

THE FUTURE OF PRIVACY IN EXTENDED REALITY

PROJECT TEAM:

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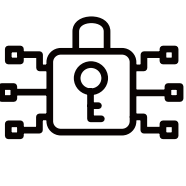

PROJECT TYPE:

Interdisciplinary Project

FUNDED BY:



KEYWORDS

-  Extended reality
-  Data Privacy
-  Cybersecurity
-  User Research
-  UX Design

PRIVACY IN IMMERSIVE EXTENDED REALITY: EXPLORING USER PERCEPTIONS, CONCERNS, AND COPING STRATEGIES

Virtual, augmented, and mixed reality (aka extended reality [XR]), present unique challenges for users who want to protect their privacy. There are many opportunities for the extraction of personal and potentially private user data for advertising purposes or unethical user surveillance.

Hadan and her team combined their expertise in security informatics, gamification, and human-computer interaction to investigate privacy issues in XR including design that is deceptive or unethical.

The interdisciplinary research team uncovered the fundamental lack of understanding that XR users have regarding how XR technology works and what data the devices can collect. Many of the study participants did not understand that XR sensors can capture very granular and invasive user data, including a user's physical and emotional responses.

The team concluded that improving understanding of threats to data privacy in XR is vital. Social interactions in XR are still in their infancy which allows researchers like Hadan to proactively develop solutions to protect privacy and improve users' understanding of the data privacy threats in XR.

INTERESTING FACT:

The study designed for this project included 464 XR users.