

# Unpacking Perceptions of Data-Driven Inferences Underlying Online Targeting and Personalization

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## Overview

- People find targeting and personalization useful...
- ...but also creepy

- How does the *method of targeting* impact privacy attitudes?
- How do *particular inferences* and the *accuracy* of these inferences impact privacy attitudes?
- Our results can inform self-regulatory rules and best practices for transparency regarding data-driven targeting and personalization

### The Ultimate Parisian Guide To Paris

Forget the Eiffel Tower and the Champs-Élysées. Here's where Parisians actually go.

posted on Dec. 9, 2014, at 12:40 p.m.



Marie Telling  
BuzzFeed Staff



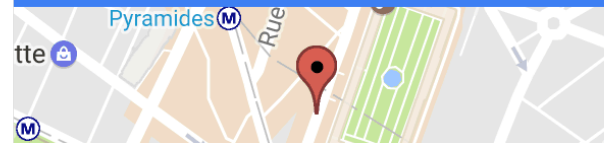
Anais Bordages  
En charge de la rubrique Buzz, France



### Market tour in Paris

Original Food Tours

Cheese, Bread, Wine and Chocolate Very tasty way to discover Paris



WEBSITE DIRECTIONS

## Targeting Mechanisms

- We conducted a 306-person MTurk study
- Each participant saw an ad and an explanation involving 1 of 10 targeting mechanisms

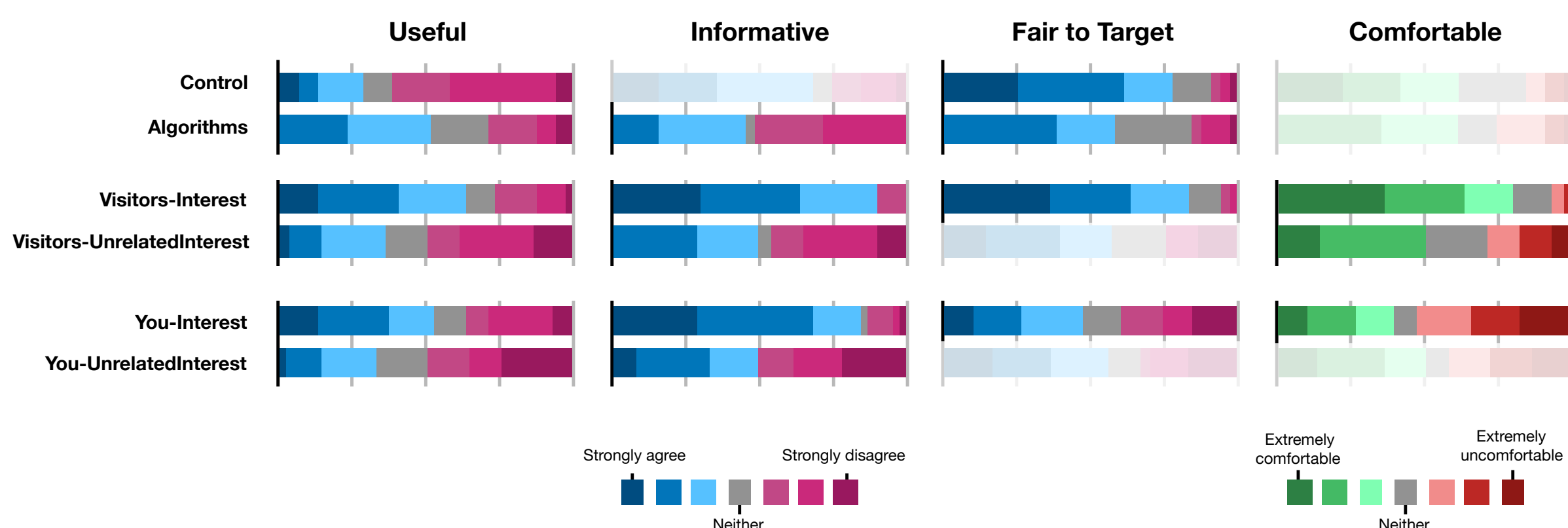


### You are seeing this ad because...

the advertiser has inferred from your online activity that you are likely interested in computers & electronics, and surprisingly thinks people interests in that are often interested in buying this product.

### You are seeing this ad because...

the advertiser's computer algorithms have determined this ad would be effective.



## Inference Sensitivity

- We conducted a 237-person MTurk study
- Each participant was asked about 10 of 160 possible Google ad-interest categories
- A binary model of sensitive and non-sensitive topics does not capture perceptions
- Accuracy of an inference is important

I would be comfortable with [person] knowing about my level of interest in [topic].

