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We are involved in several lines of research that relate to the intersection of privacy and usability.

### **1. Impacts of Contextualized Communication of Privacy Practices and Personalization Benefits**

Consumer surveys demonstrated that privacy statements on the web are ineffective in alleviating users' privacy concerns. In [Teltrow and Kobsa 2004a] we propose a new user interface design approach in which the privacy practices of a website are explicated in a contextualized manner, and users' benefits in providing personal data clearly explained. To test the merits of this approach, we conducted a between-subjects experiment that compared two versions of a personalized web store: one with a traditional global disclosure and one that additionally provides contextualized explanations of privacy practices and personalization benefits [Kobsa and Teltrow 2004]. We found that subjects in the second condition shared 20% more personal data with the website, bought 33% more books, and rated its privacy practices and the perceived benefit resulting from data disclosure significantly higher. Both the treatment and the control groups could access the company's privacy disclosure from every page. The local explanations also did not promise more data protection than what the privacy policy already described. The treatment effect therefore seems to be due to the presentation form, and not to the contents, of the explanations.

### **2. Impacts of User Privacy Preferences on the Design of Personalized Systems**

To analyze the impacts of consumers' privacy concerns on personalization systems we categorized personalization systems according to the input data they require [Teltrow and Kobsa 2004b]. We then conducted a meta-analysis of more than 30 consumer surveys on people's attitude towards privacy on the Internet and relate their effects to the different categories of personalization systems that we distinguish. Differences between consumers' privacy views and their actual behaviors, and between consumer and industry opinions on privacy, are also analyzed. This research represents a first contribution towards the identification of requirements for privacy-preserving personalization, to improve users' trust when interacting with personalized systems.

### **3. Privacy in Instant Messaging**

We conducted in-depth interviews with six experienced users of Instant Messaging (IM) systems, focusing on issues relating to privacy. To achieve breadth, the users were chosen to have backgrounds and work characteristics quite different from each other. We found that IM users have three main types of privacy concerns: privacy from noncontacts, privacy regarding availability, and privacy regarding the content of IM communication. We suggest enhancements to contact list and archiving features, adding group-level settings, and providing context-based privacy templates as some design ideas to address these concerns.

Kobsa, A. and M. Teltrow (2004). "Contextualized Communication of Privacy Practices and Personalization Benefits: Impacts on Users' Data Sharing Behavior." *Submitted*.

Teltrow, M. and A. Kobsa (2004a). Communication of Privacy and Personalization in E-Business. Proceedings of the Workshop "WHOLEs: A Multiple View of Individual Privacy in a Networked World", Stockholm, Sweden. <http://www.ics.uci.edu/~kobsa/papers/2004-WHOLES-kobsa.pdf>.

Teltrow, M. and A. Kobsa (2004b). Impacts of User Privacy Preferences on Personalized Systems: a Comparative Study. In: C.-M. Karat, J. Blom and J. Karat, eds: Designing Personalized User Experiences for eCommerce. Dordrecht, Netherlands, Kluwer Academic Publishers. <http://www.ics.uci.edu/~kobsa/papers/2004-PersUXinECom-kobsa.pdf>.