

Work in progress:

# Using Long-Lived Facebook Accounts to Understand Implicit Norms of Consent in Contextual Integrity

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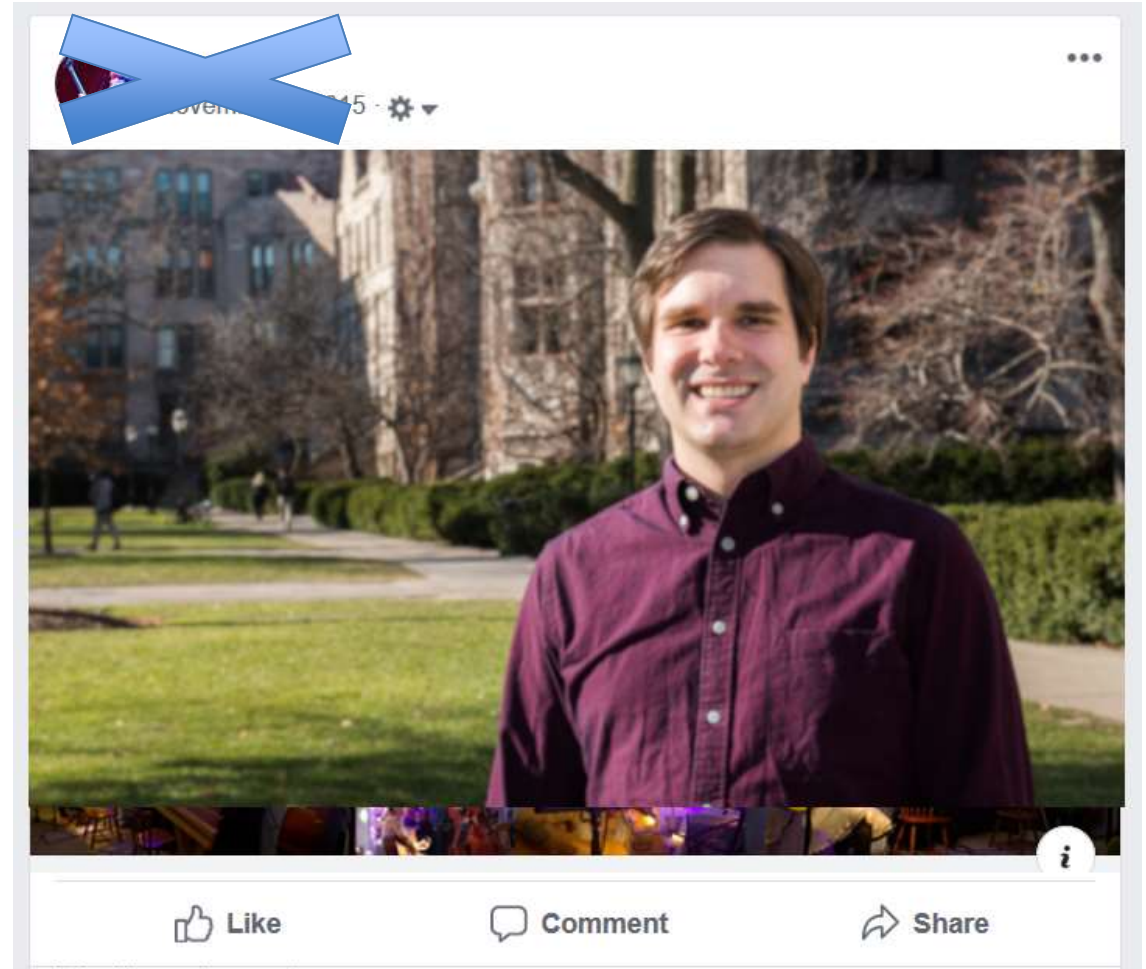
# Making privacy decisions

- Sender: Blase
- Data subject: Blase



# Making privacy decisions for others

- Sender: **Mainack**
- Data subject: Blase



# Some possibilities for explicit consent

The image shows a Facebook interface with a 'Timeline Review' modal window open. The modal has a title bar with a close button. The main text explains that 'Timeline Review' controls whether users must manually approve posts they are tagged in before they appear on their timeline. A toggle switch is currently set to 'Enabled'. A note below states that this setting only affects the timeline, not search, News Feed, or other places. Below the text is a screenshot of the Facebook 'Timeline Review' interface, showing a post by Sara Jong with Andrew Chang that is pending review. The post includes a photo of a man in a blue shirt. The review interface has 'Add to Timeline' and 'Hide' buttons. At the bottom of the modal is a 'Close' button. The background shows a blurred Facebook profile page with a search bar and navigation links like 'Blase', 'Home', and 'Create'.

**Timeline Review**

Timeline Review controls whether you have to manually approve posts you're tagged in before they go on your timeline. When you have a post to review, just click [Timeline Review](#) on the left-hand side of your Activity Log. **Enabled**

Note: This only controls what's allowed on your timeline. Posts you're tagged in still appear in search, News Feed and other places on Facebook.

**Timeline Review**

Filters

- Activity Log
- Timeline Review**
- Tag Review
- Your Posts
- Posts You're Tagged ...
- Posts by Others
- Posts You've Hidden
- Photos
- Likes
- Comments
- All Apps

View tags from: Friends (2) Others (2)

**Add to Timeline** **Hide**

Sara Jong with Andrew Chang  
May 8 at 4:22pm · 3L

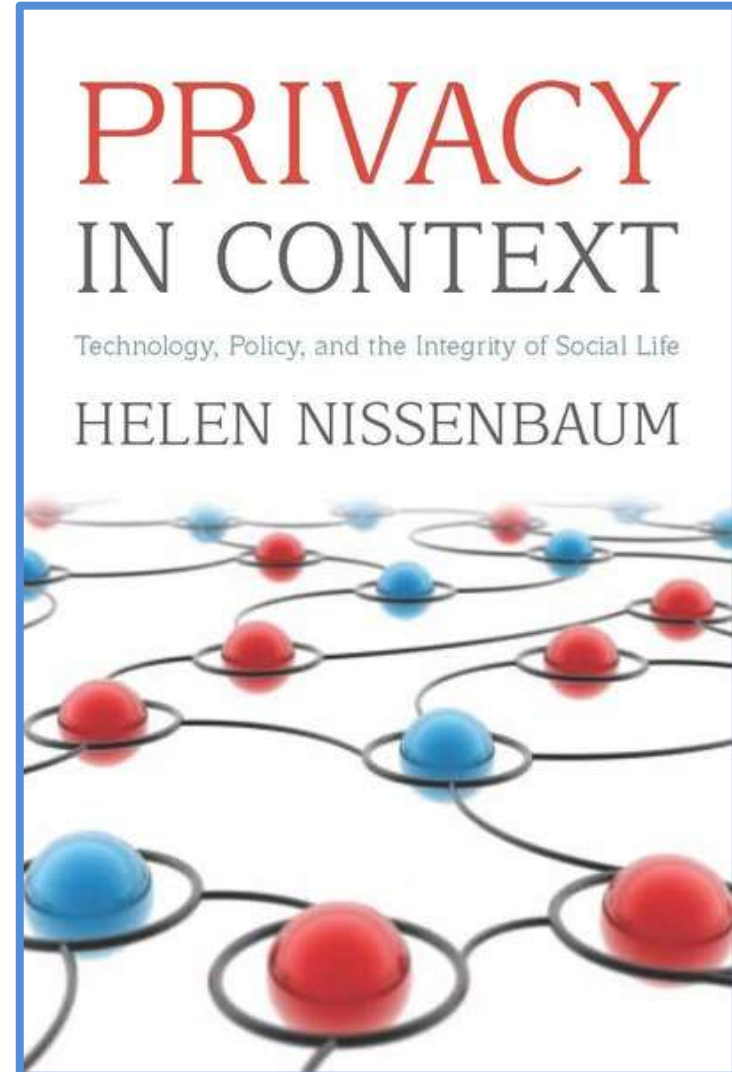
What a beautiful day!

**Close**

Lorrie Cranor, Patrick Gage Kelley and 7 others 3 Shares

# Implicit consent → normative decisions?

- Use CI to untangle norms!
- Implicit norms of consent





# Inappropriate flows can result

Support Inbox English (US) ↗

**How can I prevent friends posting (tag me in...) an embarrassing picture**

Settings Privacy

Support Inbox English (US) ↗

**How do I stop people from tagging me in comments???**

Tags Sharing & Connecting

# Research questions

- Perceived CI norms when sender  $\neq$  data subject?
- Mismatches  $\rightarrow$  violations of expectations?
- Mitigation strategies?

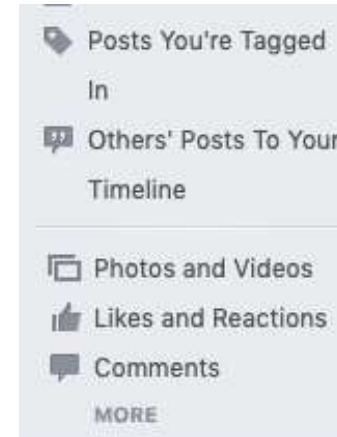
# Approach in progress

- Empirical, qualitative study
- Semi-structured interviews of participants with long-lived Facebook accounts
- Conducted remotely with screen sharing to ground study in participants' real Facebook data



# Facebook as data archive

- Activity log: participant is data subject



- Timeline: participant is sender



# Interview: Part 1

- Norms of consent where participant is **data subject**
- Browse activity log for posts where participant is tagged or mentioned
- Include posts not on Facebook timeline
- Specify CI parameters

## Interview: Part 2

- Norms of consent where participant is **sender**
- Browse timeline for posts with other data subjects
- Specify CI parameters

# Anecdote 1: Unearthing the Past

- Presentation of self common on social media
- Important temporal changes



## Anecdote 2: Sharing sensitive info

- Users manage self-disclosure of sensitive information
- Others might make these decisions on your behalf



# Anecdote 3: Soliciting sensitive information

- Responding to posts with requests for information



# Status

- Conducted pilot interviews
- Many open questions
- Feedback on methods / framing is very welcome!

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