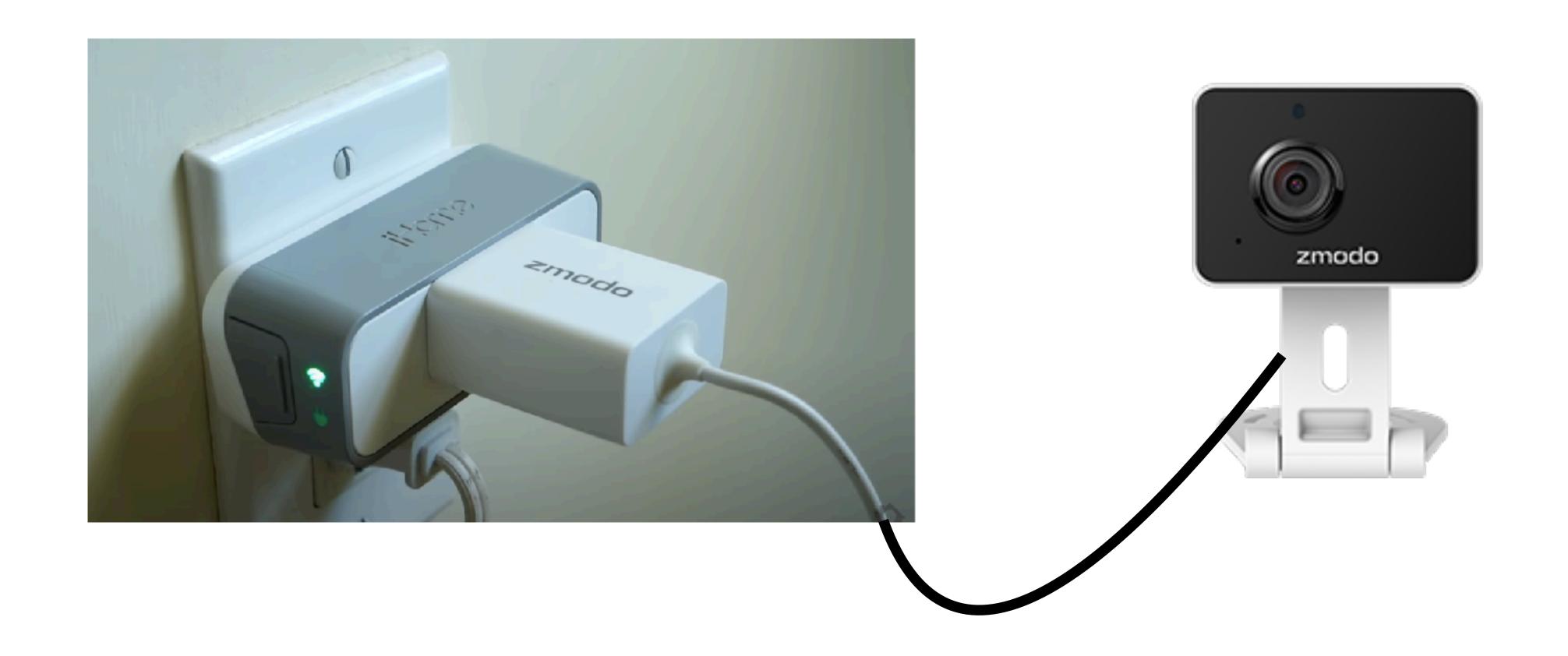
# Exploring the Needs of Users for Supporting Privacy-Protective Behaviors in Smart Homes

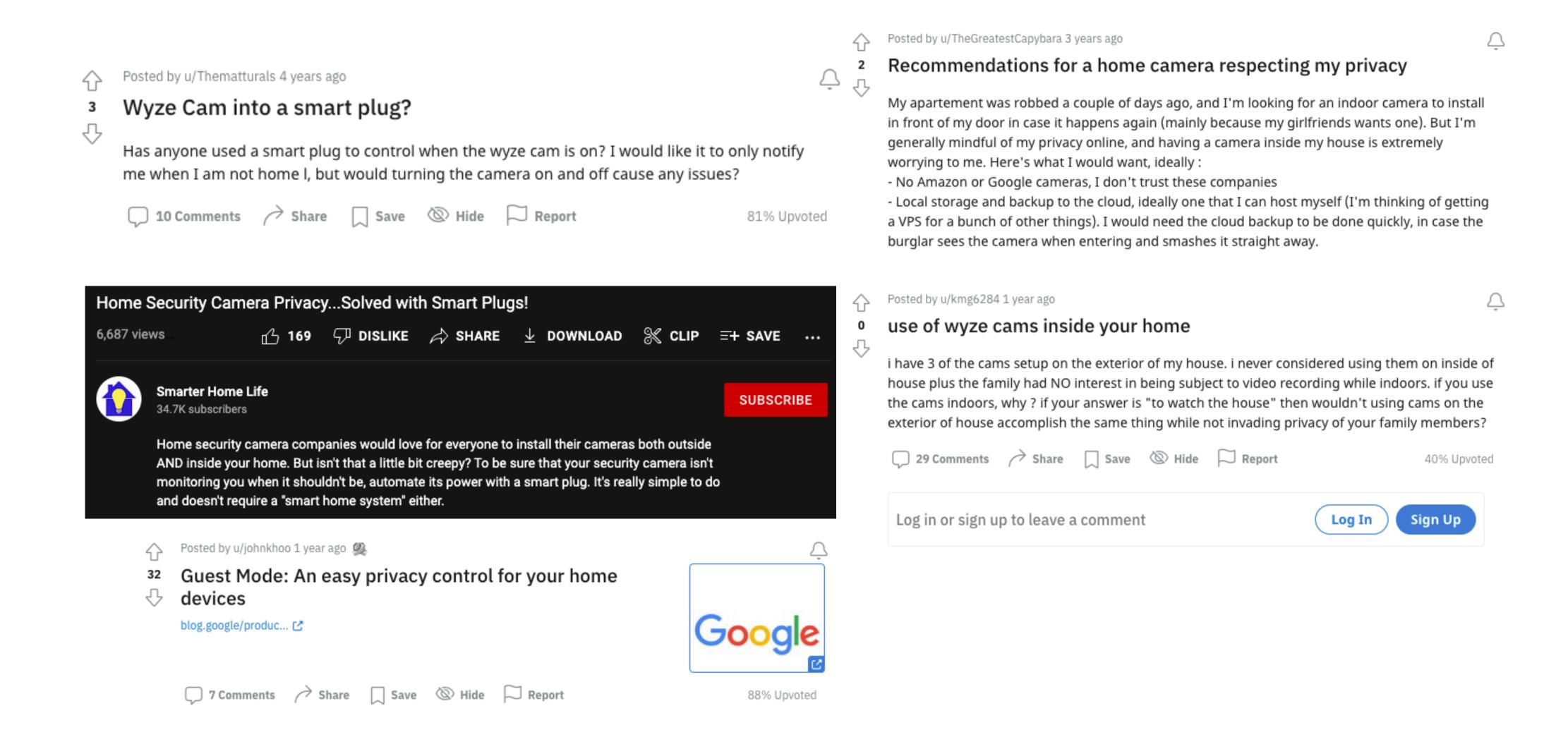


Haojian Jin, Boyuan Guo, Rituparna Roychoudhury Yaxing Yao, Swarun Kumar, Yuvraj Agarwal, Jason I. Hong

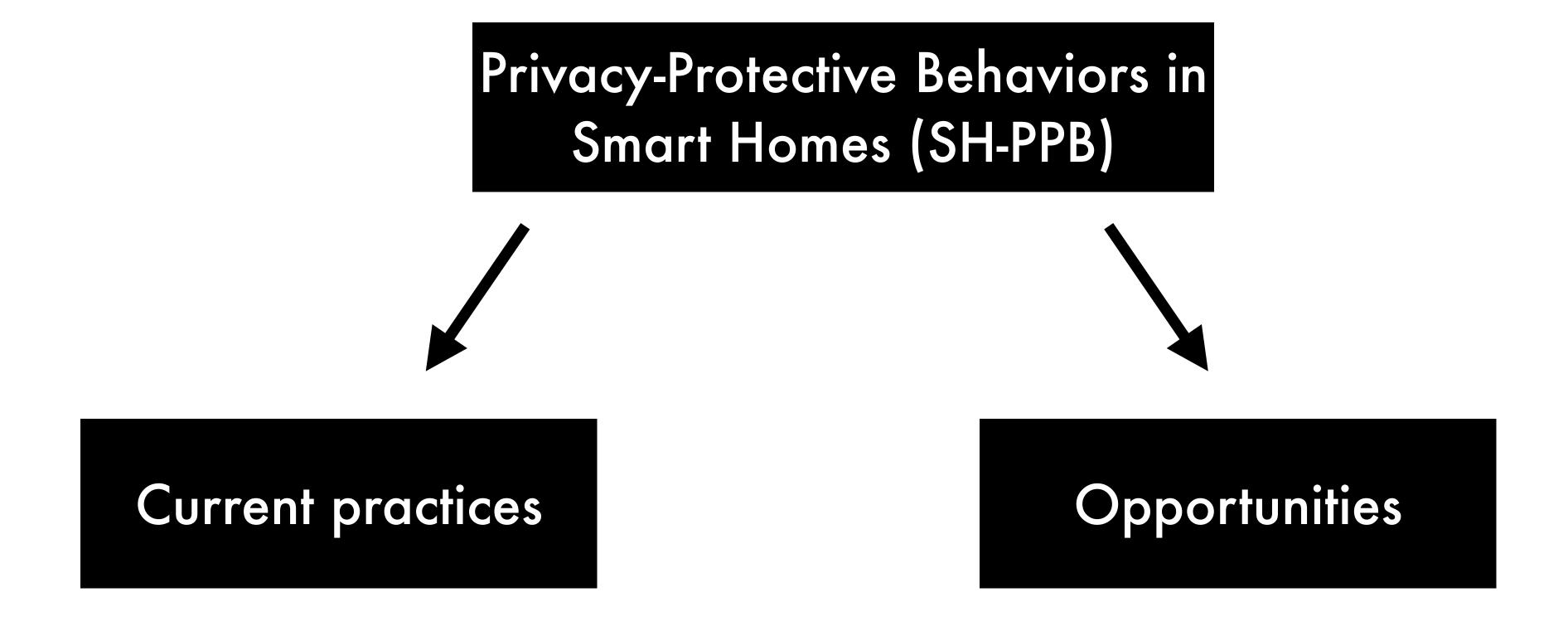
# Home security camera + smart plugs



# Users are improvising tricks to protect their privacy.

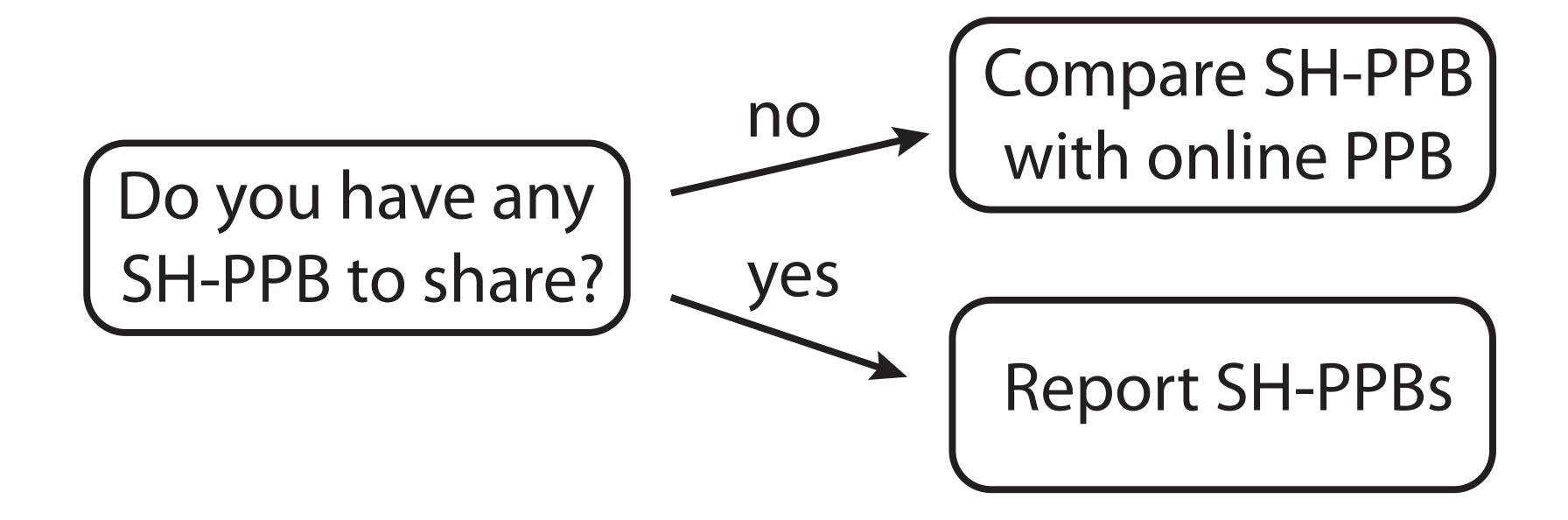


# Research goals



#### Method (1)

## Current practice inquiry surveys (N=159)



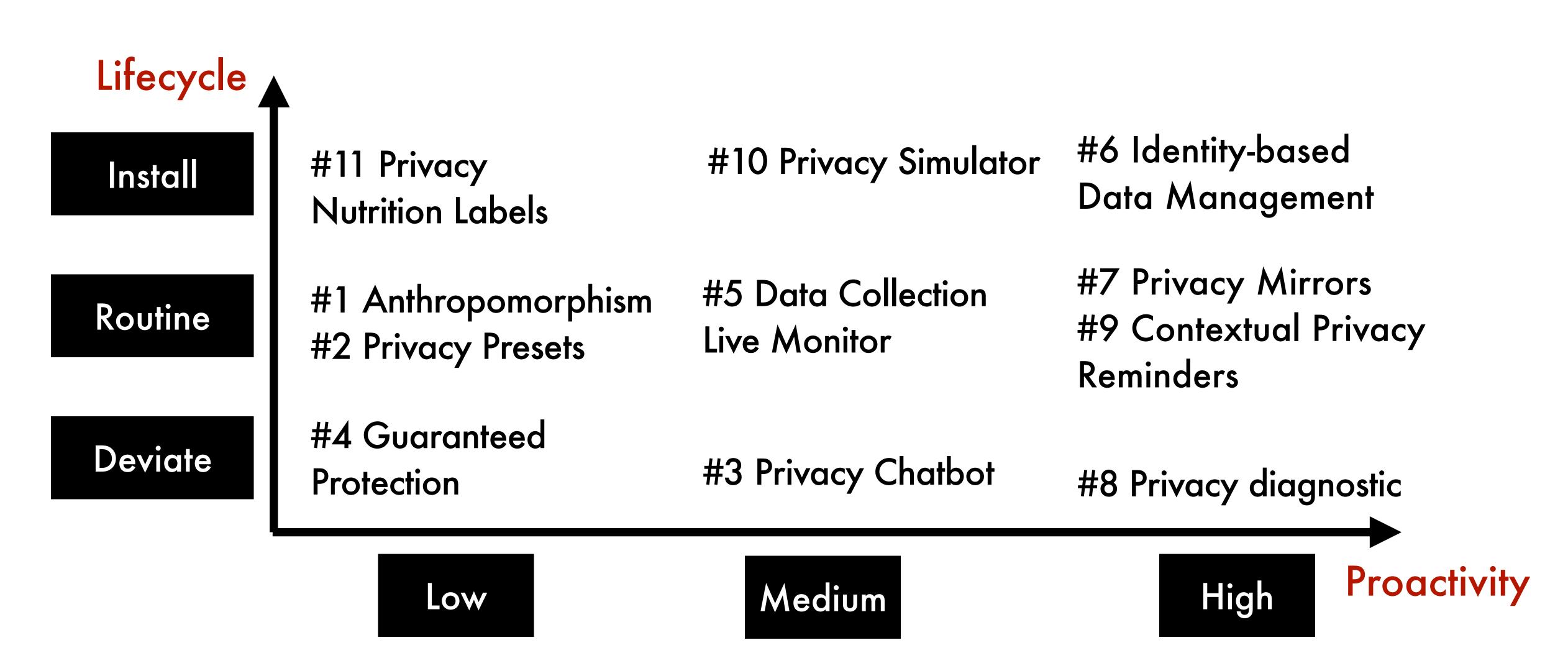
## Method (2)

# Generate storyboards about privacy protection



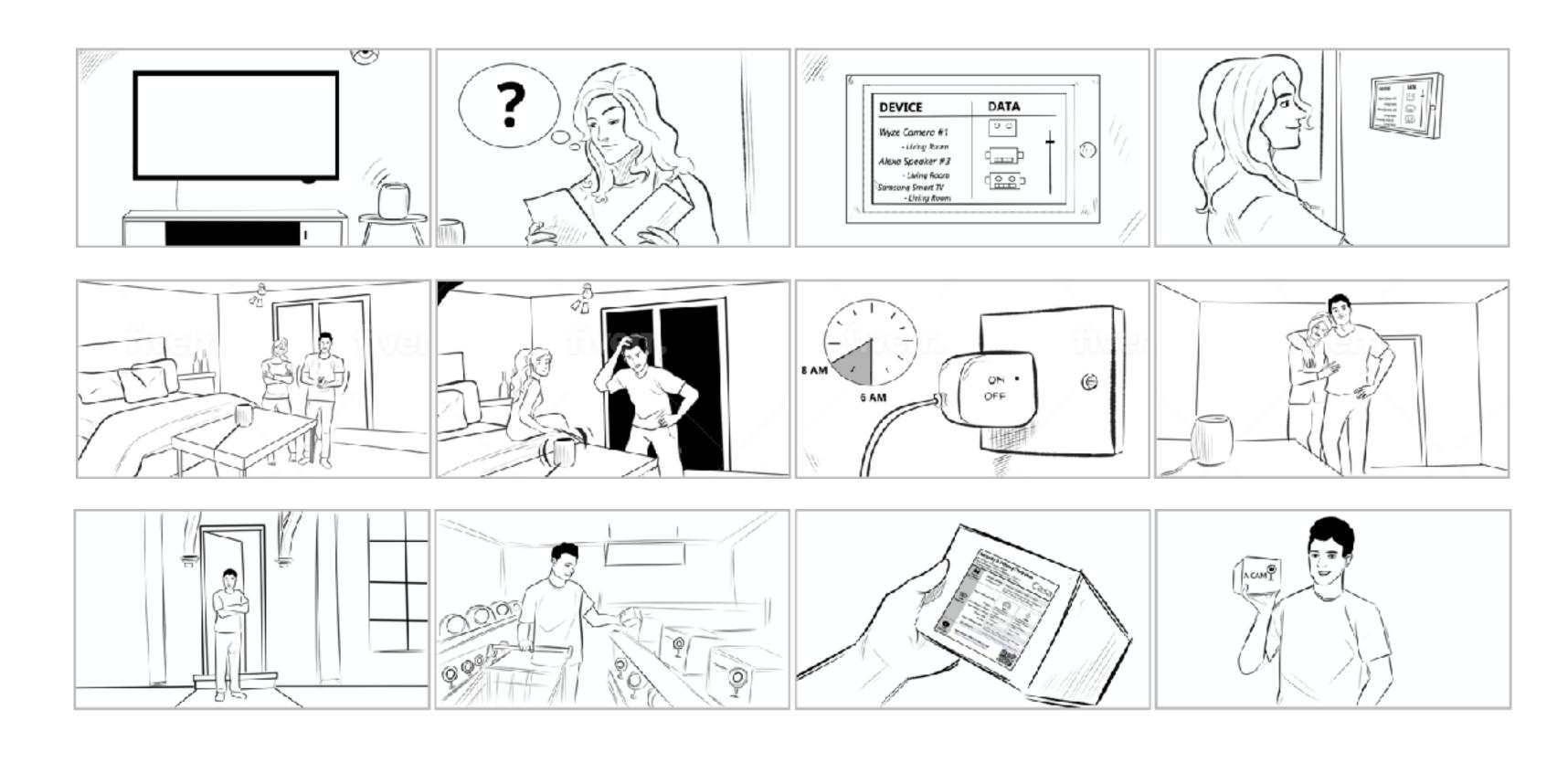
#### Method (3)

# Seek privacy protection concepts to address needs



## Method (4)

# Speed dating surveys (N=227)



Each participant critiques and ranks three storyboards.

#### Results

## Current practices

52% participants have SH-PPB

33 unique SH-PPBs

71% SH-PPBs leverage physical control (e.g.,

powering off, blocking, dodging cameras)

70% SH-PPBs protect participants and their families

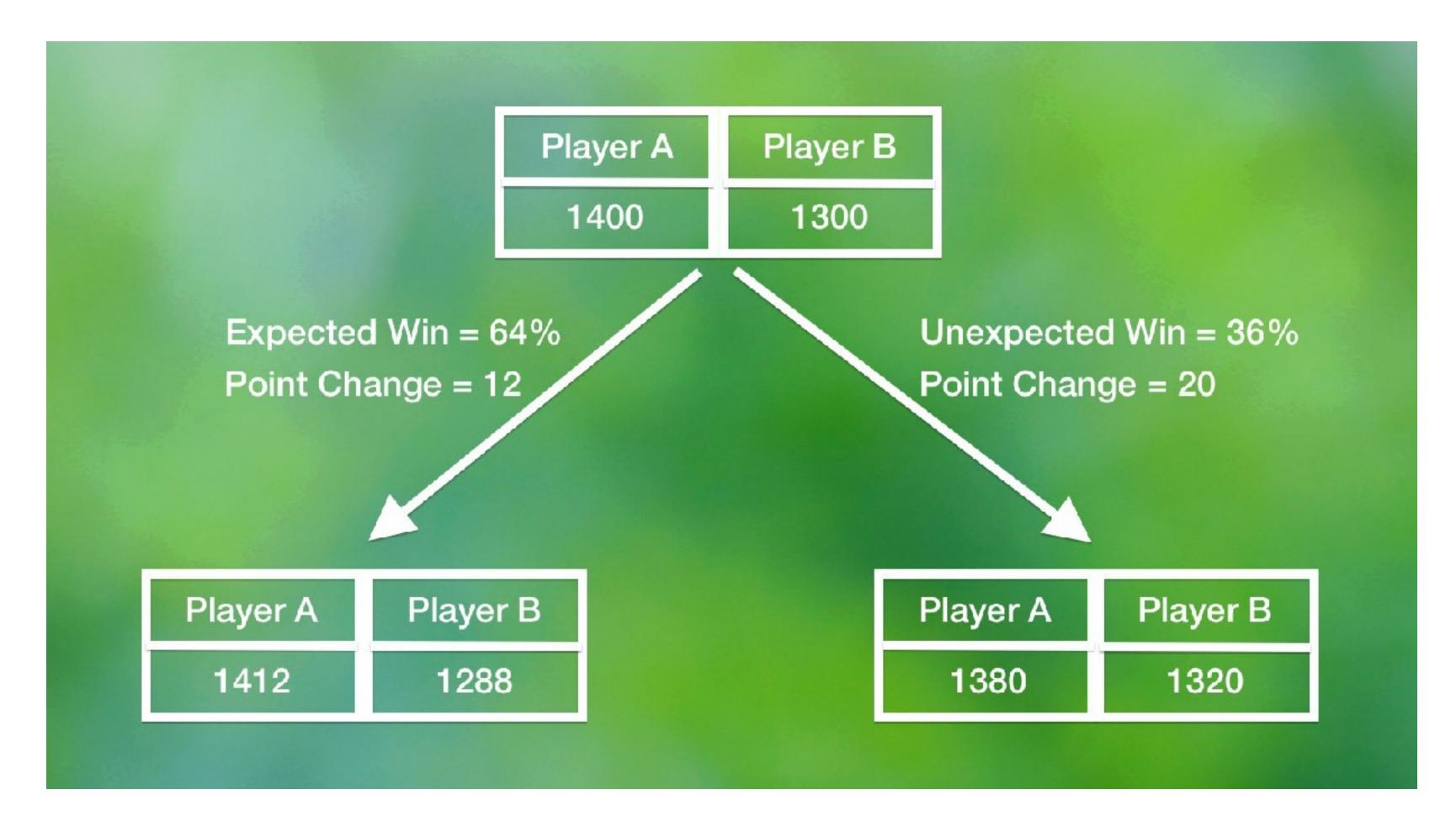
#### Results

## Users' needs

- 18 types of wishlist features
- Better on/off control (most common)
- Fine-grained data collection
- Better awareness
- Usability

- 3 barriers for SH-PPB
- Awareness
- Ability
- Motivation

## The Plackett-Luce method



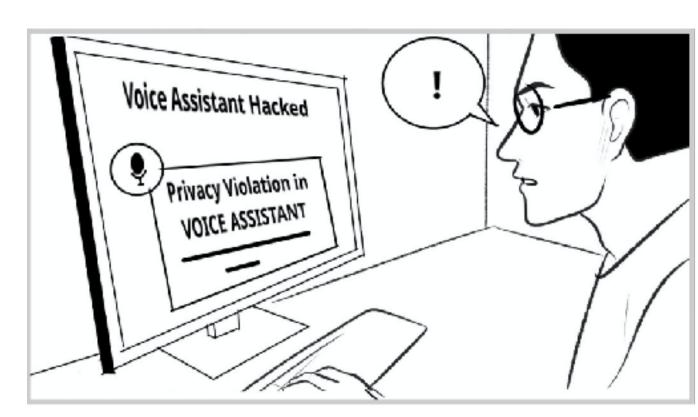
similar to how the rating system ranks chess players.

## Most favored concept

# Privacy diagnostics





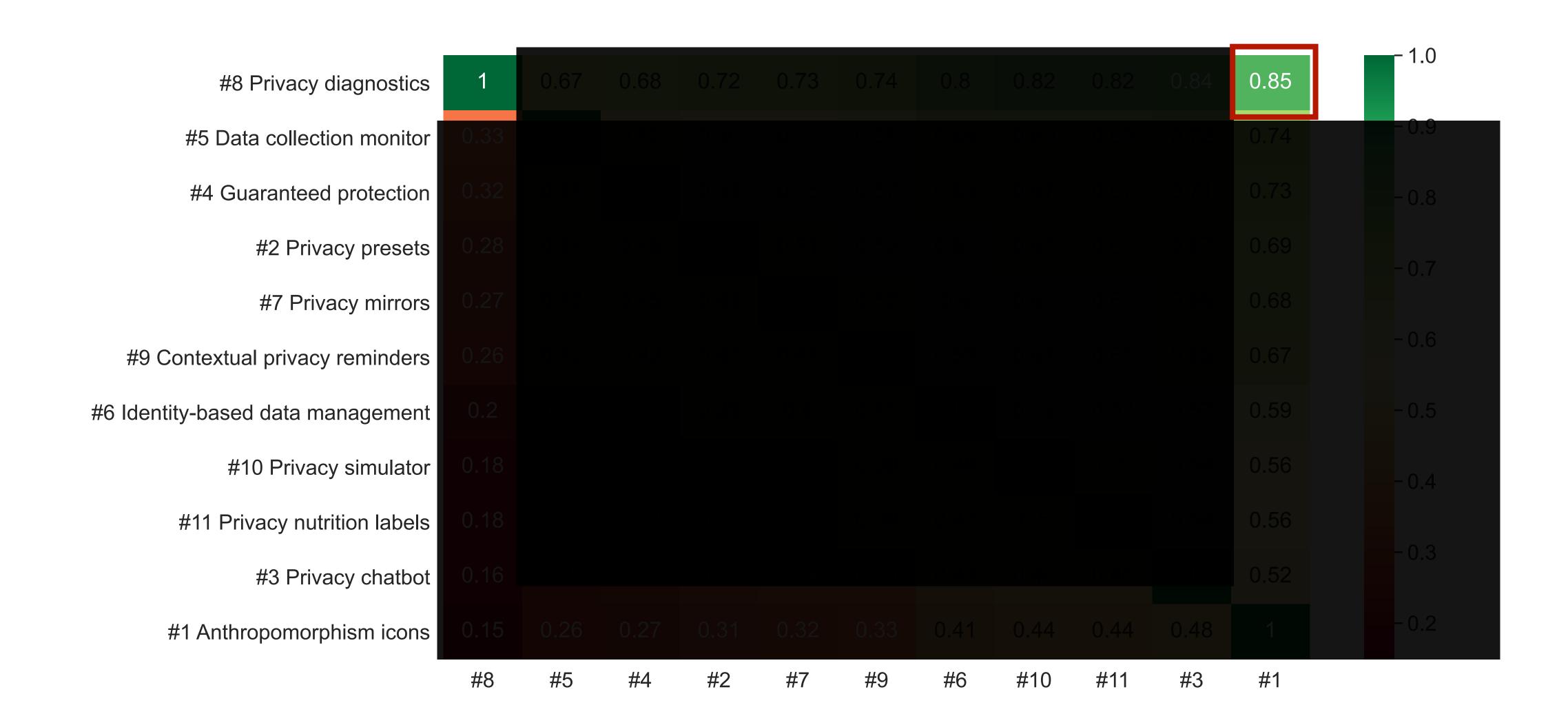






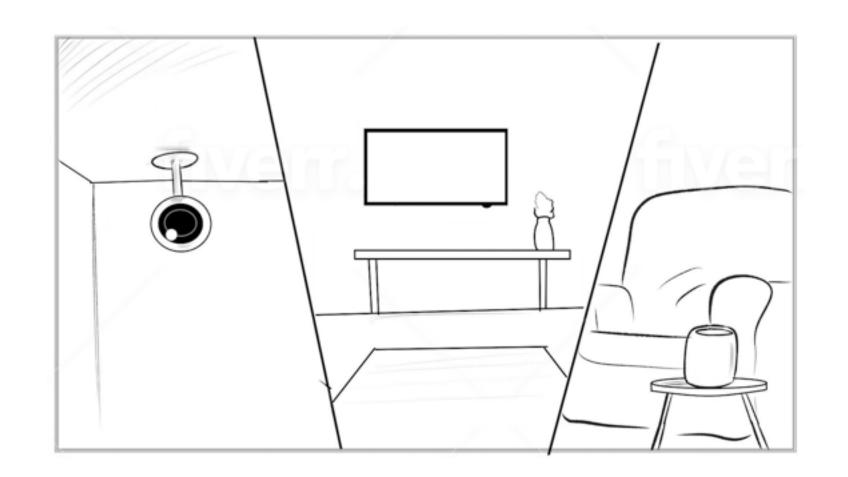
Note: storyboards in the surveys have captions.

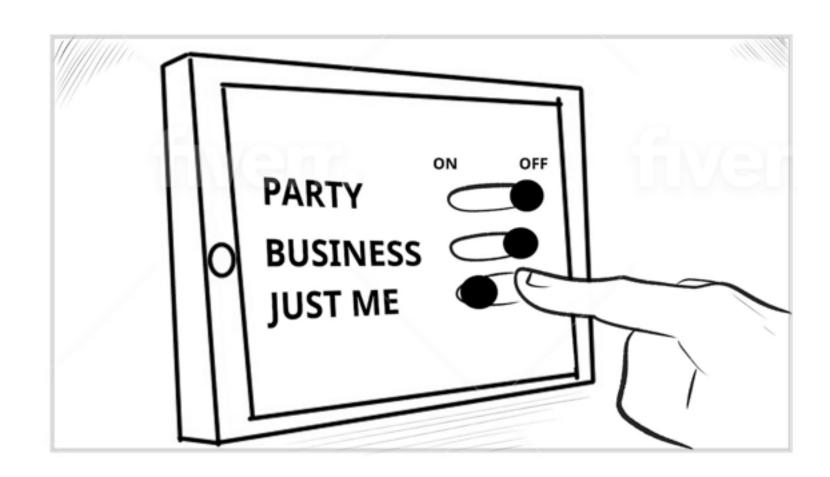
# Merge partial rankings into a global order



## Privacy presets, 4th

# Users prefer simple solutions that can offer more controls



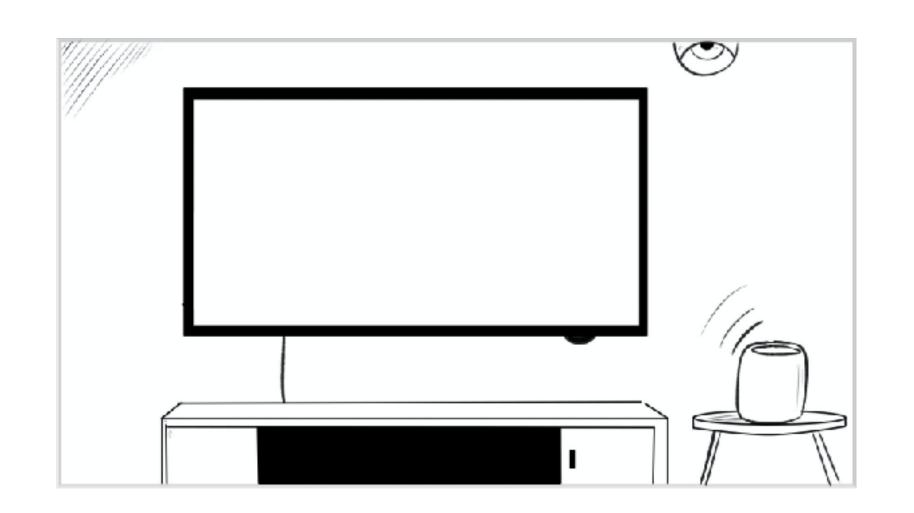




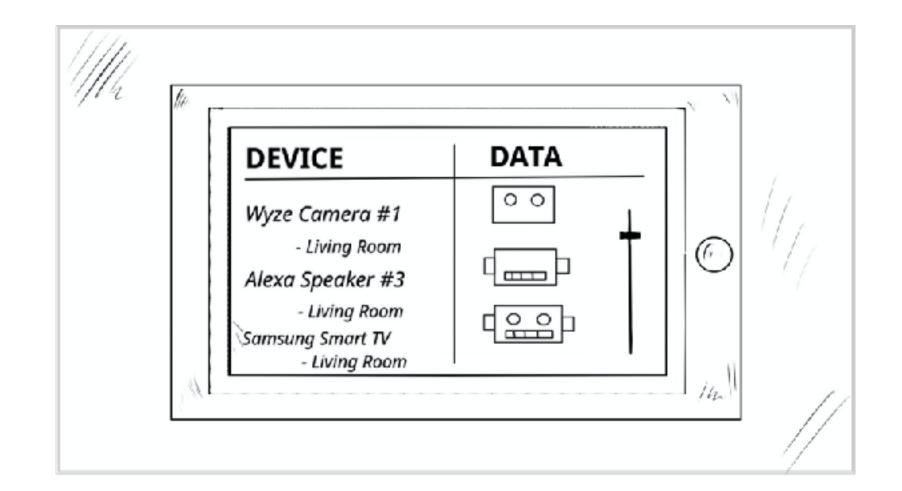


## Anthropomorphism icons, 11th

## A solutions that can do not offer controls



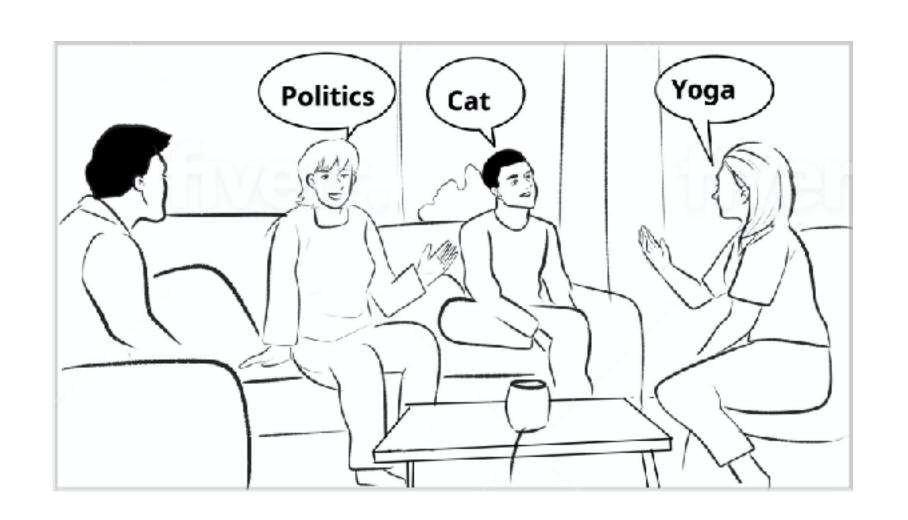


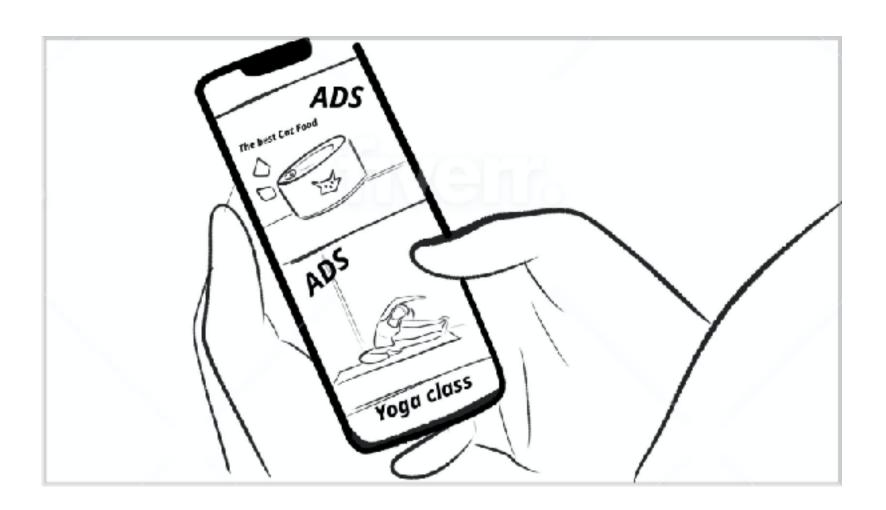


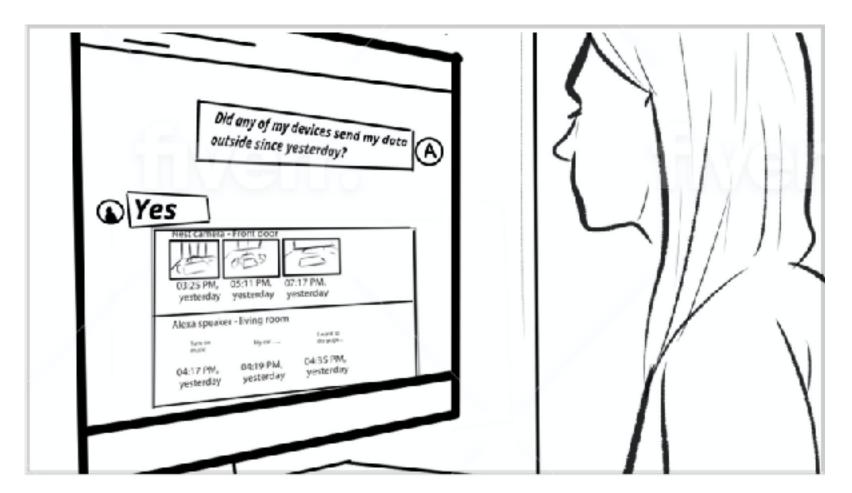


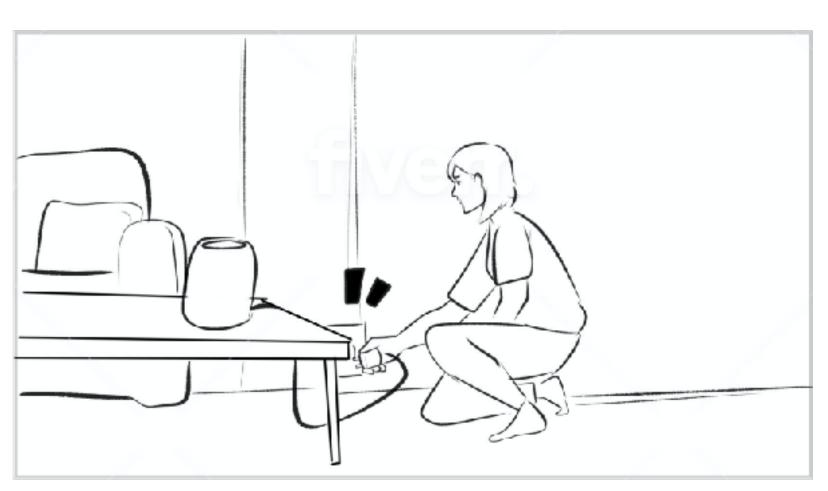
## Privacy chatbot, 10th

# Users prefer proactive and preventative solutions

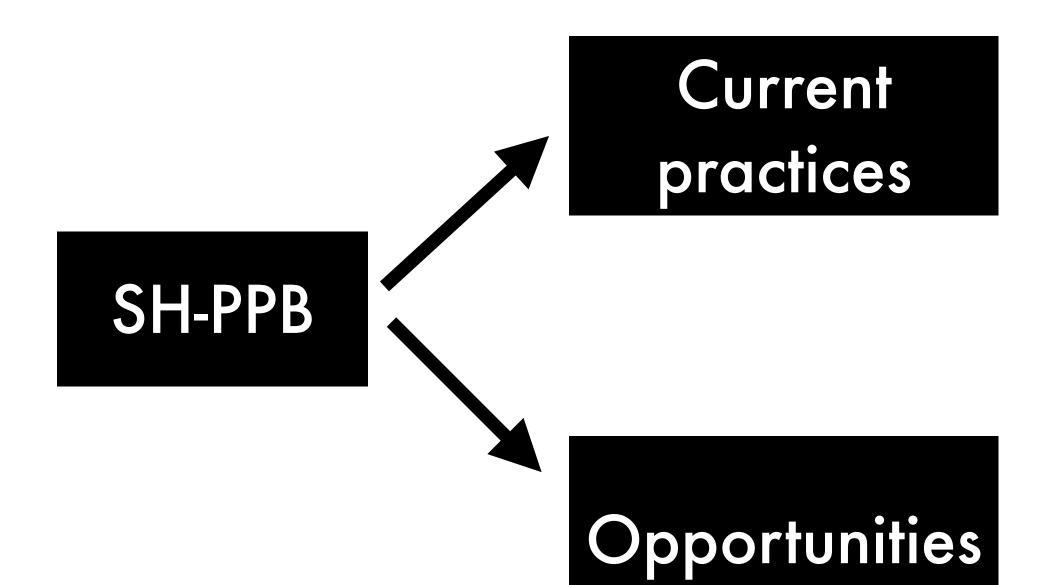








## Recap



33 unique SH-PPBs

71% SH-PPBs leverage physical control

Privacy diagnostics is most preferred.

(1) Simple, (2) proactive, (3) preventative solutions that can (4) offer more control