Effect of Priming on Smart Home Privacy Preferences

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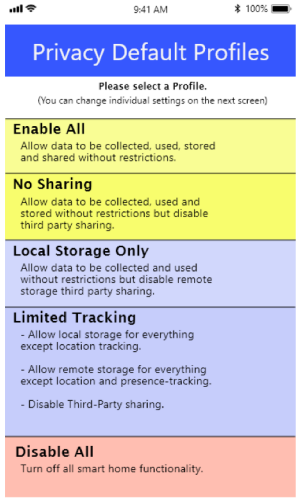
Research Questions

Does priming smart home users…

- influence their privacy decisions?
- change their considerations of different privacy settings?

Method

Participants read either a positive or a negative text about smart homes(priming). Then—while we traced their gaze—they read some info about different privacy control profiles.

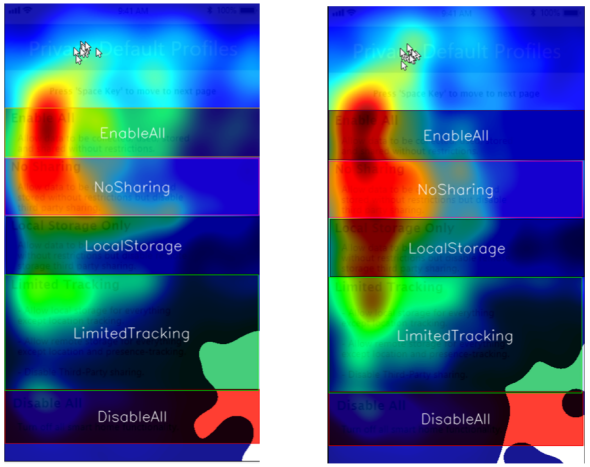


Results

We recruited 18 participants. We didn't find any significant effects of priming on profile selection. Also, overall, priming didn't influence user gazes at different Profiles.

Heatmap

The heatmaps suggest that users who were negatively primed (right image), more thoroughly consider different (and more conservative) options compared to the other group (left image).



Conclusion

Our statistical findings do not suggest any significant effects of priming on users' attention to profiles and profile selection. However, this can be due to our small sample size. Indeed our heatmaps show that the spread of gazes vary based on priming conditions: those who were primed negatively, tend to pay attention to a wider range of profiles.

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