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UCSM User-Centred Social Media Research Training Group (RTG)

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User-Centred Social Media

Deficits of today's Social Media systems from a **user's point of view**:

- Trust and bias
 - Recognizing credibility and quality of sources
 - Dealing with contradictory information
 - Transparency and orientation

Participation and collaboration

- Support for different user roles and degrees of participation
- Social awareness
- Personalisation and adaptivity
- Privacy and awareness
 - Privacy awareness
 - Intervenability





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Combining research from computer science and psychology

• Understanding:

Understanding the behavior of individuals and crowds

Empowerment:

Supporting users' interests via better information use, transparency and control of Social Media

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Research Program

UCSM: Structure

 User: Modelling and Understanding User Behaviour

System:
Social Media Engineering

Crowd:
Social Media Analytics



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User-Centred Social Media



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Privacy & Awareness



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How can we protect users' privacy in a better way?

Privacy & Awareness: Example



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f privacy basics

You're in charge.

We're here to help you get the experience you want. Learn about ways to protect your privacy on Facebook.

- > What Others See About You
- > How Others Interact With You
- > What You See
- > How to Keep Your Account Secure
- > Read our Data Policy

- Which data is collected by Facebook?
 - Things you do and information you provide.
 - Information from websites and apps that use our services.
 - Information from third-party partners.
- Which inferences are possible for Facebook?
 - Youyoua, Kosinski & Stillwella: Computer-based personality judgments are more accurate than those made by humans (PNAS 1/2015)

Thesis Topic (Nicolás Diaz)



Privacy and security in social media

(Heisel/Krämer)

Goal: Improve protection of privacy by additional means of intervention for the users

- Improvement by better information for the users:
 - What data are collected?
 - What is done with the data?
 - Who has access to the data?
- Security mechanisms
 - existing design patterns
 - user requirements (supported by interviews / focus group)
 - \rightarrow new design patterns
- Evaluation by usability study / psychological experiments



Applied Methods and Relations



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"Computational Methods"

- Problem-oriented requirements analysis
- pattern-based design
- modeling
- Method Innovation:
 - Psychological contributions to requirements analysis and evaluation
- Partner (Mercator Fellows and other external partners):
 - Alfred Kobsa (User Modeling, Personalized Systems, Privacy)
 - Stefanos Gritzalis (Privacy Requirements Engineering)
 - Marit Hansen (Leader UL Datenschutz Schleswig-Holstein)
- Expected Results:
 - Empowerment: patterns for privacy requirements and design
 - Evaluation based on prototype

Privacy & Awareness



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Understanding:

What are the user requirements wrt. privacy and security?



- Enhancing users' privacy awareness
- Improving privacy intervenability







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Combination of **theories**, **models** and **methods** from both **computer science** and **psychology**

 ... for better understanding of users' behavior

 ... and empowering users to employ social media for their own purposes.



International partners



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Silvia Knobloch-Westerwick Katy Börner Diana Tamir Elaine Toms, Mounia Lalmas, Kalervo Jarvelin, Ekkart Kindler, Wil van der Aalst Arjen de Vries, Myriam Lewkovicz, Stefanos Gritzalis

Judy Kay

Axel Bruns

4.1.1

Hideo Joho

Manu Kapur Joe Walther

> Peter Reimann Deborah Bunker

Ricardo Baeza-Yates

FoMSESS-Treffen – Duisburg, February 18, 2016

Miriam Metzger

Antoine Bechera

Dan Suthers

Alfred Kobsa



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2015































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