

Comparing **Security and Privacy Attitudes** Among U.S. Users of Different Mobile and Smartspeaker Platforms

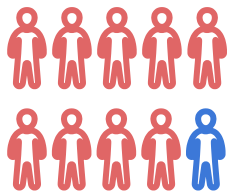
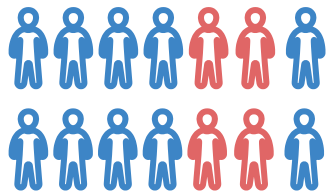
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Previous studies may have introduced bias



VS



VS





Research Question

Are there meaningful differences in privacy and security preferences, beliefs, and attitudes between users of different platforms?



Study Setup

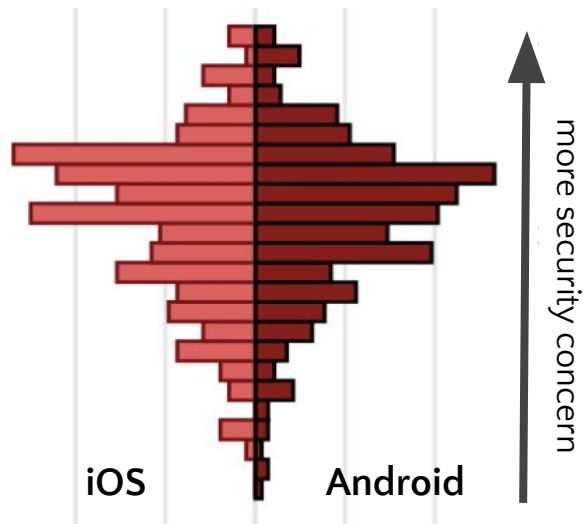


recruited 493 participants from
Prolific's US representative sample

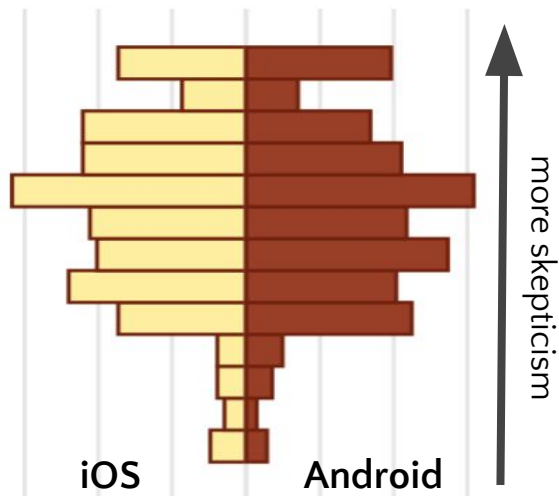


Survey Construction

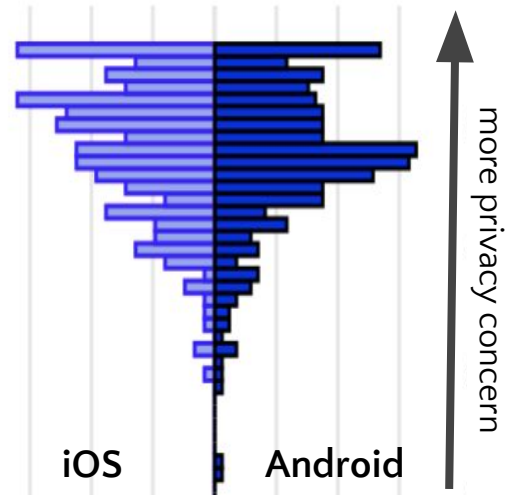
- **Security Attitudes (SA-6) Metric**, Faklaris et al.
 - I seek out opportunities to learn about security measures that are relevant to me.
- **Internet Users' Information Privacy Concern (IUIPC) Metric**, Groß & Malhotra et al.
 - Consumer control of personal information lies at the heart of consumer privacy. (Control)
 - A good consumer online privacy policy should have a clear and conspicuous disclosure. (Awareness)
 - It bothers me to give personal information to so many online companies. (Collection)
- **Pew Skepticism Metric**
 - How confident are you, if at all, that companies will do the following things? i.e. Follow what their privacy policies say they will do with your personal information
- **Pew Knowledge Metric**
 - If a website uses cookies, it means that the site ...



Security Attitudes Comparison:
No difference



Pew Skepticism Comparison:
No difference

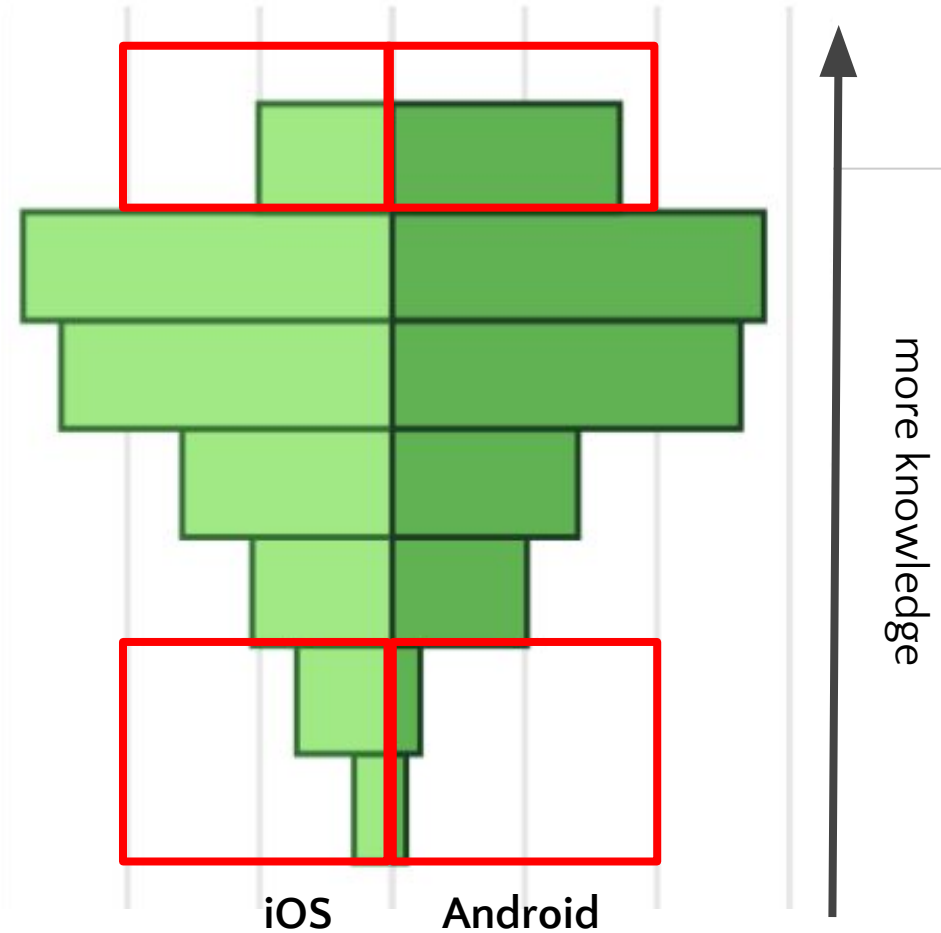


Privacy Concern Comparison:
No difference



Pew Knowledge Comparison:

**Android users have
more knowledge**





Discussion

- No differences in attitudes amongst smartphone user groups across security, privacy, skepticism
- On average Android users in our study tended to show more privacy and security knowledge than the iOS users
- No significant differences amongst smartspeaker users across all metrics



Recommendations

- Can use one platform for studies on the range of security and privacy concerns
- Cross-platform representation for studies affected by technical knowledge

Any questions? Reach us at techperceptionstudy@gmail.com



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