

Location-sharing on Facebook: *Where, When, Why* and quick introduction to the PVNets project

<http://www.pvnets.org>



Your digital public life



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PV Nets overview



- The PVNets project aims at understanding how people deal with privacy
- How much do citizens and customers care?
 - Companies: gathering data to offer personalized service to the customers
- Many other case studies:
 - Financially excluded, family and customer relationship, IPS, ...
 - Location-sharing on Facebook



Location-sharing on Facebook

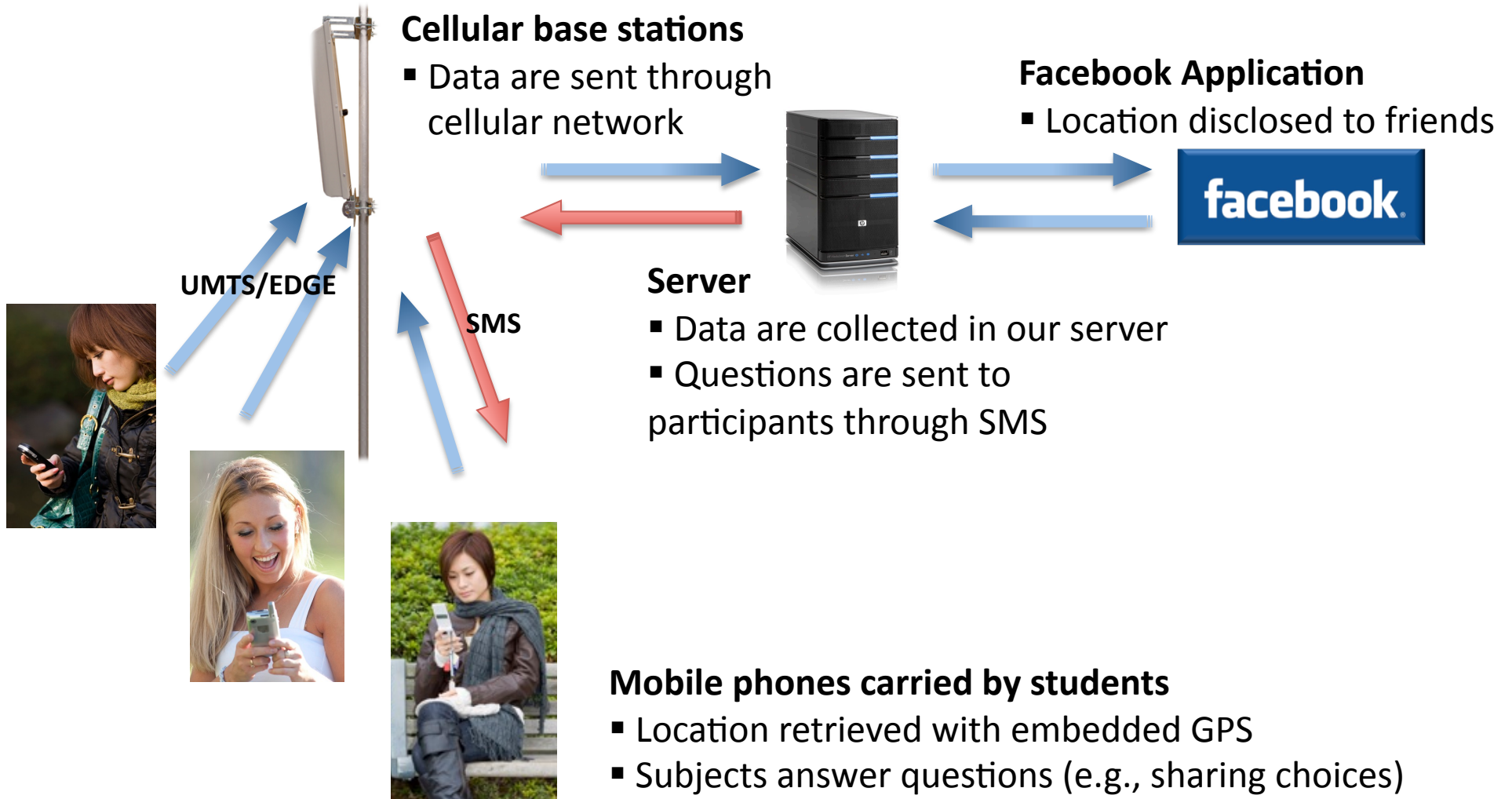
- To understand:
 - Why do students share their location
 - How (text, picture)
 - When
 - To whom they share this location
 - At what locations are they more willing to share

Methodology

- 40 participants for one week
 - pre-briefing session
 - consent form, friends list, Facebook app installation
 - carrying a mobile phone and replying ESM questions for 7 days
 - ESM stands for Experience Sampling Method: getting the participants to report their ongoing experience.
 - de-briefing session
 - 30 min interview



Testbed

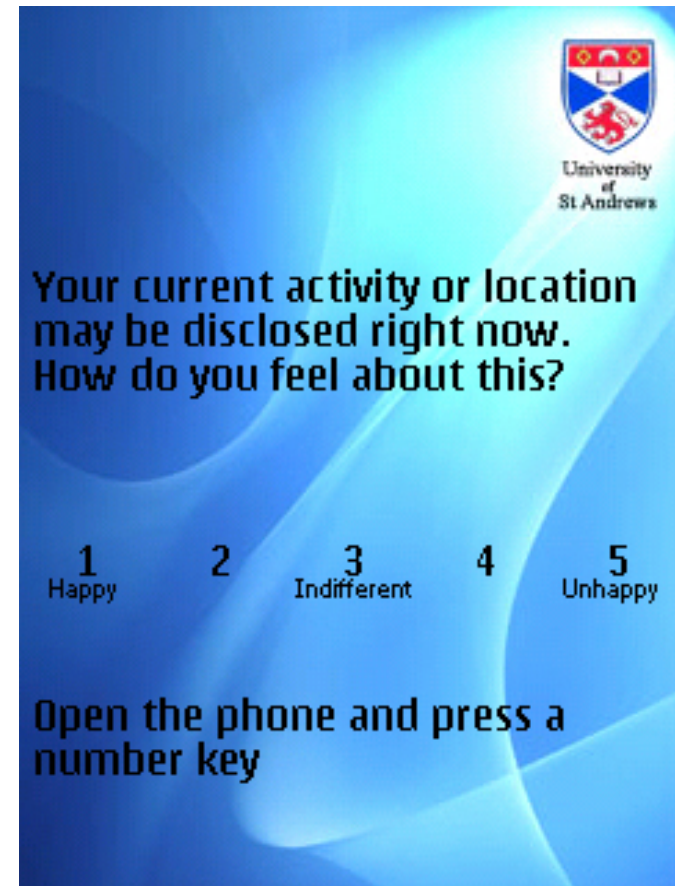


Example



Example

- We also ask for participants' feeling while being tracked
- When a stop is detected, we ask to whom the location should be shared: nobody, everyone, all friends, members of friend lists



Example

The image shows a screenshot of a Facebook profile page for a user named Alice T'seter. The page layout includes a top navigation bar with the Facebook logo, a search bar, and links for Home, Profile, Find Friends, and Account. The profile header shows the name 'Alice T'seter' and tabs for Wall, Info, Photos, and a plus sign for more options. On the left side, there is a profile picture placeholder, a 'What's on your mind?' status box, and a sidebar with sections for 'Information' (listing networks like 'Facebook Platform Developer Test Accounts' and birthday 'September 7, 1974') and 'Friends' (showing 4 friends). The main content area features two location-based posts: one from 'Alice T'seter' stating 'Alice T'seter is around 1-2 Kennedy Gardens, St Andrews' with a map and arrival time, and another from 'Alice T'seter Jannetta' with a photo and the text 'LocShare 2.0'. On the right side, there are two advertisements: 'BYE BYE High Bills.' for a Vodafone SIM card and 'Debts of £8k - £25k?' for quick consolidation loans. The bottom of the page shows a comment box and a 'You like this.' notification.

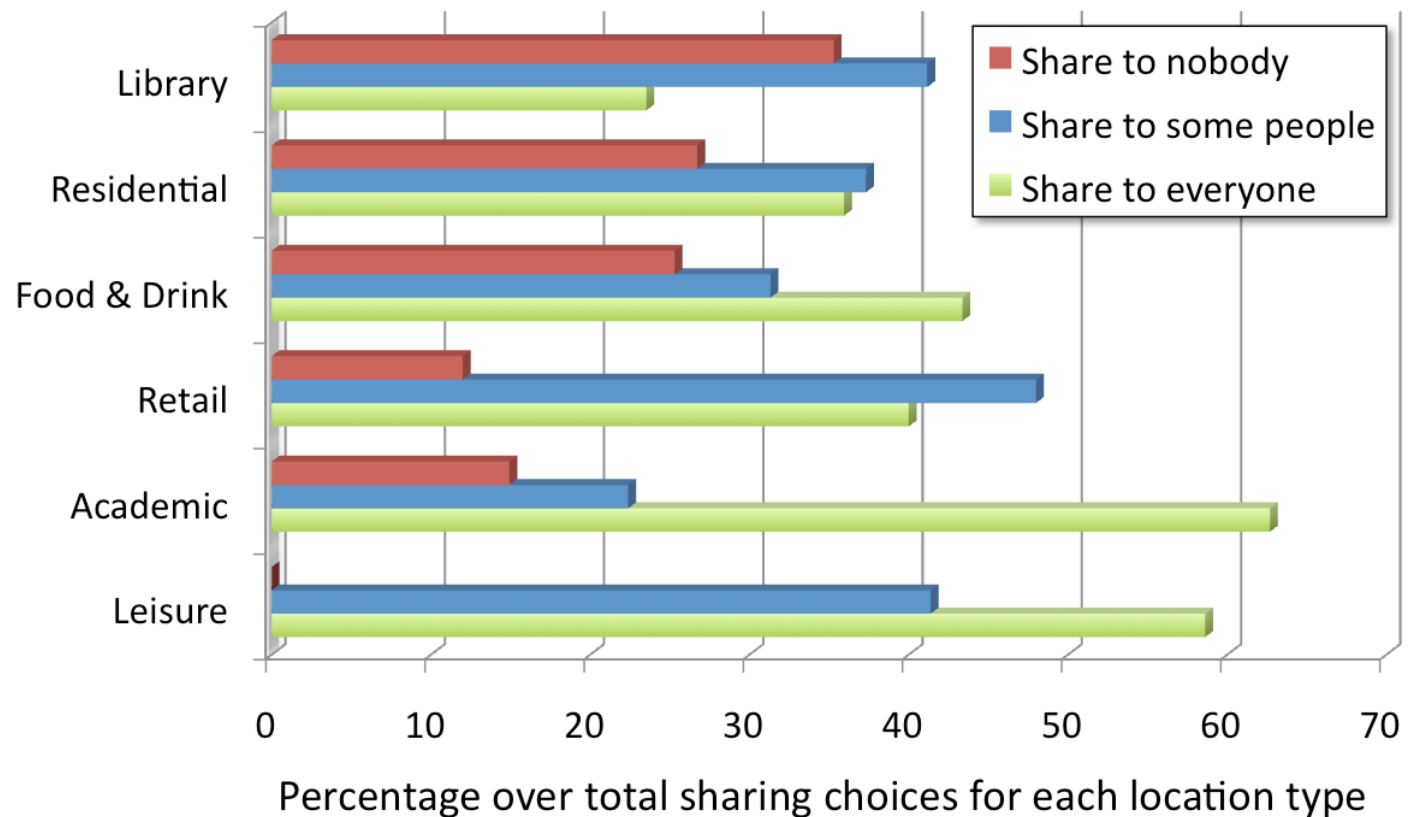


Preliminary Results

40 participants answered 2054 questions

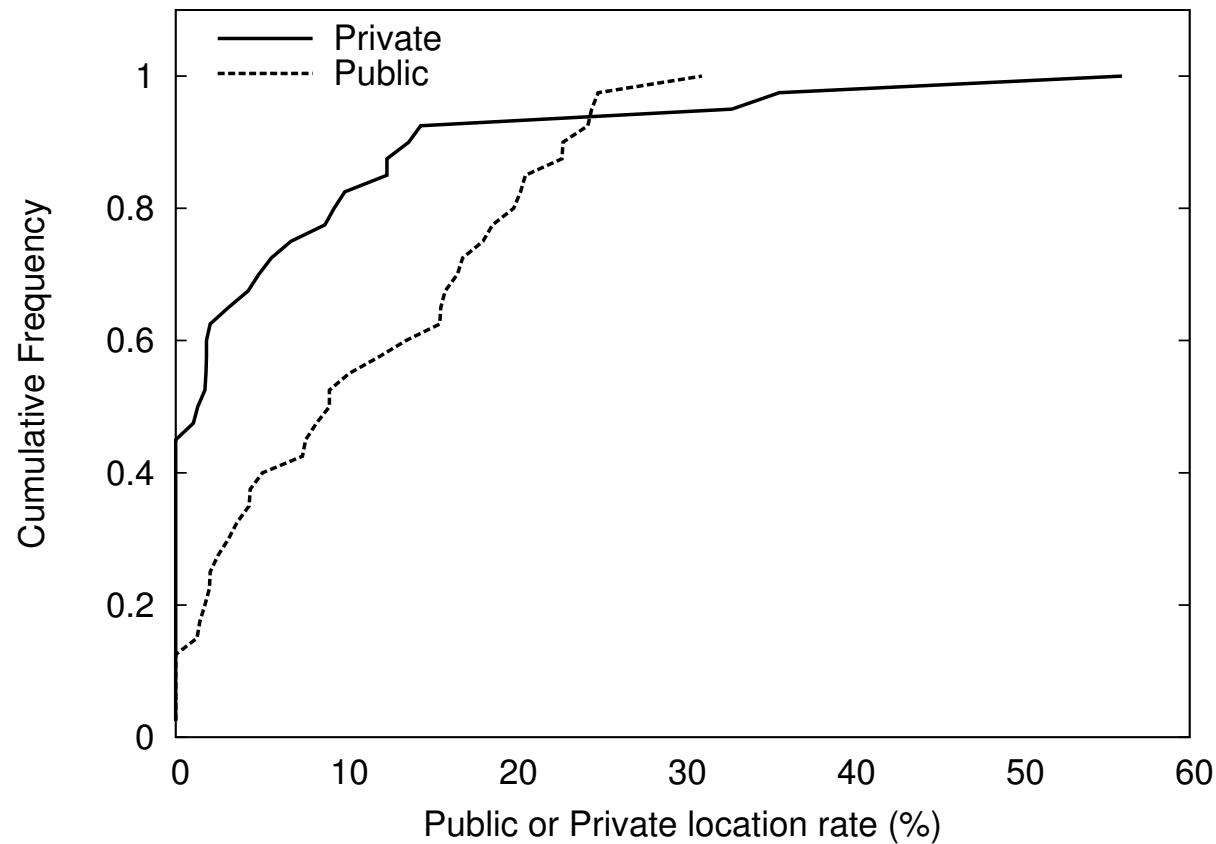
Are locations shared differently depending on the type of location being shared?

Participants are more willing to share their location when they are in 'Leisure' or 'Academic' locations than in the 'Library' or in 'Residential' areas.



Preliminary Results

Distribution of sharing choices by participant:



Public/Private location rate = percentage of locations shared to nobody (**Private**) or to everyone (**Public**)

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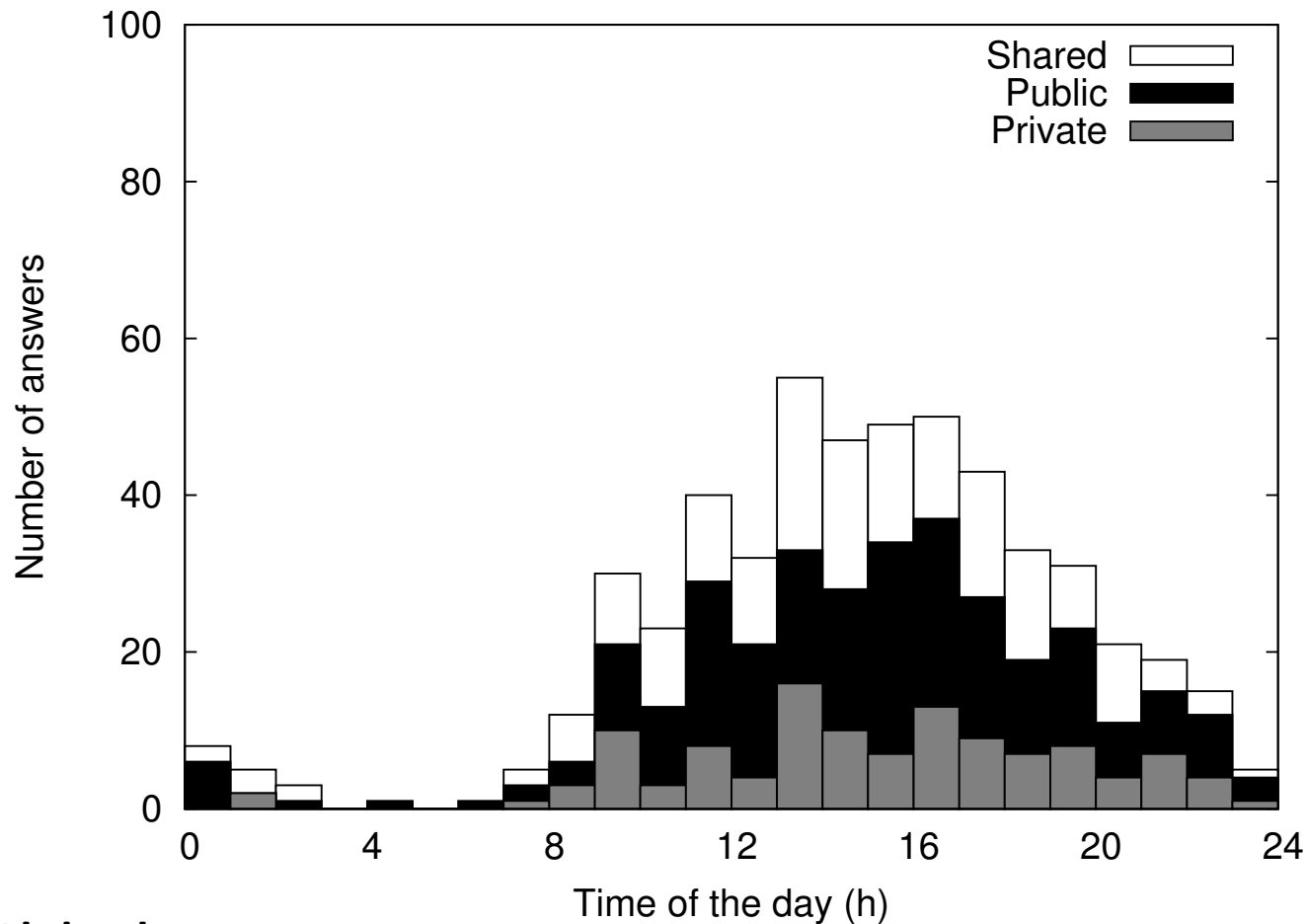
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Preliminary Results

Questions asked and answered per hour of the day



Summary and ongoing work

- We propose a methodology based on ESM to collect data about privacy concerns and behaviours of people sharing their location on Facebook with mobile phones
- Preliminary results show that students were more willing to share their location when at the a Leisure/Academic place than at the Library or at home
- Still plenty of data to analyse, e.g.:
 - Photos
 - De-briefing Interviews
 - Data shared without being prompted
 - Facebook interactions
- Improve battery life of devices (e.g., when uploading)
- Run the same experiment in London: UCL staff and students
 - Are the conclusions drawn in St Andrews valid for UCL students?
 - Do staff (Library and Estates) have same privacy concerns and behaviours as students?



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Technology Strategy Board
Driving Innovation

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(joint work with Iain Parris and Tristan Henderson)

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