

UCSM

User-Centred Social Media

Research Training Group (RTG)

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Febr. 18, 2016

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**



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





Research Program

- **User:**
Modelling and Understanding User Behaviour



- **System:**
Social Media Engineering



- **Crowd:**
Social Media Analytics



User-Centred Social Media



**Trust, Bias &
Decision Support**

...



Collaboration

...



**Privacy &
Awareness**



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



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)

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)
 - → new design patterns
- **Evaluation** by usability study / psychological experiments



- **“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

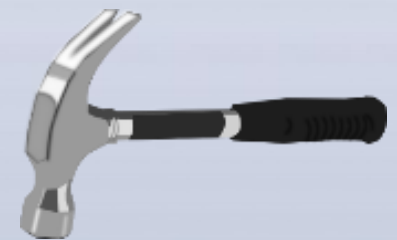
Understanding:

- What are the user requirements wrt. privacy and security?



Empowerment:

- Enhancing users' privacy awareness
- Improving privacy intervenability

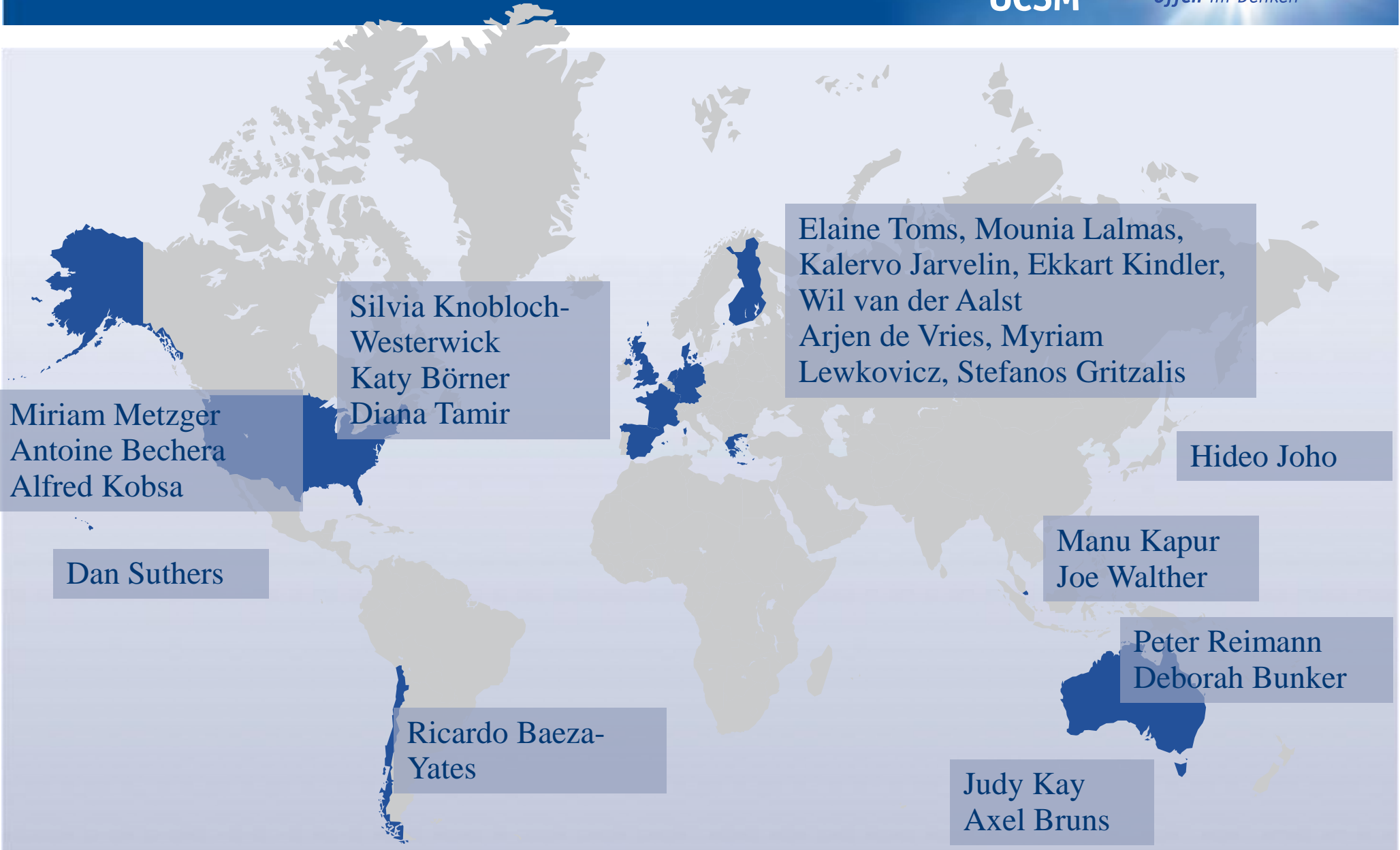


Combination of **theories, models** and **methods** from both **computer science** and **psychology**

- ... for better **understanding** of users' behavior
- ... and **empowering** users to employ social media for their own purposes.



International partners





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