

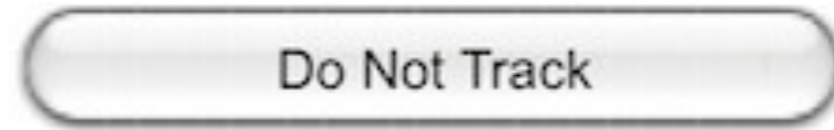
User Perceptions of Do Not Track

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Online User Study of Expectations for Do Not Track

- Mechanical Turk online study currently running
 - Multiple preliminary pilot studies
 - Incomplete results, $n = 214$
 - Showing quick highlights
- User expectations \neq what users want

What do you think this button would do if you clicked on it?



- Results:

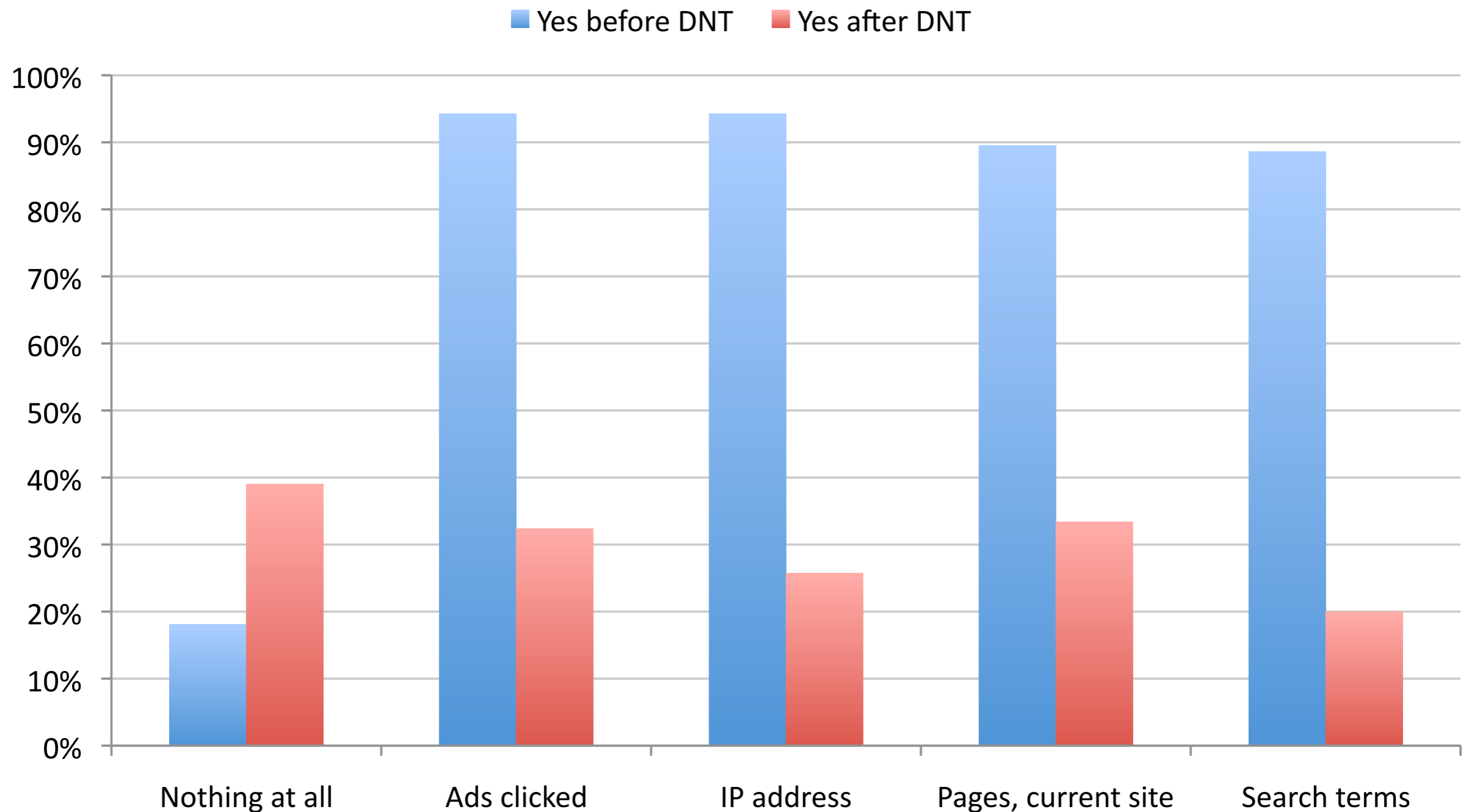
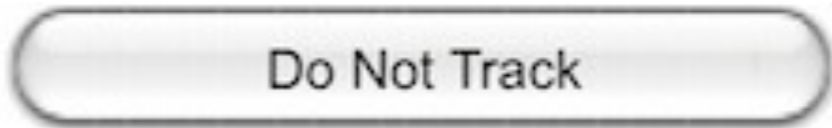
- 32% mentioned history
- 27% mentioned cookies
- 12% thought it would be dangerous
- 5% mentioned IP addresses
- 3% mentioned advertising or data mining

- Communication challenges but starting in the right ballpark, provided we agree DNT > OBA

“Not to track a package coming through the post.”



Data Collection Before & After



1st: 37%
3rd: 45%
Neither: 19%

Yahoo!

The screenshot shows the YP.com website interface. At the top, there are navigation links: HOME, FIND A PERSON, MOBILE APP, and WITH US. A search bar contains the text "Business Name or Category" and "San Francisco, CA", with a "FIND" button. Below the search bar, there are several callouts and annotations:

- A callout pointing to the URL "http://www.yellowpages.com/" contains the text: 1st: 88%, 3rd: 11%, Neither: 2%.
- A callout pointing to the "Sign in" and "Register" buttons contains the text: 1st: 37%, 3rd: 49%, Neither: 13%.
- A callout pointing to the "Today 61°/49° Tue. News by fwix" weather and news bar contains the text: 1st: 10%, 3rd: 68%, Neither: 20%.
- A red circle highlights the URL "http://www.yellowpages.com/" in the browser's address bar.
- A red circle highlights the "Sign in" and "Register" buttons.
- A red circle highlights the weather and news bar.

The main content area features a large image of children in a field with a white rabbit and a basket of Easter eggs. To the right, there is a "COUPONS & DEALS" section with a list of categories: Groceries, Home Repair, Pizza, Auto Repair, Florist, and Electronics. A "SAVE" button and "Coupons & Deals Near You" text are also visible.

Fifteen Seconds of Other Findings

- Also expectations for data use
- Click & nothing changes:
 - 51% unsurprised
 - 45% blame browser company
- First time hearing about Do Not Track: 81%
- Write-in comments show support, skepticism, and concern around the details

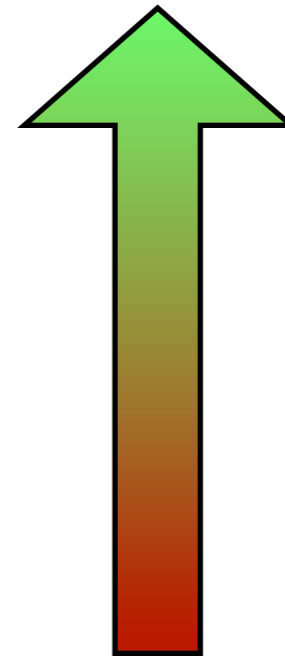


Image credit: andycastro

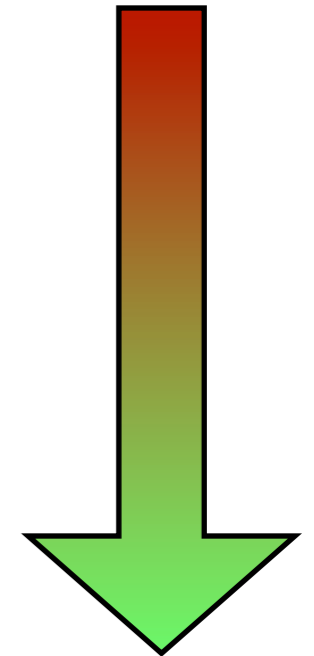
Observations

- Users do hear “Do Not Track” as related to being tracked online...
- ...and many think it means they will not be tracked at all, **including collection**
- Options to address the expectations gap:
 - Build DNT to match expectations
 - Create one definition of DNT and communicate it very clearly
 - Create one definition and communicate exceptions
 - Allow multiple definitions and communicate them in novel ways
Suggestion: HTTP header response
 - Put details into privacy policies and help files

**Ease of
Use**



**Ease of
Adoption**



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