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Your Photo is so Funny that I don't Mind Violating Your Privacy by Sharing it: Individual Humor Styles and Photo-sharing Behaviors

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Research goal

Sharing other people's (including strangers') photos online, often with additional captions (e.g., memes), harm their personal, social, and professional persona and threaten their privacy. Here we study **how individual humor style¹** (i.e., how much people use humor either to entertain themselves or other people to advance social relationships) **predicts photo-sharing behaviors**. Our ultimate goal is to assist in developing *personalized* interventions to reduce the sharing of privacy-sensitive photos online.

[1] Martin *et al.* (2003). Individual differences in uses of humor and their relation to psychological well-being: Development of the Humor Styles Questionnaire. *Journal of Research in Personality* [2] Mary J. Amon, Rakibul Hasan *et al.* (2020). Influencing Photo Sharing Decisions on Social Media: A Case of Paradoxical Findings. In the *Proceedings of the IEEE Symposium on Security & Privacy (Oakland '20)*

Method

In an online study, participants saw photo-memes⁺ and provided the *likelihood of them sharing the memes on social media*. They also answered questions about real-life photo-sharing history:

Q1. Have you ever shared an embarrassing photo of someone else you know?

Q2. Have you ever shared an embarrassing photo of a stranger?

Q3. Have you ever posted a photo of a stranger which may have violated their privacy?

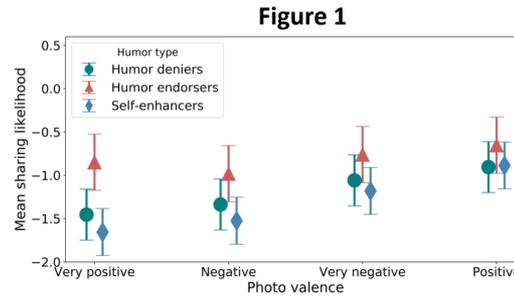
Data about humor styles was collected using the Humor Style Questionnaire¹.

⁺The memes were grouped based on their valence²: how *positively* or *negatively* they portray the people appearing in them.

Findings

1. Participants were clustered based on their scores along the four dimensions of humor (Table 1). During the study, **humor endorsers** (people in cluster 1) were significantly **more likely than others to share photos that portrayed the subjects *negatively*** (Fig. 1).

Dimension	Humor endorsers	Humor deniers	Self enhancers
Affiliative	0.31	-1.16	0.52
Self-enhancing	0.25	-1.12	0.55
Self-defeating	0.75	-0.40	-0.59
Aggressive	0.74	-0.17	-0.79



2. **Humor types** were also significantly associated with **past history** of sharing others' photos in real life. **Humor endorsers shared embarrassing and privacy-violating photos of other people more than expected** (Fig. 2).

Figure 2

