



Have you ever **read** a
privacy policy?



Why not?

A photograph of two ducks on a rock. In the foreground, a mallard duck is perched on a grey rock, facing right. Its head is turned slightly towards the camera, showing its characteristic blue-green iridescent head and yellow beak. In the background, a brown duck is perched on a similar rock, facing right. The background is a soft, out-of-focus landscape with a light blue sky and some green foliage. A semi-transparent white banner is overlaid across the middle of the image, containing text.

Transparency paradox

(Nissenbaum 2011)

Simple privacy notices *aren't* useful,
but *detailed* notices are *too* complex.





Comics!

They are *inviting, engaging,*
comprehensible, and memorable



Comics!

Extra advantage for people with
dyslexia or **low literacy**

Use case:

Google privacy policy

“Transparency and choice” section

<http://www.google.com/policies/privacy/#infochoices>

Study setup:

Delivery method:

Comic vs Text

Length:

Short vs. Medium vs. Long

Test / Observe:

Comprehension, engagement, satisfaction,
decision behavior, recall (follow-up)

Example: short text

“View and edit your preferences about the Google ads shown to you on Google across the web, such as which categories might interest you, using Ads Settings. You can also opt out of certain Google advertising services here.”

Example: long text

“Let’s say you want to view and edit your preferences about the types of Google ads shown to you across the web. You might want to make sure that these ads reflect your interests. Or if you find personalized ads creepy, you could opt out of personalized ads. You can visit Ads Settings to set your preferences on the types of advertisements you’d like to see. You can add a new interest. Even Google sites like YouTube, will provide ads related to your interests, which you can edit at any time. You can also opt out of Google’s advertising services, resulting in any type of ads being shown. By opting out, you will no longer be able to edit your interests. Also, all advertising interests associated with your Google account will be deleted.”

Example: short comic

View and edit your preferences about the Google ads shown to you on Google across the web, such as which categories might interest you, using Ads Settings. You can also opt out of certain Google advertising services here.

ADD NEW INTEREST

Shoes



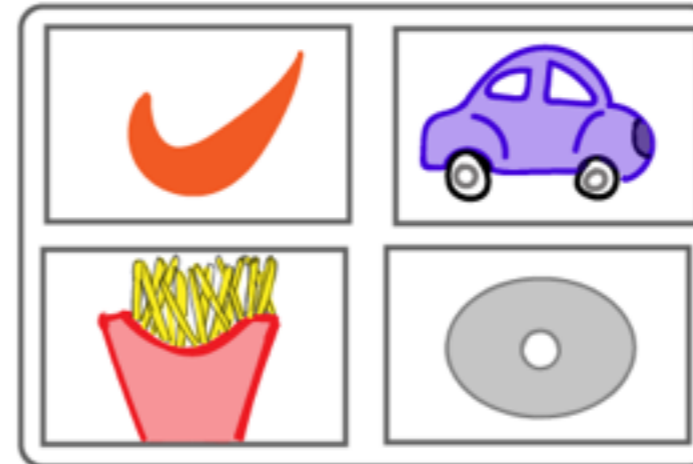
Example: long comic

Let's say you want to view and edit your preferences about the types of Google ads shown to you across the web.



I wonder how Google comes up with these advertisements on my account?

You might want to make sure that these ads reflect your interests.



I'm tired of seeing these ads that typically show up.

Or if you find personalized ads creepy, you could opt out of personalized ads.

You can visit Ads Settings to set your preferences on the types of advertisements you'd like to see.



I just bought shoes yesterday! Advertisements are showing me only shoes now!



Let's change your settings to something better.

You can add a new interest.

Even Google sites like YouTube, will provide ads related to your interests, which you can edit at any time.

ADD NEW INTEREST

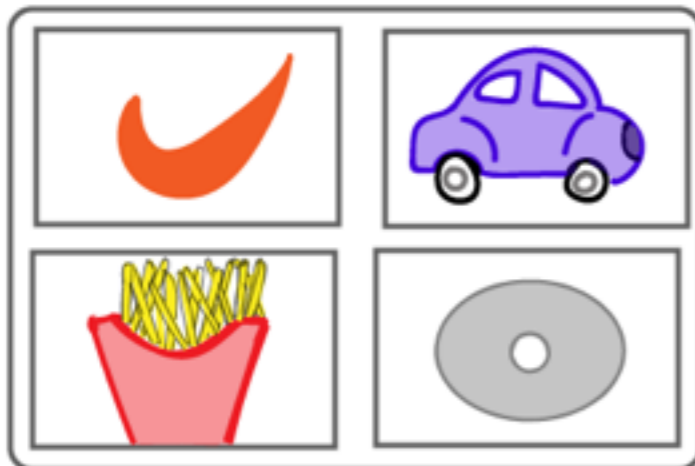
Superhero Movies

You should watch:
Avengers Civil War!



You can also opt out of Google's advertising services, resulting in any type of ads being shown.

By opting out, you will no longer be able to edit your interests.



Since I've opted out, now they're back to random types of ads.

~~ADD NEW INTEREST~~

Also, all advertising interests associated your Google account will be deleted.

YOUR CURRENT INTERESTS ARE....

[Blank]

Current status:

Pre-testing the different comics

We would love to hear your **expert feedback!**

Link to comics:

<http://bit.ly/privcomics>

Link to position paper:

<http://bit.ly/soups2016>

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