Privacy literacy reboot:
Grounding practice in theory

ACRL IS Current Issues Discussion Forum
December 4, 2020

moderators

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Penn State Berks

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Director of Digital Scholarship & Scholarly Communications
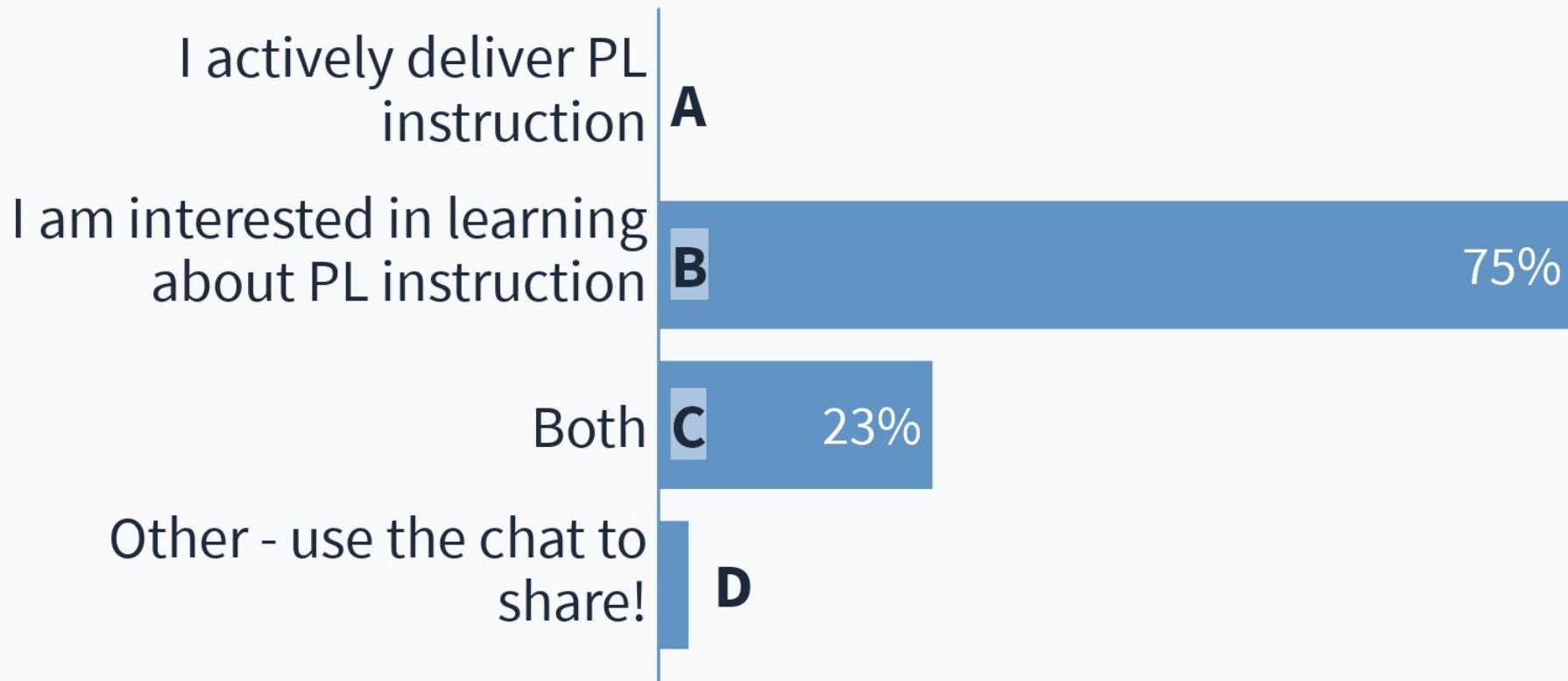
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Today's agenda

- The state of privacy literacy in academic library instruction
- The Digital Shred approach to privacy literacy
- Panel Discussion
- Participant Discussion

What brought you to this privacy literacy (PL) discussion?

I actively deliver PL instruction **A**

I am interested in learning about PL instruction **B** 75%

Both **C** 23%

Other - use the chat to share! **D**

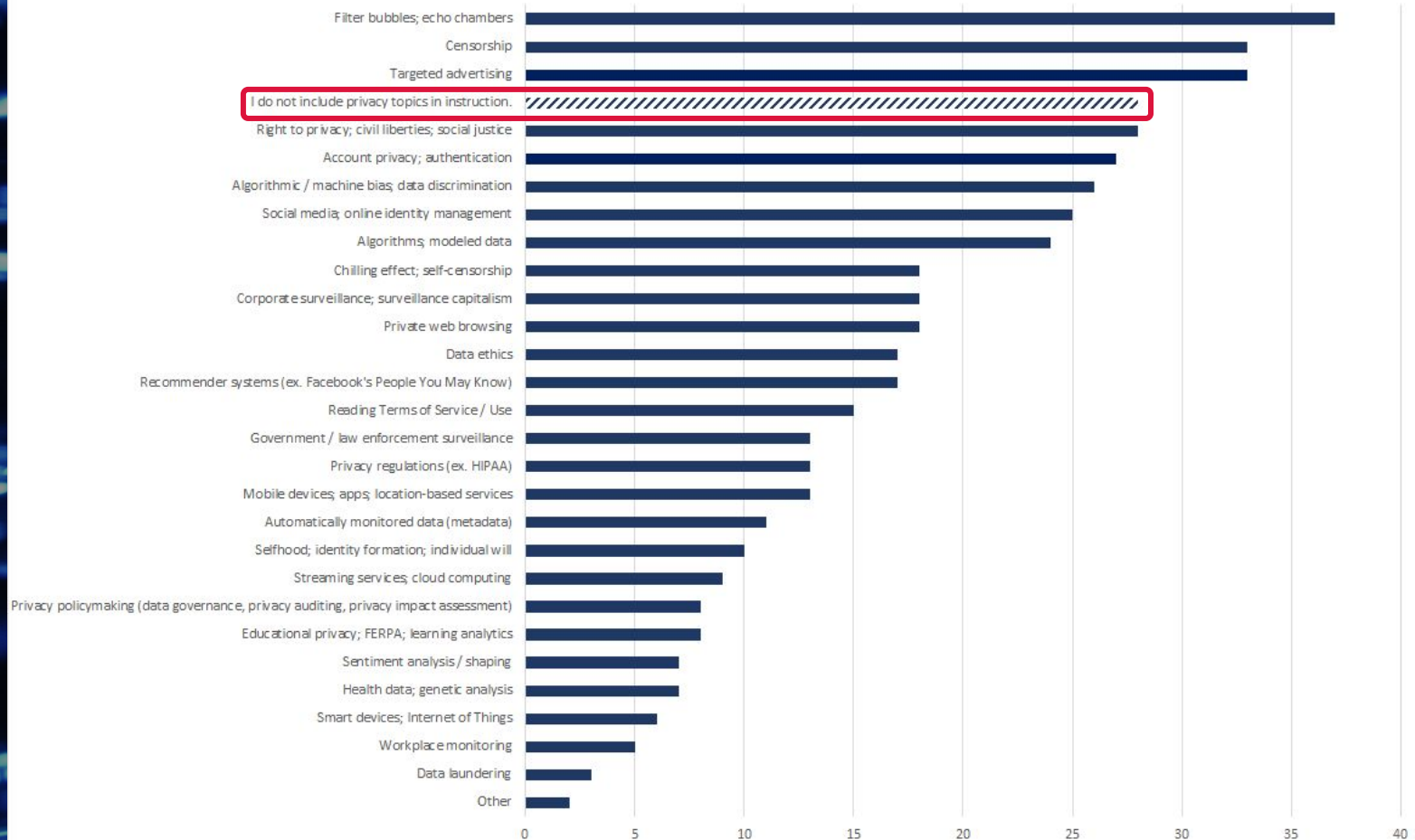# 1. The state of privacy literacy in academic library instruction

"While over 75% of the respondents feel that libraries should play a role in educating the general public about privacy issues… only 13% indicate that their library has hosted or organized information sessions, lectures, or other public events related to privacy and surveillance over the past five years."

Zimmer, M. (2014). Librarians' attitudes regarding information and internet privacy. *Library Quarterly: Information, Community, Policy, 84*(2): 123–151 [138].

"While many respondents had attended professional development events related to privacy, 55%, not many worked at a library that hosted these opportunities for patrons, 19%."
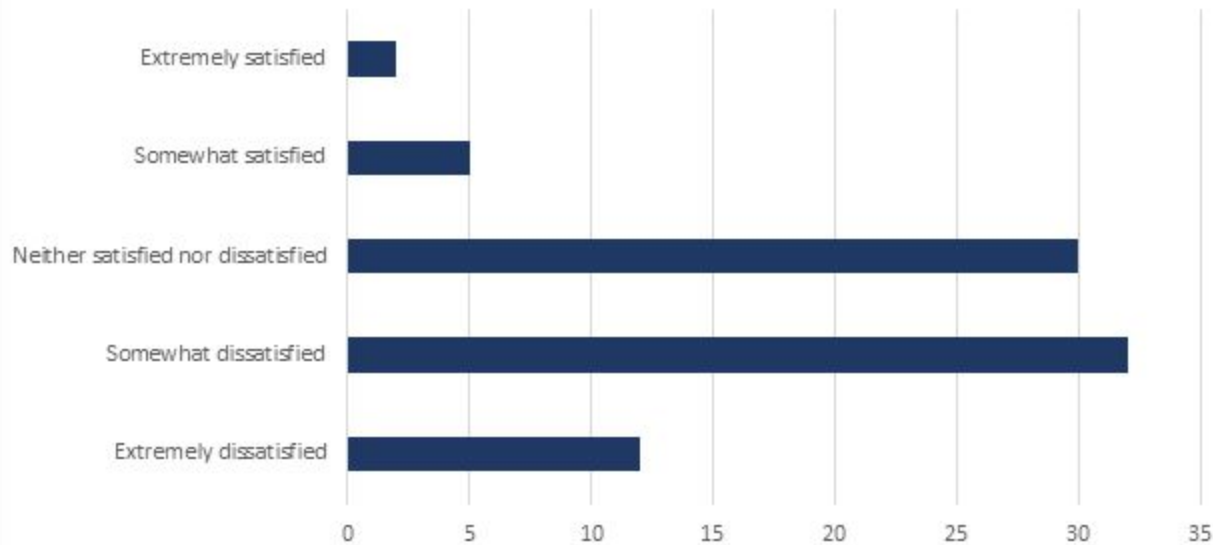
Tummon, N., & McKinnon, D. (2018). Attitudes and practices of Canadian academic librarians regarding library and online privacy: A national study. *Library and Information Science Research, 40*(2): 86–97.

Privacy Literacy Topics by Response Count

| Topic	Response Count
Filter bubbles; echo chambers	37
Censorship	33
Targeted advertising	33
I do not include privacy topics in instruction.	28
Right to privacy; civil liberties; social justice	28
Account privacy; authentication	27
Algorithmic / machine bias; data discrimination	26
Social media; online identity management	25
Algorithms; modeled data	24
Chilling effect; self-censorship	18
Corporate surveillance; surveillance capitalism	18
Private web browsing	18
Data ethics	17
Recommender systems (ex. Facebook's People You May Know)	17
Reading Terms of Service / Use	15
Government / law enforcement surveillance	13
Privacy regulations (ex. HIPAA)	13
Mobile devices; apps; location-based services	13
Automatically monitored data (metadata)	11
Selfhood; identity formation; individual will	10
Streaming services; cloud computing	9
Privacy policymaking (data governance, privacy auditing, privacy impact assessment)	8
Educational privacy; FERPA; learning analytics	8
Sentiment analysis / shaping	7
Health data; genetic analysis	7
Smart devices; Internet of Things	6
Workplace monitoring	5
Data laundering	3
Other	2

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Professional Satisfaction in Library's Approach to Privacy Literacy Instruction by Response Count

Factors Influencing Lack of Delivery or Dissatisfaction with Privacy Literacy Instruction by Response Count

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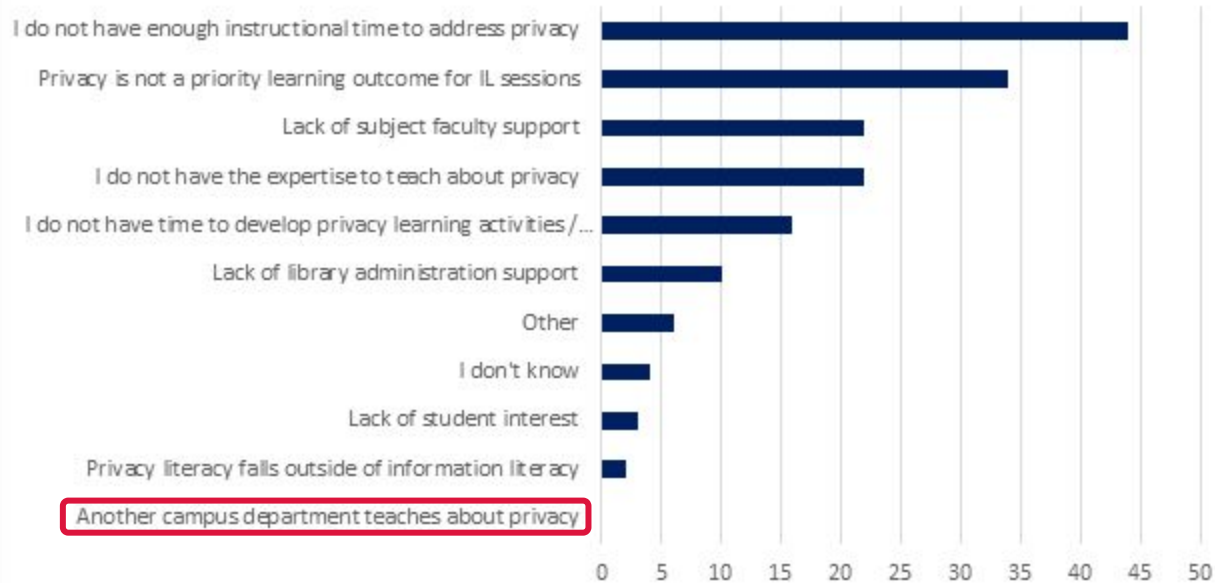
"And, I feel like since there's kind of like a trust in libraries, like libraries should kind of like return that like gesture in a way. Like, **I trust the institution of a library**. I don't trust Facebook. So, it's like when you're on Facebook, you know it's kind of like the Wild West....Yeah, so I feel like the types of data that like a university would collect is different, the purpose of it is completely different. The implicit kind of feeling that people have towards libraries, **the library should not betray that trust**."

In their own words: Student perspectives on privacy and library participation in LA initiatives, Jones et al, 2019

2. The Digital Shred approach to privacy literacy

"

"The **problem** is that privacy literacy is often understood as the **ability to use software features**, which are provided at the frontend of platforms and services, such as, for example, privacy settings on Facebook. However, privacy literacy has to be **more than just ticking boxes** in the privacy settings. Privacy literacy should comprise the ability to **consider involuntary information disclosures** by other individuals, to be **aware of hidden data collections** in devices of the Internet of Things, to know about **missing privacy by default settings**, and so on."

Hagendorff, T. (2018). Privacy literacy and its problems. *Journal of Information Ethics, 27*(2): 127-145.

PRIVACY LITERACY REDEFINED

A suite of knowledge, behaviors, and critical dispositions regarding the information constructs of selfhood, expressive activities, and relationships, privacy literacy is related to information literacy, and addresses many of the metaphysical and social dynamics of information (Hartman-Caverly & Chisholm, 2020).
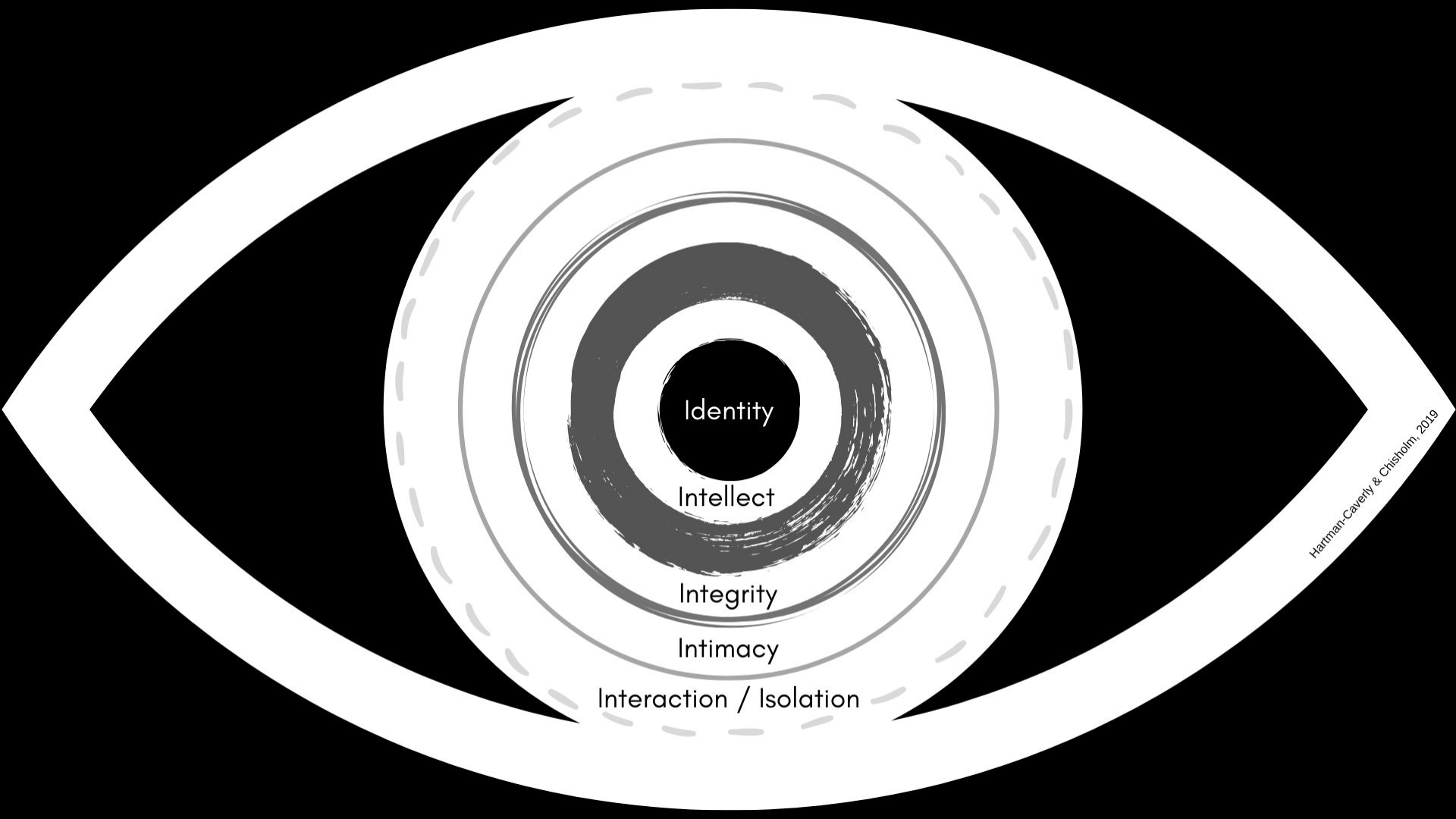
Identity

Intellect

Integrity

Intimacy

Interaction / Isolation

Hartman-Caverly & Chisholm, 2019

Our guiding principles to privacy literacy

- ◎ Holistic approach
  - ○ Positive-case, not technosolutionist (Hagendorff, 2018)
  - ○ Privacy is a value system before it is a technology (Hartman-Caverly & Chisholm, 2020)
- ◎ Control paradox (Brandimarte, Acquisti, & Loewenstein, 2012)
  - ○ Focus on context over method - the *why*, not the *how*
- ◎ Listen & learn
  - ○ Participants bring their own experiences, values, & knowledge

Penn State Berks Privacy Workshop Series

Privacy (FYS)

Digital Leadership

Digital Shred

Digital Wellness

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Image courtesy of Unsplash

Personal Data Plan

Risk-Benefit Analysis – Guiding Questions

What data do I want to protect?

Who do I want to protect it from?

What are the potential consequences, and how bad are they?

How likely are the risks?

How difficult is it to secure?

What is the benefit of this technology?

Are the benefits worth the risks?

Adapted from:
Electronic Frontier Foundation. (2017). "Assessing your risks." *Surveillance Self-Defense.* https://ssd.eff.org/en/module/assessing-your-risks

DIGITAL *wellness* WHEEL

As you reflect, take special care to consider how technology is influencing these spheres of your wellness

Intellectual
Education
Learning
Reading
Creativity

Physical
Eating habits / diet
Fitness
Sleep
Relaxation
Environment
Appearance

Social
Relationships
Time
Quality / intimacy
Communication
Support
Community

Spiritual / Emotional
Self-esteem
Purpose / meaning (life)
Values & beliefs
Stress level
Reflection / meditation
Self-awareness

Financial / Professional
Budgeting
Income
Work hours
Performance
Purpose / meaning (work)

Fun / Recreation
Leisure
Hobbies
Passions
Laughter

Digital Wellness Workshop   Penn State Berks   Spring 2020

Digital Shred Damage Assessment

Imagine your personal accounts are infiltrated by a hostile intelligence asset (or maybe just your kid sister) who exfiltrated sensitive information about you! Use this framework, adapted from Intelligence Community Directive 732: Damage Assessments, to identify your risks and plan corrective actions.

Identify Vulnerabilities
What risky digital behaviors do you engage in?
(ex: store passwords in browser, phone not password protected, public social media posts, sensitive browsing, etc.)

Evaluate Impact of Disclosure
What sensitive data do you generate?
(ex: social media posts, browsing history, shopping history, etc.)

Estimate Damage
What are some *worst-case scenario* consequences of your data breach?
(ex: get fired, lose scholarship, hurt others' feelings, break-up relationships, etc.)

Assess Risks
What is the *likelihood* of a data breach occurring? Consider ranking your accounts or activities from most to least vulnerable.
(ex: Twitter - high risk because password stored in browser; PSU email - low risk because 2FA enabled.)

Plan Corrective Action
What could you do differently to manage risky digital behaviors or repair damage?
(ex: set social media to private, delete old content, deactivate zombie accounts, be a kinder human 🙂 etc.)

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Digital Shred Privacy Literacy Toolkit

https://sites.psu.edu/digitalshred/

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3. Panel Discussion

What are your rationales for teaching privacy literacy?
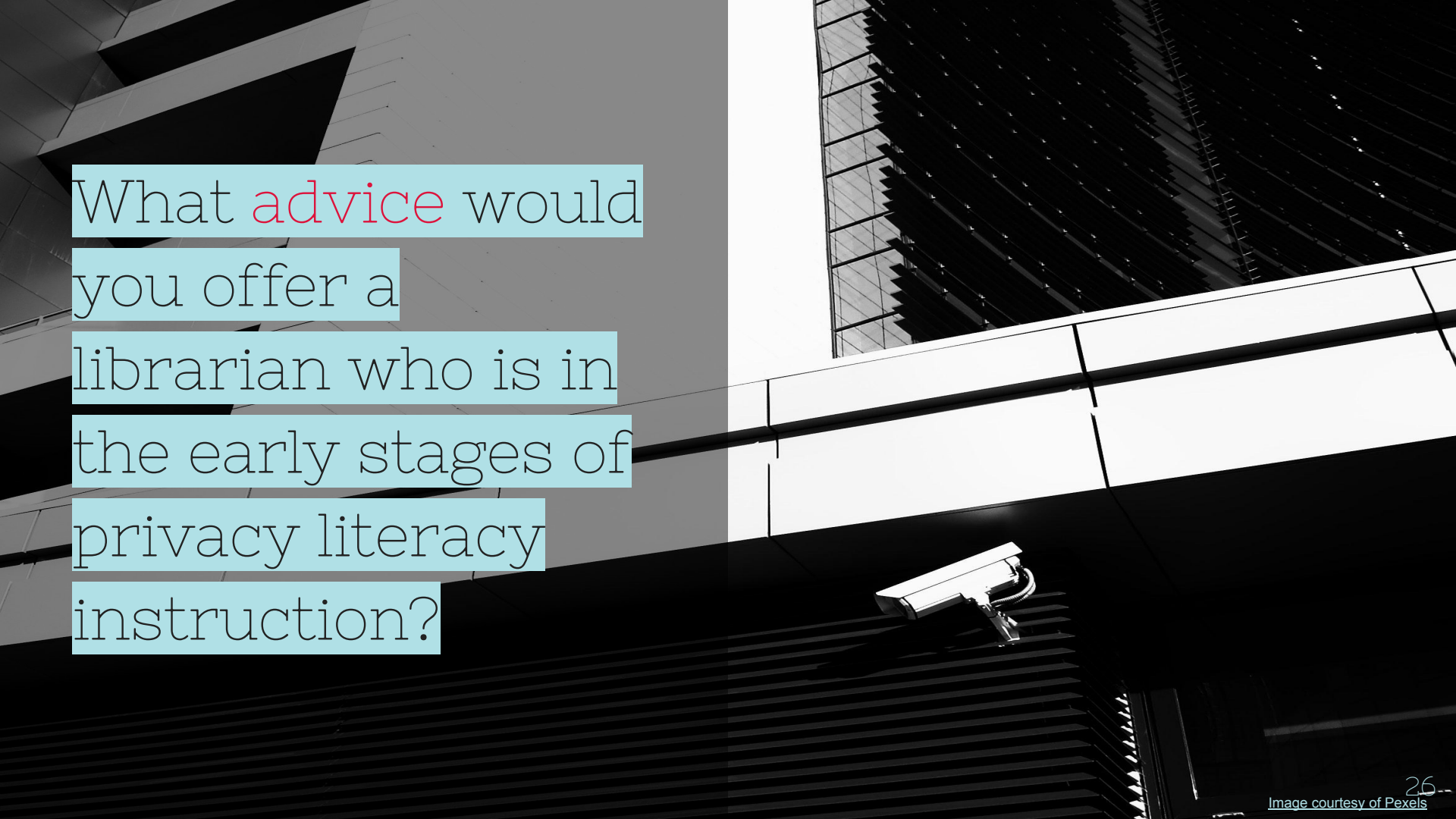
What is your philosophy about privacy literacy instruction? How do you approach it?
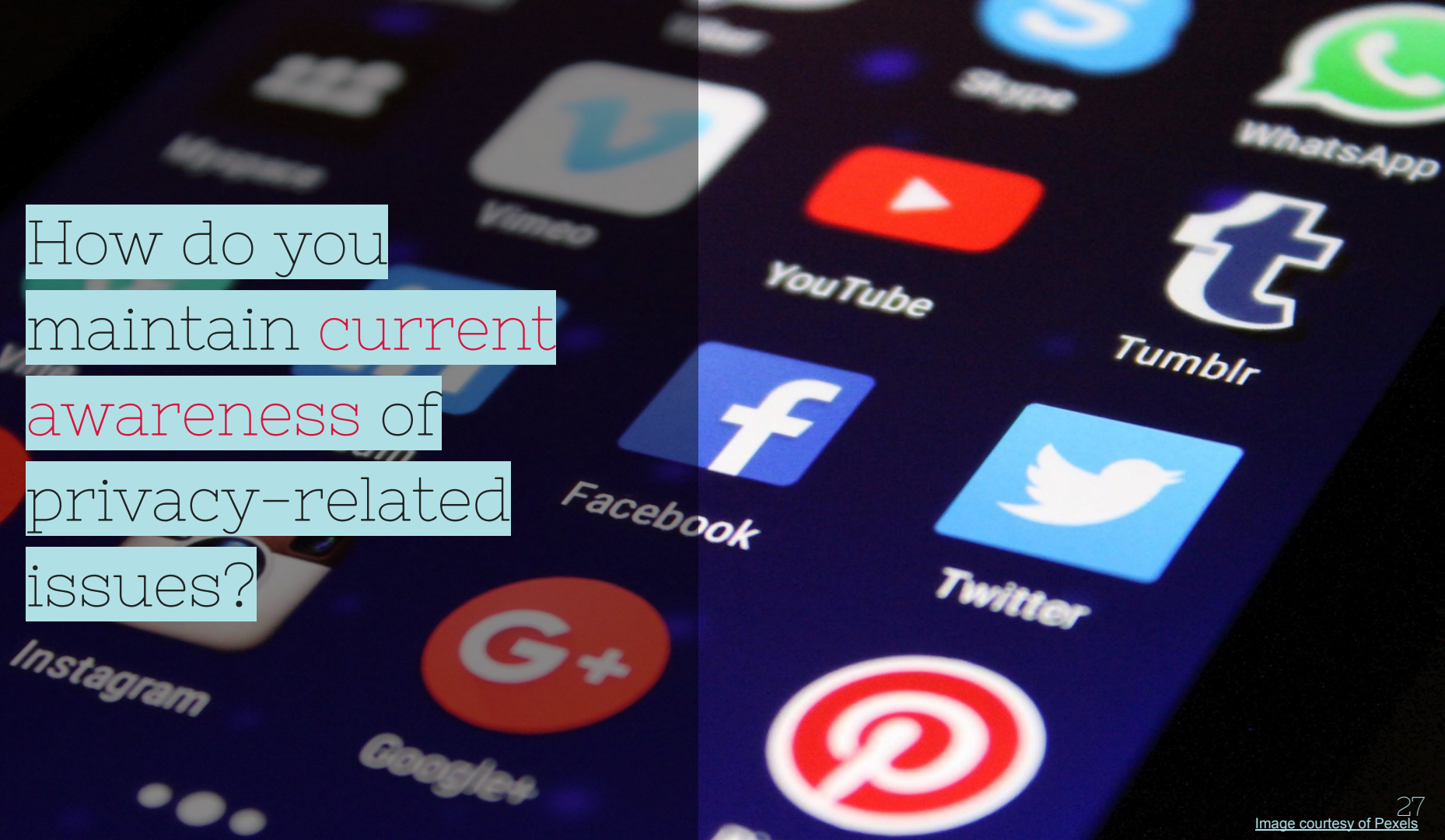
What has been the student response to privacy literacy instruction?

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What advice would you offer a librarian who is in the early stages of privacy literacy instruction?

How do you maintain current awareness of privacy-related issues?

How have current events (i.e. remote teaching & learning practices, contact tracing, protests, etc.) influenced or inspired your privacy literacy teaching approach?

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Where do you see privacy literacy instruction going next?
What is your sense of librarianship's handling of privacy literacy?

4. Participant Discussion

What opportunities for privacy literacy instruction do you see in your current IL program?

What barriers do you encounter in developing privacy literacy programming?

Is there interest in for privacy literacy instruction at your campus?

What support for privacy literacy do you wish you had?

Discussion Padlet

Recommended Readings

◎ Brandimarte, L., Acquisti, A., and Loewenstein, G. (2012) Misplaced confidences: Privacy and the control paradox. *Social Psychological and Personality Science 4*(3): 340-347. https://doi.org/10.1177/1948550612455931

◎ Hagendorff, T. (2018). Privacy literacy and its problems. *Journal of Information Ethics, 27*(2): 127-145. https://search.proquest.com/docview/2161594623?pq-origsite=gscholar&fromopenview=true

◎ Hartman-Caverly, S., & Chisholm, A. (2020). Privacy literacy instruction practices in academic libraries: Past, present, and possibilities. *IFLA Journal*. https://doi.org/10.1177%2F0340035220956804 [open access]

◎ Pick one of the following Data Doubles options:
  ○ Jones, K. M. L., Perry, M. R., Goben, A., Asher, A., Briney, K. A., Robertshaw, M. B., & Salo, D. (2019). In their own words: Student perspectives on privacy and library participation in learning analytics initiatives. In *Recasting the Narrative: The Proceedings of the Annual Meeting of the Association of College and Research Libraries*, Edited by Dawn M. Mueller, 262–74. http://www.ala.org/acrl/sites/ala.org.acrl/files/content/conferences/confsandpreconfs/2019/InTheirOwnWords.pdf
  ○ Salo, D., Perry, M. R., Briney, K. A., & Jones, K. L. M. (2020, July 27). Engaging student perspectives in library learning analytics [Webinar]. In *DLF Privacy and Ethics in Technology Working Group*. https://youtu.be/j7ovHs9uHwA

thanks!

ANY QUESTIONS?

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