"Spiny CACTOS"
OSN Users Attitudes and Perceptions Towards Cryptographic Access Control Tools

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CACTOS

Cryptographic **A**ccess **C**ontrol **T**ools for **O**nline **S**ocial Networks

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1. Delegation of privacy settings enforcement
2. Disclosure of all content to the service provider

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*Why is it that CACTOS
have seen so little adoption in practice?*

The study

Three parts:

1. Entry questionnaire.

2. Guided tour to *Scramble!*

3. Exit questionnaire.

The study

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   - Q1 Concerned about SNP-problems?

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Three parts:

1. Entry questionnaire.
   - Q1 Concerned about SNP-problems?
   - Q2 Responsible for mitigating SNP-problems?

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   - Q3 Use a tool to solve SNP-problems?

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   + Introduction to CACTOS properties & SNP-problems

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2. Guided tour to *Scramble!*
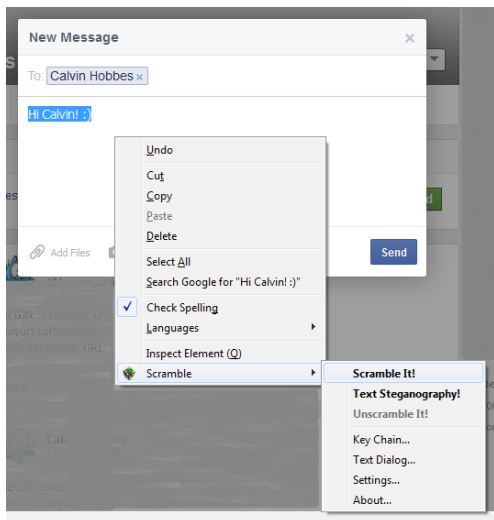   - + Introduction to CACTOS properties & SNP-problems

3. Exit questionnaire.
   - Q4 CACTOS like *Scramble!* appropriate
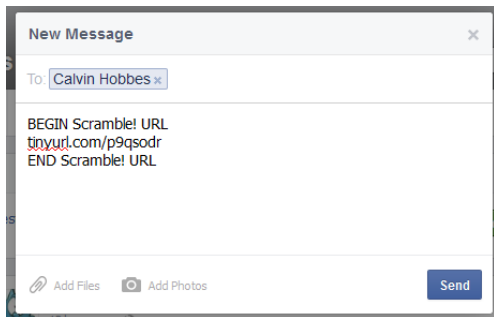   to address SNP-problems?
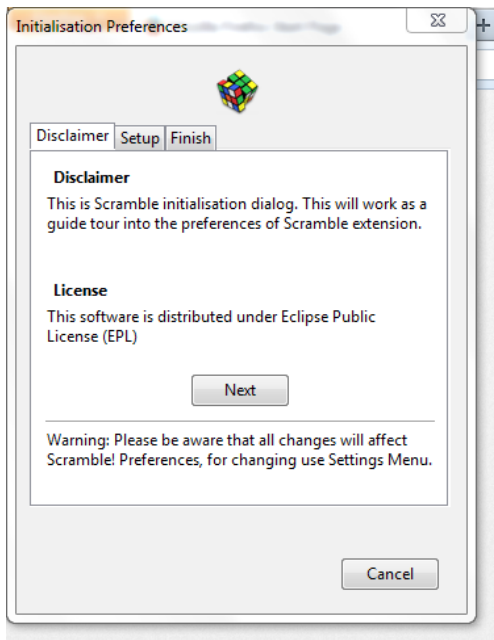
Scramble!

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Scramble!

New Message

To: Calvin Hobbes ×

BEGIN Scramble! URL
tinyurl.com/p9qsodr
END Scramble! URL

Add Files   Add Photos   Send

Scramble!

Scramble!

Study Setup

September 2013

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September 2013

52 CMU students (42% female, average age 21.5 yo)

Results

"Who should decide...?" vs "Who should be responsible for..."

Results: *Responsibility vs Control (Q1,Q2)*

"Who should decide...?" vs "Who should be responsible for..."

Themselves : *Facebook*

"Who should decide...?" vs "Who should be responsible for..."

Themselves : *Facebook*

81% : 24% vs 67% : 52%

More on responsibilisation

"What do you feel responsible for?" (Open question)

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what I post & manage privacy settings

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"What choice do I have? To trust Facebook." (Q1,Q2)

Limitations of Facebook's privacy settings (Q1)

"Which privacy problems, if any, do you encounter using Facebook?" (Open question)

Lack of control over privacy settings

Limitations of Facebook's privacy settings (Q1)

"Which privacy problems, if any, do you encounter using Facebook?" (Open question)

Lack of control over privacy settings **YES!**
Deleting info (indexing)

Limitations of Facebook's privacy settings (Q1)

"Which privacy problems, if any, do you encounter using Facebook?" (Open question)

Lack of control over privacy settings **YES!**
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Targetted ads

Limitations of Facebook's privacy settings (Q1)

"Which privacy problems, if any, do you encounter using Facebook?" (Open question)

Lack of control over privacy settings **YES!**
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Targetted ads **YES!**
Lack of control over other people's activities

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Lack of control over privacy settings **YES!**
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Lack of control over other people's activities NO...
Facebook tracking

Limitations of Facebook's privacy settings (Q1)

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Facebook?" (Open question)

Lack of control over privacy settings **YES!**
Deleting info (indexing) **YES!**
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Results: *Attitudes and Perceptions Towards Scramble!*

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What, if anything, did you like about scramble?

Results: *Attitudes and Perceptions Towards Scramble!* (2)

What is the difference between what Scramble! does and the privacy settings of Facebook?

"I don't know if Facebook uses encryption"

"I'm not exactly sure of how Facebook's privacy stuff operates"

What, if anything, did you like about scramble?

The idea behind it!

Conclusions

privacy concerns related to SNP-problems.

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Questions?