



3- Day Virtual Event: UMD Launches the new Social Data Science Center

DAY 3

September 30, 2020 11:00 am - 12:00 pm
Social Data Science and Privacy & Perceptions

Privacy and Surveillance Challenges Across Work and Home Environments

Abstract: In this presentation, I'll briefly summarize some recent and upcoming studies looking at consumer's perceptions of privacy and surveillance risks when using technologies at home and work. My research team has studied how people value data being generated through fitness tracking devices, smart speakers, and mobile apps, finding that many risks are seen as distant and abstract while the benefits are tangible and immediate. Some features of these technologies may cross the line into creepy and invasive, although these features are becoming normalized over time. I'll conclude by describing a new study being conducted this fall about the privacy and surveillance implications of the pandemic, specifically looking at how workplace surveillance technologies are making their way into workers' homes.

Presented by:

Jessica Vitak

Associate Professor, College of Information Studies
Director, Center for the Advanced Study of Communities and Information (CASCI)
Associate Director, Human Computer Interaction Lab (HCIL)



**SOCIAL DATA
SCIENCE
CENTER**