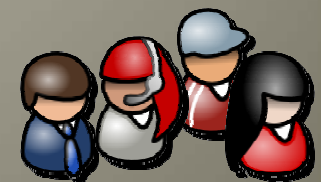


A Series of Insights: Location Sharing

André Doria, Mariana Lopez, Iryna Pavlyshak, Daniel Wagner
Carnegie Mellon University & Universidade da Madeira



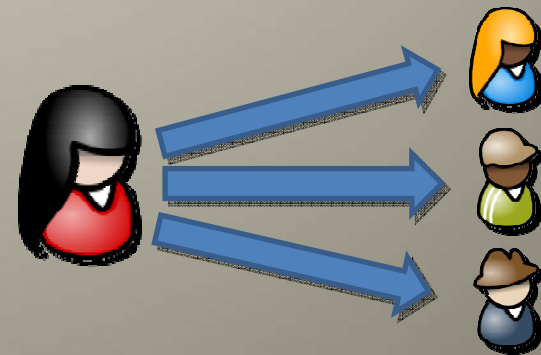
Motivation

Stalking


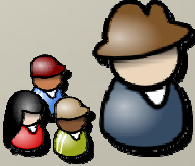

- US: estimated 3.4 million victims aged 18 and up every year
- 1 in 4 stalking victims reported cyberstalking
- Nearly 3 in 4 stalking victims knew their offender in some capacity



Location sharing on Facebook



Outline

- Problem Framing
- Methodology
 - Session 1: Data collection 
 - Session 2: Customized scenarios 
 - Session 3: Third party scenarios 
- Insights
 - Awareness of sensitivity
 - Location: What it hides and implies

Problem and Hypothesis Framing

Facebook Application **Locaccino**

- rule-based location sharing
- users create lists of friends and locations



Which factors are weighted and how?



How does perception of your own privacy compare to the perception of others' privacy?

Methodology

Data Gathering

- Session 1: Data collection
- Session 2: Customized scenarios
- Session 3: Third party scenarios



Participant



45 min



Researchers

Data analysis

Session 1: Data Collection

People that the participant interacts with



Hierarchy of places that the participant visited
in the last 6 months

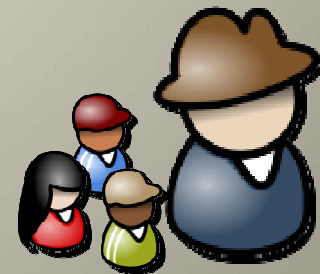


Session 2: Customized Scenarios

Would the subject share his/her location and if so with which degree of detail?

You are at [non-work location] during the weekend, [boss] wants to know where you are.

– “I would only say that I’m in the city.”



You are at [workplace] during normal working hours, [co-worker] wants to know where you are.

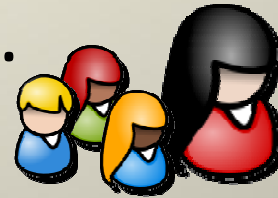
– “He should know the room that I’m in.”



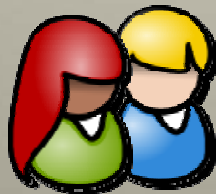
Session 3: Third Party Scenarios



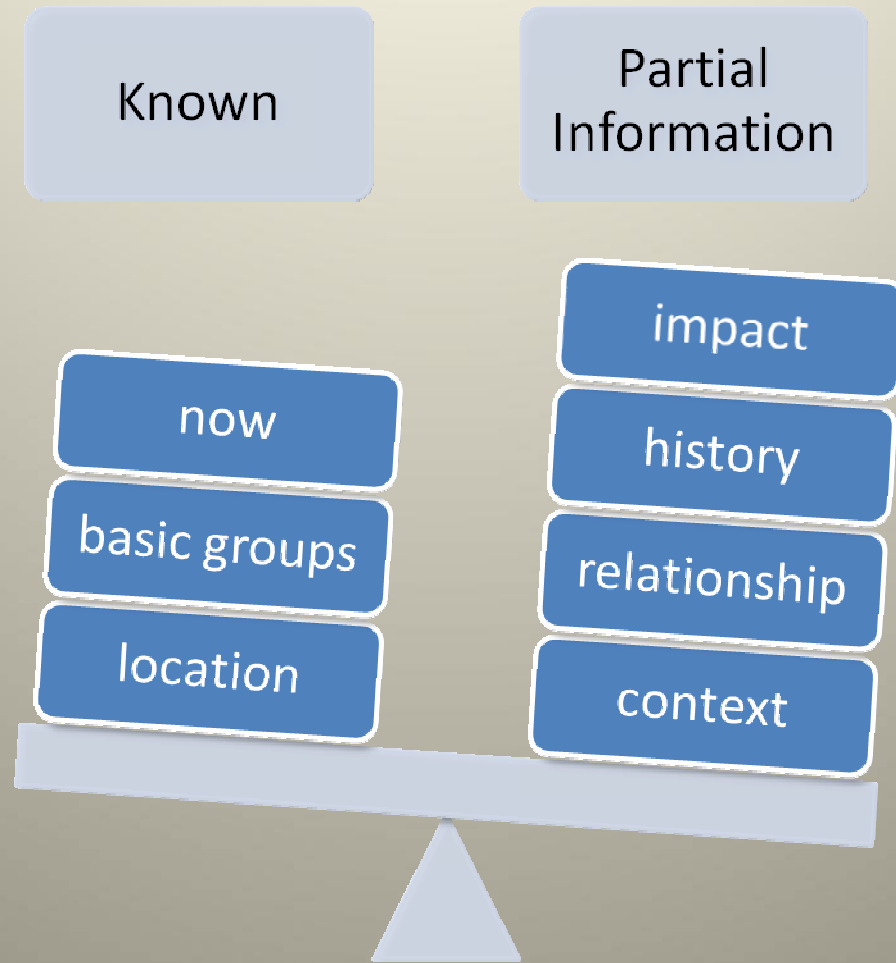
Tina, 17 years old, is out of town for two weeks with her friends.



Robert and his girlfriend have finished a long day at university and want to have a romantic night out. His best friend wants to know where he is.



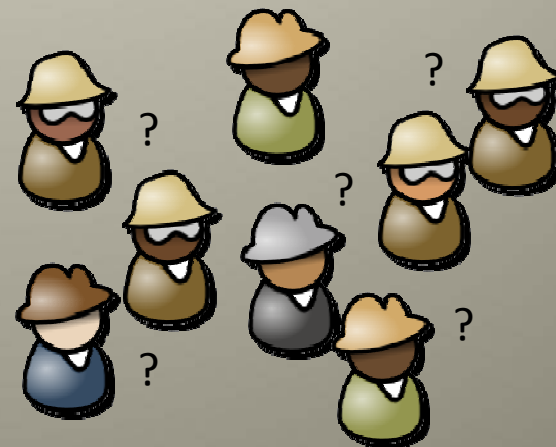
Factors in Decision-Making



Insights

Participants were more cautious about sharing a third person's location than their own

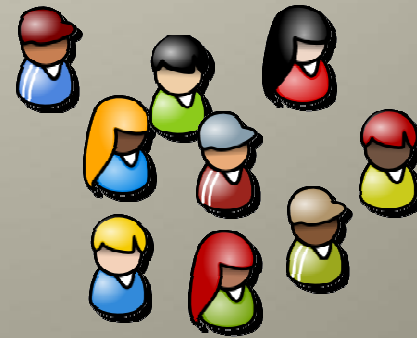
- “I don't think a system should make a decision like this... It might be a sensitive situation.”
- could be useful in techniques for educating people about the implications of sharing their location



Insights

Live location is deemed sensitive information

- Participants preferred sharing their location on a need-to-know basis
- Contrast to Facebook's broadcasting behavior



Insights: On Granularity

Participants perceived disclosing only city level location the same as not disclosing anything

- Little awareness for information content
- Low granularity might appear suspicious
- *“I’d rather lie and tell him that I am at home than just saying in the city”*

Insights: On Granularity

Participants only share highly detailed location if there is a perceived need

- *“In the evening I would disclose the location more specifically. People might worry.”*

Participants share their location on a need-to-know basis despite adaptable location hierarchy

- *“There is no need to tell people where exactly I am when they don’t know the place.”*



Further Insights

Locations were associated with actions

- Expressed need to communicate context
“I’m not at work, but working from home.”
- OR: Places hide actions

Further Insights

People were associated with locations

- Also: visiting a place together increases chances of the location being shared

Participants associated disclosing their location with being available

- Requests for ability to go “offline”

Take-Home Message

Location is highly sensitive

- Strict need-to-know basis
- BUT: skewed perception of information content



People are even more careful with other's location than with their own



Context and location are tightly coupled

