

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

Preliminary Evaluation

Interactive prototype implementation

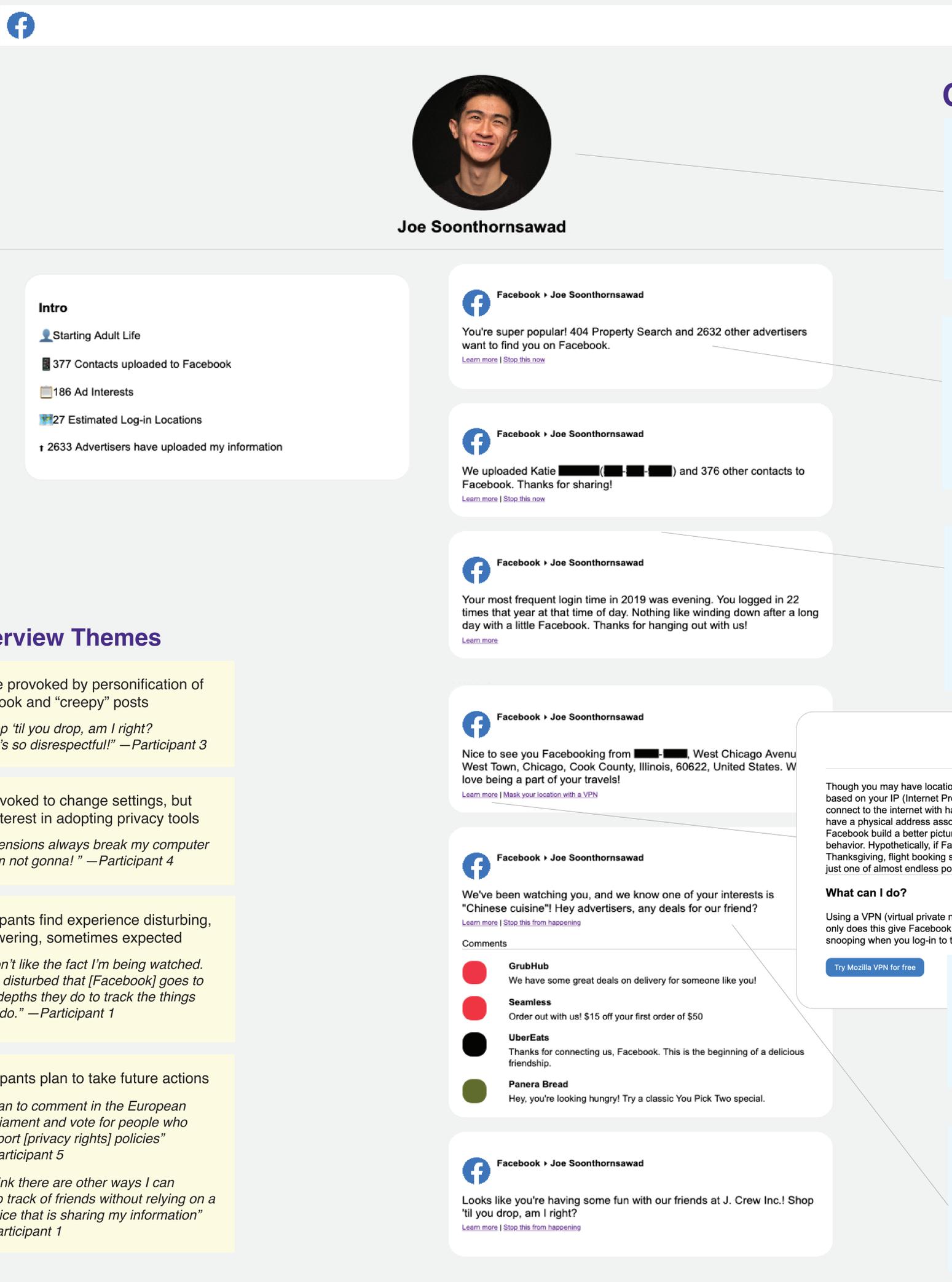
Remote think aloud testing (n=7) using participants' unique "Information About You" downloads

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



Concepts

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

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

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

4 Disclosures provide context, linking to settings and privacy tools.

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

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