

VOME- Visualisation and Other Methods of Expression

Privacy and Consent Across the Digital Divide



Visualisation & other Methods of Expression

Agenda

- Who we are
- What we want to do
- Why it's a challenge
- The benefits and outputs



Who We Are

Academic	Salford University Cranfield Royal Holloway
Case Study	Sunderland City Council Age Concern
Industrial and Community Liaison	Consult Hyperion Sunderland City Council UK online
Advisory Board	Privacy specialists

What We Want to Do

- Better understand internet usage from the perspective of different demographics
- Better understand the specifics of privacy and identity risk
- Develop decision and judgment support tools to help navigate information disclosure choices

The Challenge

- Service users struggle to make consistent and informed information disclosure choices
- The privacy impacts of internet behaviours are not always readily apparent
- Criteria traditionally used for information disclosure decisions are no longer relevant
- Interaction about privacy risks necessary through out the lifetime of a service

Building a Picture

- Build detailed pictures of Internet usage and associated information disclosure behaviour
- Identify the contextual mechanisms that might cause the picture to be re-drawn
- Design practical tools and processes that enable pictures to be re-drawn after the project has finished

Complex Process

- Building pictures takes time and multiple research methods
- One approach does not work for all stakeholders or for all aspects of privacy research

Pictures From Across Society

- Communities are defined in many ways:
 - Geographically
 - Age
 - Activities
 - Gender
- Start with a broad research tool and focus in increasing detail on recurring themes

Society and the Internet



Wide Range of Challenges

“Consider the case of a **young person**, aged 13 years, who is **‘at risk’ of offending**. They are one of the target groups for the Empowering Young People programme which will shortly commence on the TSI platform. Some of their peers have heard about the scheme and are saying it will be used by the police to keep track of them. Our young person is **shy, reserved** and has some **learning difficulties**. How will they express their concerns about how their data will be used, or will they simply choose not to engage?”

Questions

- “How do communities engage with the notions of information privacy and consent and relate them to on-line processes?”
- “Can other methods of expression help to enrich the engagement process and provide better support for information disclosure decisions?”
- “Can new methods of engagement make on-line privacy and consent functionality more understandable and more relevant for the user?”

The Role of the Service Provider

- The service provider is a multi part entity, often made up of a number of components in a chain of service provision
 - Public sector: 'personalisation' (adult and children's services)
 - Private sector: 'vendor relationship management'
- Risks from the service provider perspective is as important as the risks from the service user perspective

Features of Services

- Blended technologies to deliver a service
- Blurred roles: user part of the service provision and part of the service construction
- Blended contexts and a blurring of boundaries between different aspects of life
- Continual evolution of services as usage interacts with technologies

What Might a VOME Output Look Like?

- **Decision and judgment support tools:**
 - On-line games
 - Narratives
 - Puzzles
 - Out of band interventions
 - Stories
 - Pictures
 - Interactive service packaging

Impact expected from VOME project – Service Providers Perspective

- ‘Feedback on privacy requirements from our customers enables better service design’.
 - But what does their current language mean?
 - What language will we need to speak (and when)?
 - From whom/where will I get the software tools to improve the dialogue?

CARTE FIGURATIVE des pertes successives en hommes de l'Armée Française dans la campagne de Russie 1812-1813.

Dressée par M. Minard, Inspecteur Général des Ponts et Chaussées en retraite.

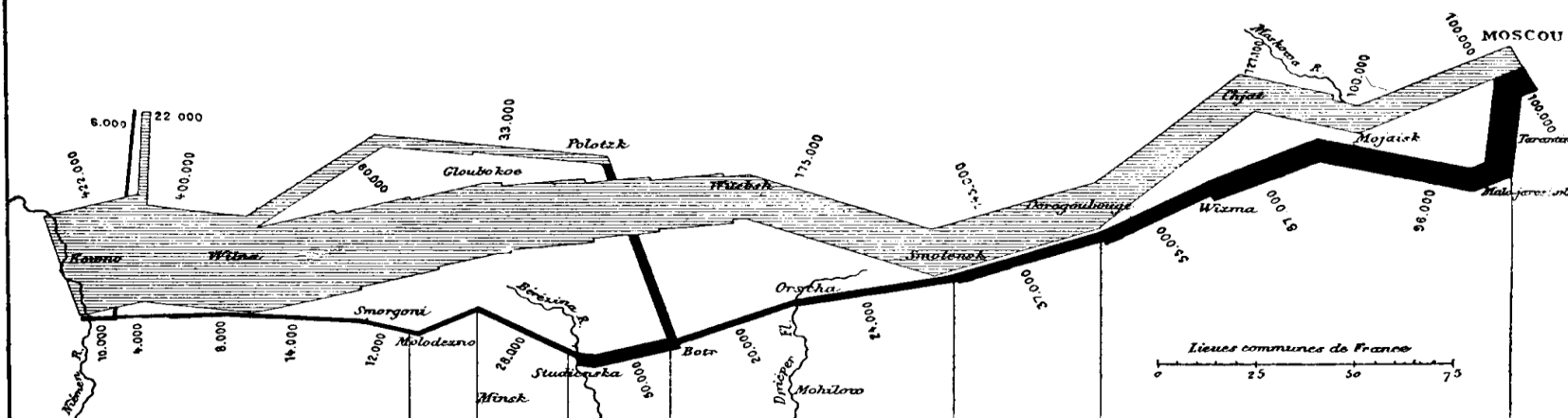
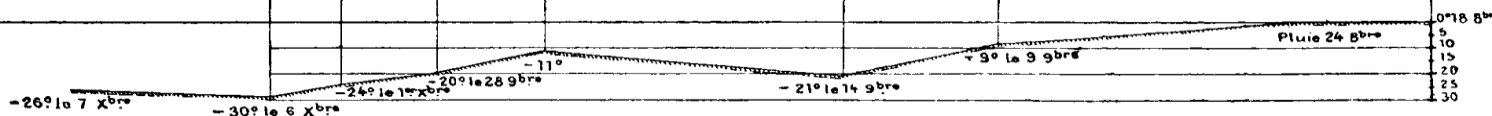


TABLEAU GRAPHIQUE de la température en degrés du thermomètre de Réaumur au dessous de zéro



X^{bre} = December

9^{bre} = November

8^{bre} = October

Contact Details

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