Bridging privacy expectation gap between users and companies
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Abstract:
The privacy implication in today's data practice is two-fold. On one side, users have no way to expect how their data is being collected and used. On the other side, industry practitioners face a variety of dilemmas in understanding how to best use potentially sensitive data in a manner that users will view as appropriate. In this talk, I will present two projects to address this bidirectional privacy communication challenge. The first project (MobiPurpose) aims to help end-users understand companies' data behavior. We built a scalable network indexing system, exposing the privacy attributes of intercepted network requests between the servers and mobile apps. The second project (PrivacyIO, on-going project) is to develop a fast, cheap, and accessible technique to help data practitioners evaluate users' privacy concerns in consumer-facing businesses. PrivacyIO is inspired by the heuristic evaluation in UX research, leveraging the collective wisdom from crowd workers to actively search privacy concerns.

Bio:
Haojian Jin (http://haojianj.in) is a fourth-year Ph.D. student in the HCI at CMU, advised by Jason Hong and Swarun Kumar. His research is at the intersection of the Internet of Things (IoT) and privacy.