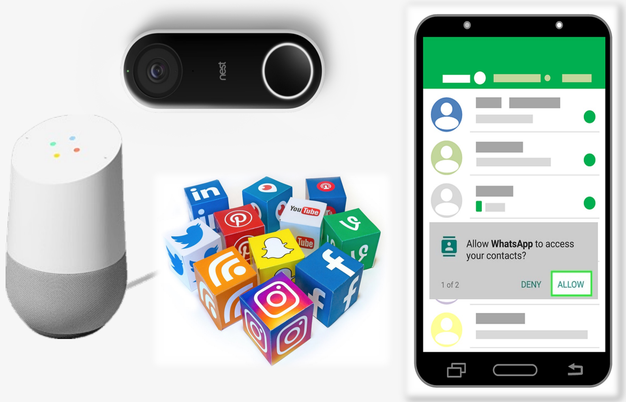
Developing a Psychometric Scale to Measure *One's Valuation of Other People's Privacy*

Motivation

Technologies often collect data about people *other than their users*.



Quantifying how much technology users **value other people's privacy** will enable us to

- Better understand self-censoring behaviors
- Develop custom privacy enhancing tools
- Design personalized interventions to raise awareness

We are developing a scale to measure *valuation of other people's privacy*.

Preliminary results

Current items reflect the following themes

- General privacy value
- Present and past behaviors related to sharing of other people's data
- Opinions regarding norms around privacy

Scan this code to get the abstract with all items.

Example items with high and low response variability

"Before posting a photo with my friends online, I ask for their permission"

High variability of responses

"I respect other people's privacy"

Bi-modal distribution of the responses

"Everyone has a right to keep their information private"

Skewed responses

The current items

- ✅ Demonstrate high consistency (Cronbach's $\alpha = 0.91$)
- ✅ Reverse coded items correlate highly with other items
- ✅ Easily comprehensible to study participants
- ⚠ Most items had high variance in the responses, but not all
- ⚠ Two behavioral items were not applicable to everyone

Next steps

- » Revise non-applicable and low-variance items
- » Identify factor structure with a larger-sample study

Item generation methods

Iterative approach consisting of *inductive* and *deductive* steps[a].

Step 1. Literature review and brainstorming to create new items

Step 2. Survey privacy and security scholars

Step 3. Combine and **refine items**

Step 4. Further refinement based on feedback from experts and cognitive walkthroughs with non-experts

Step 5. Crowd sourcing (N=50) to collect response using the final set of **39 items**.

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a. Boateng et al. *Best Practices for Developing and Validating Scales for Health, Social, and Behavioral Research: A Primer*