Upside Down Facebook
Raising Awareness of Behavioral Advertising Through Artistic Provocation

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Motivation
Use provocative methods of data disclosure to break through digital resignation.
Use concepts from conceptual art and privacy research to raise awareness of behavioral advertising.

Conceptual Design Goals
Created a working prototype that visualizes an individual's Information About You data from Facebook in a social media-style profile

Interactive prototype implementation
Remote think aloud testing (n=7) using participants' unique "Information About You" downloads
Follow-up interview on reactions to prototype, sentiments about Facebook data collection and use for advertising

Discussion
Research offers new strategies to engage people emotionally in data privacy issues and making disclosures easier to parse
Prototype can be improved by disclosing data without pop-ups and providing more help with changing Facebook settings

Interview Themes
People provoked by personification of Facebook and "creepy" posts

"Shop 'til you drop, am I right? That's so disrespectful!" — Participant 3

All provoked to change settings, but less interest in adopting privacy tools

"Extensions always break my computer — I'm not gonna!" — Participant 4

Participants find experience disturbing, empowering, sometimes expected

"I don't like the fact I'm being watched. I felt disturbed that [Facebook] goes to the depths they do to track the things you do." — Participant 1

Participants plan to take future actions

"I plan to comment in the European Parliament and vote for people who support [privacy rights] policies." — Participant 5

"I think there are other ways I can keep track of friends without relying on a service that is sharing my information." — Participant 1

Why does Facebook want this?

Though you may have location sharing via GPS turned on or off, Facebook can estimate location based on your IP (Internet Protocol) address. This address is a unique in that every device you connect to the internet has. Whether you login from home or at a coffee shop, IP addresses have a physical address associated with them that anyone can look up. Location data helps Facebook build a better picture of who you are and help advertisers show ads based on that behavior. Hypothetically, if Facebook knows you're going to Chicago every year for Thanksgiving, birth-tracking sites could use this information to show ads for flights in the fall. This is just one of almost endless possibilities for how Facebook can use this data.

Disclosures provide context, linking to settings and privacy tools.

Surfaces behavioral inferences, showing how they can be used for advertising.

Upside Down Facebook profile generated from an individual's uploaded Facebook data export.

Facebook speaks to user, casting institutional privacy concerns through social framing.

Quantification of data collection "creeps people out" and provokes to learn more.