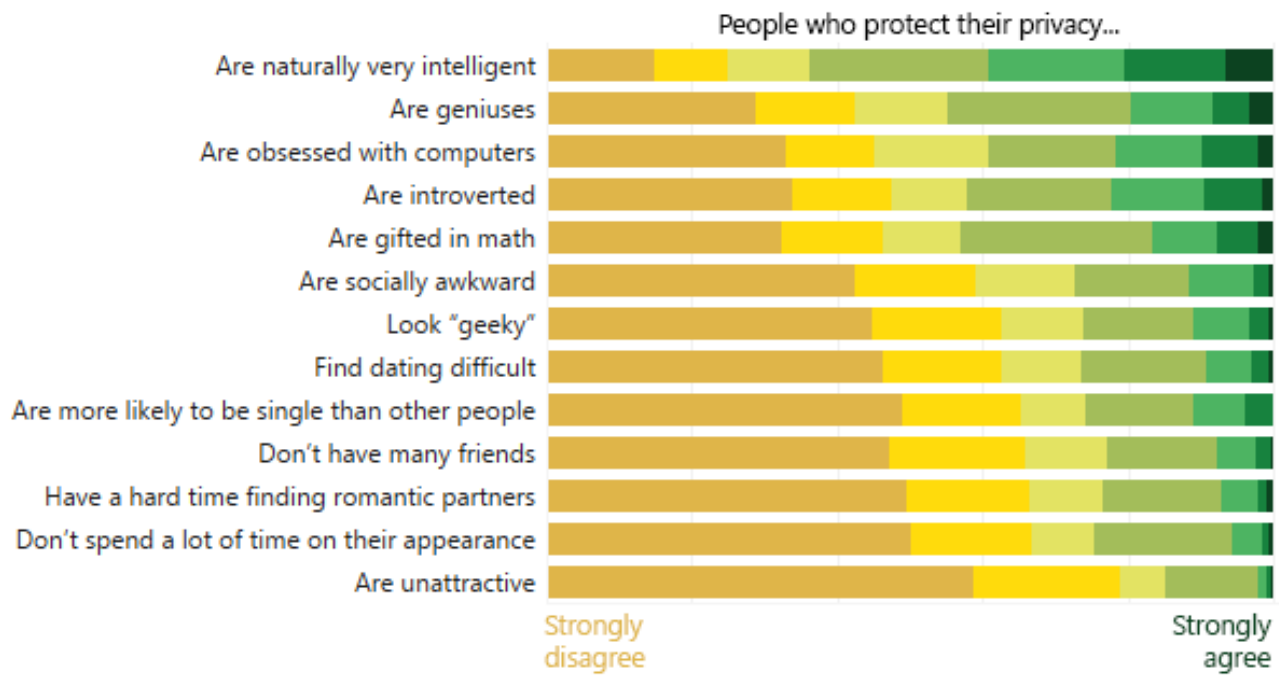
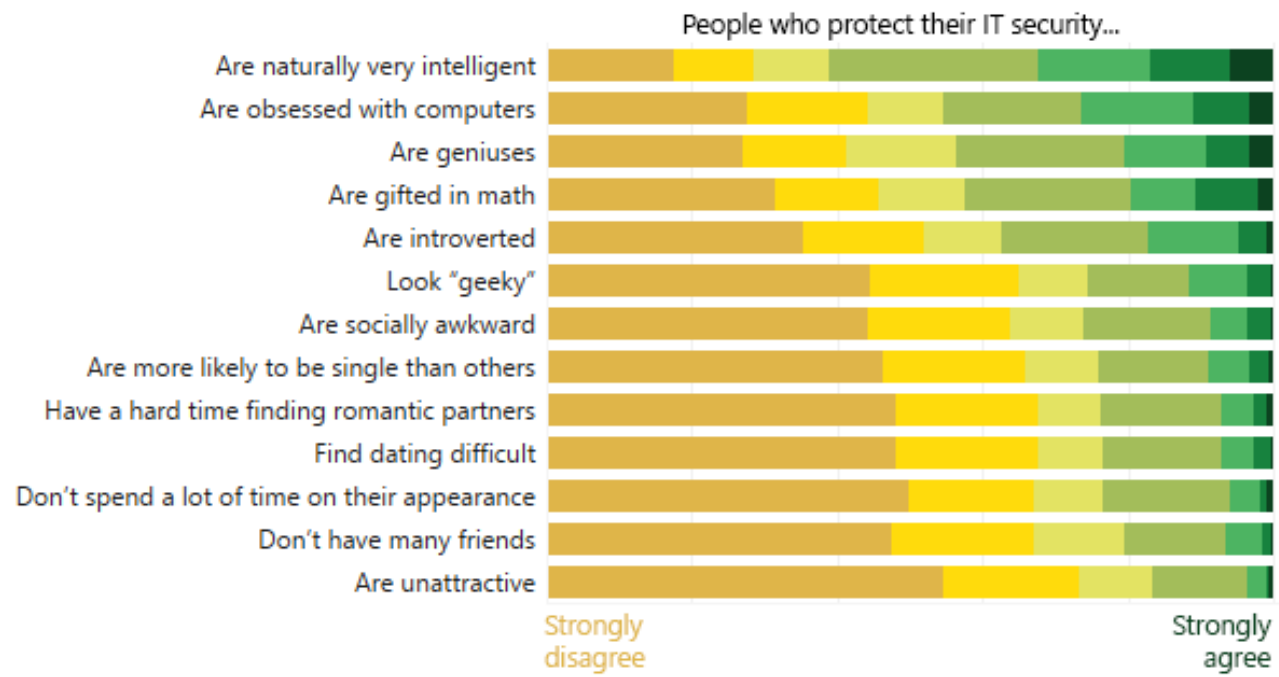
S&P STEREOTYPES

How may S&P stereotypes influence social interactions?



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S&P IS PERCEIVED AS NEGATIVE, YET IMPORTANT

Foster positive engagement through storytelling, social prompts, and incentivization.

Enhance self-efficacy by highlighting relevance and reframing security actions.



SECURITY IS INTELLIGENT, PRIVACY IS PARANOID

Shift cultural norms by increasing privacy visibility in software, media, legal framings.

Shift organizational norms through management support and strong error culture.



S&P ARE NOT ARTICULATED

Overcome perceived disinterest and social taboos through conversation triggers embedded in work routines or social contexts.

Address knowledge gaps through security curricula.



PERCEIVED S&P PROTECTION IS OVERLY OPTIMISTIC

Recalibrate perceived protection levels with social cues such as social password meters or showing peers' security practices.

Discussion & Recommendations

KEY TAKEAWAYS

01

REFRAME S&P

Importance is acknowledged, self-efficacy and positive engagement should be addressed.

02

CREATE SOCIAL EXCHANGE

Conversations should be facilitated in professional and private settings.

03

CHALLENGE PRIVACY STEREOTYPES

Privacy protection should be less paranoid.

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