

Understanding User Privacy Through Affordances: A Study in The Mobile Platform Ecosystem



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Abstract

The widespread adoption of mobile devices has transformed them into essential tools for personal data management. However, the mobile platform ecosystem, consisting of software platforms and apps, presents significant privacy challenges. We investigate the factors influencing users' ability to effectively utilize privacy features in mobile platforms. We adopt a socio-technical perspective, focusing on the interplay of user characteristics, privacy affordances, and the mobile platform ecosystem. By examining user interactions, perceptions, and decision-making processes, we aim to understand the challenges hindering privacy feature adoption and identify strategies for enhancing user-centric privacy design.

The first part contains a literature review that aims to assess the current state of knowledge on privacy within the mobile platform ecosystem in information systems (IS) research. By examining existing literature, we identify key conceptualizations of privacy and outline promising avenues for future research. Our goal in this part is to provide a comprehensive overview and identify gaps in our understanding of privacy in this rapidly evolving context.

In today's data-driven world, privacy control features are crucial for user empowerment in the mobile platform ecosystem. However, a persistent gap is reported between their availability and user interaction with these features. In the second part, through qualitative inquiry, and by employing a three-stage study incorporating practitioner views, an affordances-based framework, and end-user assessment, we investigate the underlying reasons for this underutilization. We selected methods to comprehensively observe the elements that influence user interaction and validate the findings in the context of our research. Our analysis based on practice interaction reveals that a lack of effective communication about privacy control features is a constraint in promoting usage by end-users. Applying an affordance lens within the socio-technical framework of human-computer interaction (HCI), we elucidate privacy affordances in the mobile platform ecosystem, with a focus on iOS and Android platforms.

This helps in understanding how controls are perceived and used. Subsequently, we conduct an end-user assessment to verify the receptiveness of affordance as a communication tool for promoting the usage of privacy control features. Our findings emphasize the pivotal role of communication in shaping user behaviour and suggest privacy affordances as a conceptual framework for enhancing communication in the mobile platform ecosystem. We offer nuanced insights into technology-user relations, advancing HCI theory and practice.

Privacy management in mobile ecosystems is a complex interplay of technology and user behaviour. In the third part, we investigate the impact of mobile skills, privacy awareness, and attitudes on users' ability to protect personal information from a socio-technical perspective. Using affordance and effective use theories, we aim to explore how users' mental models of these factors shape their interactions with privacy provisions. Through a survey of 160 global mobile users, we explore user perceptions and actions on privacy affordances in the mobile platform ecosystem. Our findings underscore the critical role of mobile skills in utilizing privacy features. Additionally, our analysis indicates a complex interplay between privacy awareness and user action, challenging the hypothesized direct influence of awareness on actions. These results emphasize the need for proactive privacy protections, such as privacy-by-default policies. Further, we demonstrate the potential of shaping user privacy attitudes to enhance the effectiveness of privacy provisions. We contribute to the literature by operationalizing privacy affordances through the development of measurement scales and testing the proposed model through structured equation modelling. Our analysis helps to shape the perspectives on designing privacy provisions and fostering the factors that could have a positive influence on user's privacy experience in the mobile platform ecosystem.

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Research Outcome

Submitted Papers (Based on dissertation)

- “Bring-in Privacy Provisions But Shape-up Attitude Too: Building Privacy Experience in Mobile Platform Ecosystem”, *ACM Transactions on Human-Computer Interaction (ACM-TOCHI)*, (ABDC- A*) Status: Revise & Resubmit (Co-authored with Prof.Saurabh Kumar)
- “Empowering User Control: Privacy Affordances for Effective Communication in Mobile Platform Ecosystem” Peer-reviewed journal (ABDC- A) Status: Under Review (Co-authored with Prof.Saurabh Kumar)

Published Papers

- Venkatachalam, P., & Mishra, R. (2023). Future of workplace design from a socio-technical perspective. *IIMB Management Review*, 35(4), 317-332. (ABDC – B)
- Venkatachalam, P., & Ray, S. (2022). How are context-aware artificial intelligence algorithms used in fitness recommender systems? A literature review and research agenda. *International Journal of Information Management Data Insights*, 2(2), 100139. (SJR Ranking – Q1)

Conferences

- 2023 “Experimentation as Governance Approach: Digital Transition of Urban Bodies in Indian Context”, *India Strategy Conference*. (Co-authored with Prof.Saurabh Kumar)