

UNCOVERING PRIVACY NORMS IN  
MARGINALIZED COMMUNITIES

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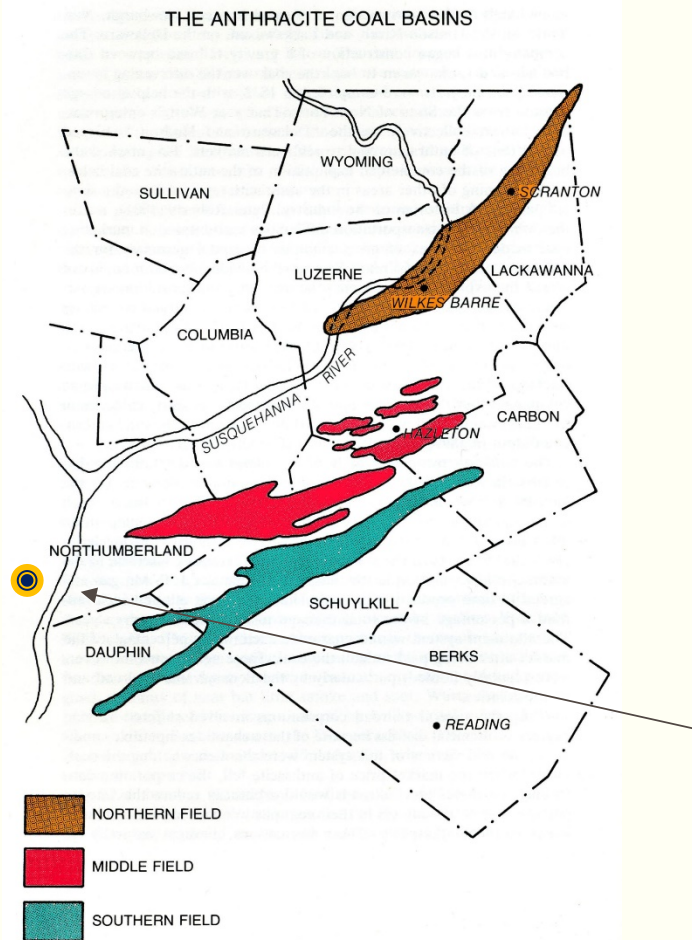
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# Why Rural Communities, and Why Pennsylvania?

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- The Impact of Privacy on Marginalized Communities
- Increasing Racial Diversity
- Disengagement
  - Civic Services
  - Health Services
  - Educational Services
- Economic Distress and Systemic Discrimination
- Disproportionately Victimized by Data Collection and Usage
- Bucknell University located in rural PA

All in all, these communities face a cycle of anxieties from being under constant surveillance, based in legitimate fears of real-world consequences.

# Understanding Technological Norms In Rural Communities

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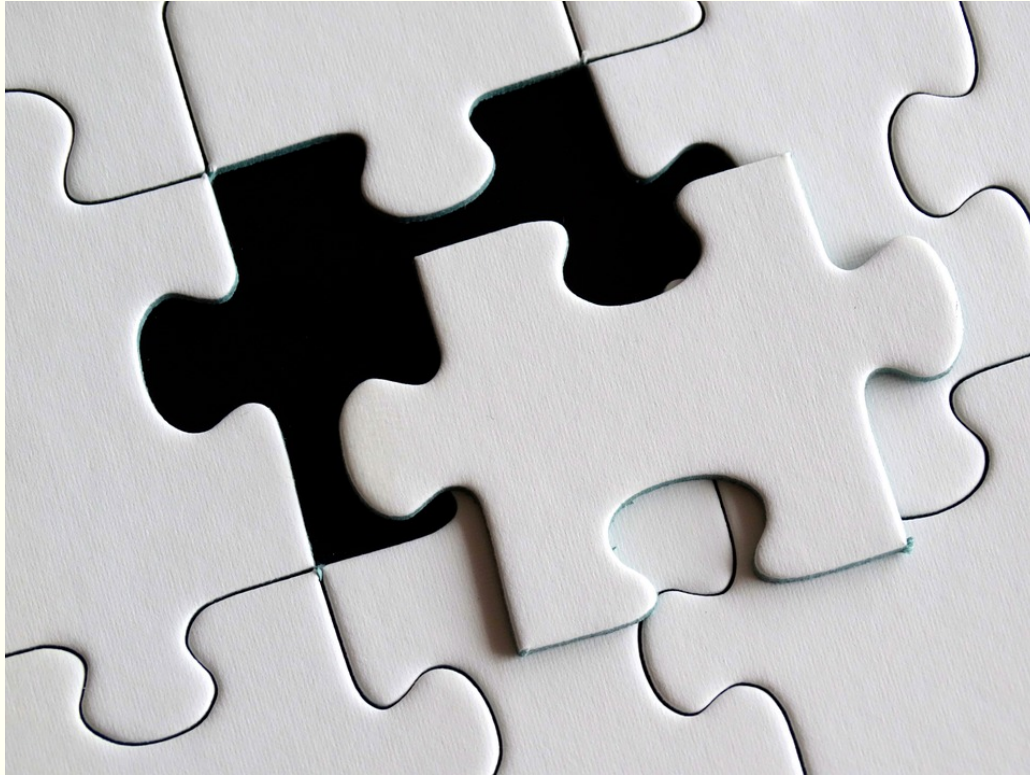
- What technologies do they encounter?
- What are their privacy needs and concerns?
- What do they know about privacy?
- What are their privacy-related values and experiences?

However, technology is only one piece of the puzzle in contextualizing the privacy experiences of rural communities.



# Understanding Community Norms in Rural Communities

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To understand the technological norms of rural communities, we need to understand the rural community context at large.

- Who is considered a part of the community?
- What do community members value in their relationships?
- What risks do they expect when sharing information in and outside their community?
- What benefits do they expect when sharing information in and outside their community?
- How does information spread in the community?
- Who do you trust with your information?

# Preliminary Thematic Analysis

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- Privacy is highly valued
- Lack of privacy self-efficacy and literacy
- Subjects were rarely apathetic toward privacy
- Apathy was only expressed over lack of agency
- Lack of trust in government, law enforcement, and local media



## Other Preliminary Findings

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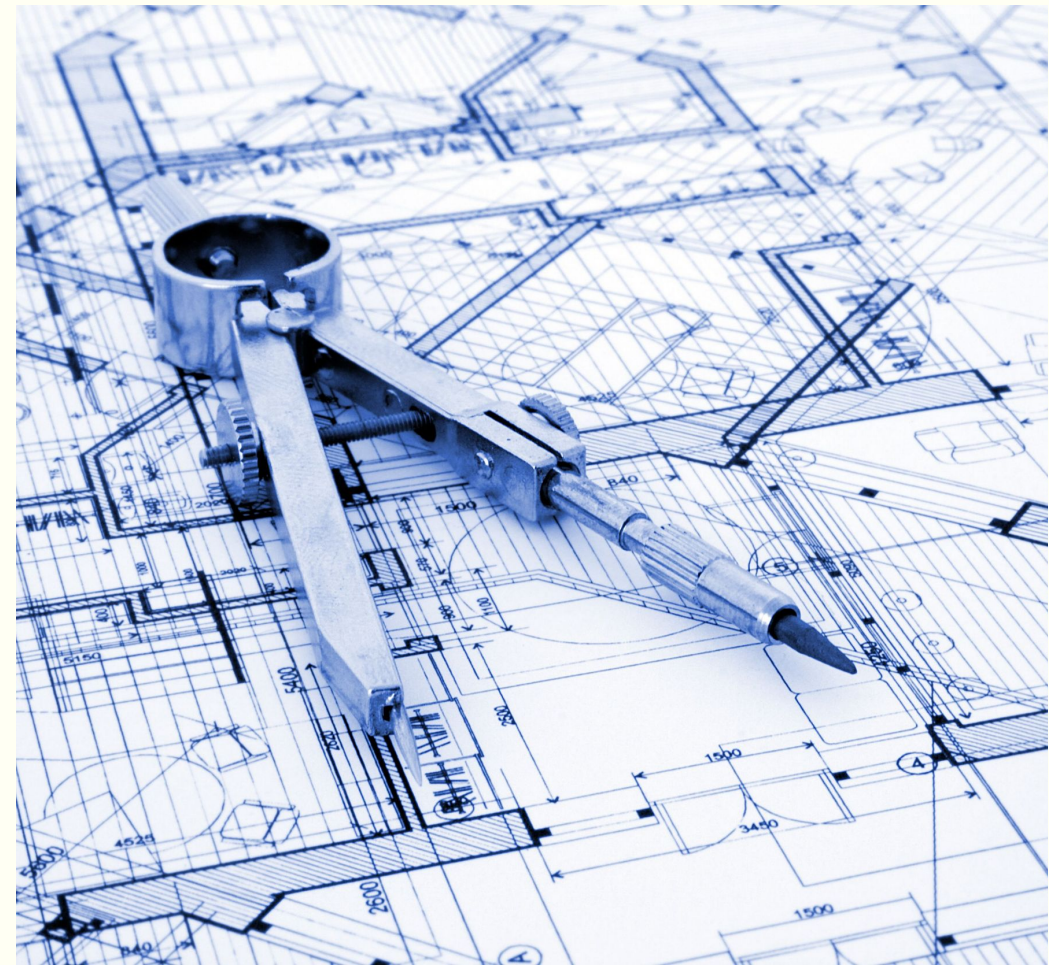


- Rumors and other community information spread extremely quickly
- Forced to share information to access services
- Tension surrounding demographic change
- Risks in using social media, difficulties disengaging from technology
- Trust in information sharing as a mutual transaction
- Interest in increasing privacy literacy, partially out of necessity
- Reluctant consent to information sharing

# Ongoing and Future Work

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- Line-by-line codification, thematic analysis
- Use codes and themes to evaluate appropriateness of information flows apropos identified norms
- Participants were adept at identifying bad flows when they understood the context and transmission principle
- Use resultant codes and experiences to co-design educational materials for these communities
- Re-evaluate the privacy norms, values, and experiences of rural communities after exposing them to these materials
- Develop a participatory design framework of information flows





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# THANK YOU FOR LISTENING!

Feel free to ask any questions, and I'll answer them to the best of my ability.

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