

Poking at the Cloud: Identifying Factors Behind Selective Cloud Uploading

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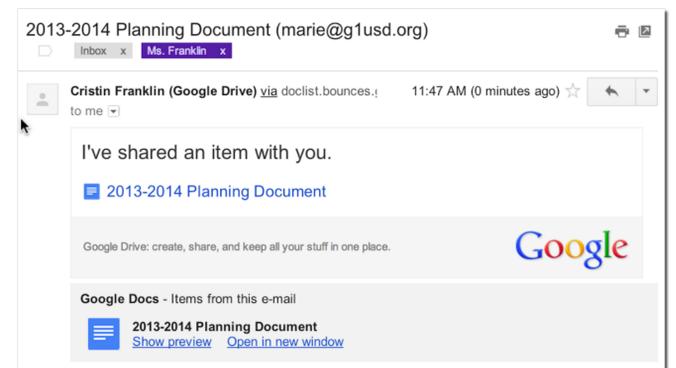
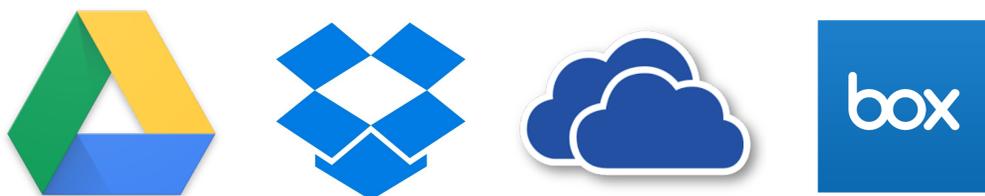
Background

Cloud storage users do not think the cloud is fully secure or private

Q: But if they do not think it is secure, why do they use it?

A: Users report managing privacy and security by choosing what they do or do not put on the cloud.

But, privacy/security decision may actually be many decisions!



Research Questions and Desired Outcomes

Research Questions

How do users determine when and how to put information in the cloud?

Do users' projections of a cloud platforms' agency and interests inform uploading and sharing decisions?

What social and/or organizational factors influence uploading and sharing decisions, and how?

Long-Term Goals

Better motivate privacy and security advice for cloud users

Create contextually aware privacy/security options for cloud storage and sharing

Identify how organizations can drive individual users' security practices

Methodology and Preliminary Findings

Semi-Structured Interview

- Do you use Dropbox, Google Drive...?
- Subjects look at their files
- How many of your files in Google Drive are shared?
- Could you talk about how you would share financial data? Your diary? Passwords?
- Are there any files you have in the cloud that you would be worried if unauthorized people were able to access?

Limitations

- Hypothetical response may not relate to actual behavior
- Social pressure may affect sharing behavior

Cloud Usage

- Security not an issue to many ("My files are boring")
- Yet... multiple (non-security) reasons for not using cloud storage
- Social or organizational reasons main factor behind storage platform choice

Sharing

- Sharing/privacy tradeoff not common formulation (email often a preferred alternative method for sharing sensitive information)



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