

THE PROBLEMATIC PHENOMENON

Most people would agree that one should not give away or even sell the belongings of others. Doing so is morally and legally wrong. Yet, people regularly give away others data. They post pictures of others on social media, agree to an app accessing their address book, and even agree to the tracking of mobile conversations that may potentially contain intimate secrets of a friend.

THE PUZZLING QUESTION

Why is it that when it comes to data the rules of mine and yours no longer seem to apply? Why is it that when it comes to data we do what we would consider a morally questionable act with any other type of good? Why does people's digital behavior disrespect even close other's data claims?

THE COMPLEX ANSWER

The A-Z of why people share the data of others

Sharer issues

A LACKING AWARENESS OF GIVING THINGS AWAY

B ATTRIBUTING OWNERSHIP TO SELF

C EGOISM: I just really want to have that app

D (S)HE DOESN'T CARE

E (S)HE WILL BENEFIT in some way

F data of others has NO VALUE anyway

G CONTAINER EFFECT: it is on MY phone

H TRUST IN THIRD PARTIES

I „ guns don't kill people“

J ASKING EMPOWERS they wouldn't ask if I shouldn't

K I get an app for free, I am OBLIGED

Absent owner's issues

Data issues

Receiver issues

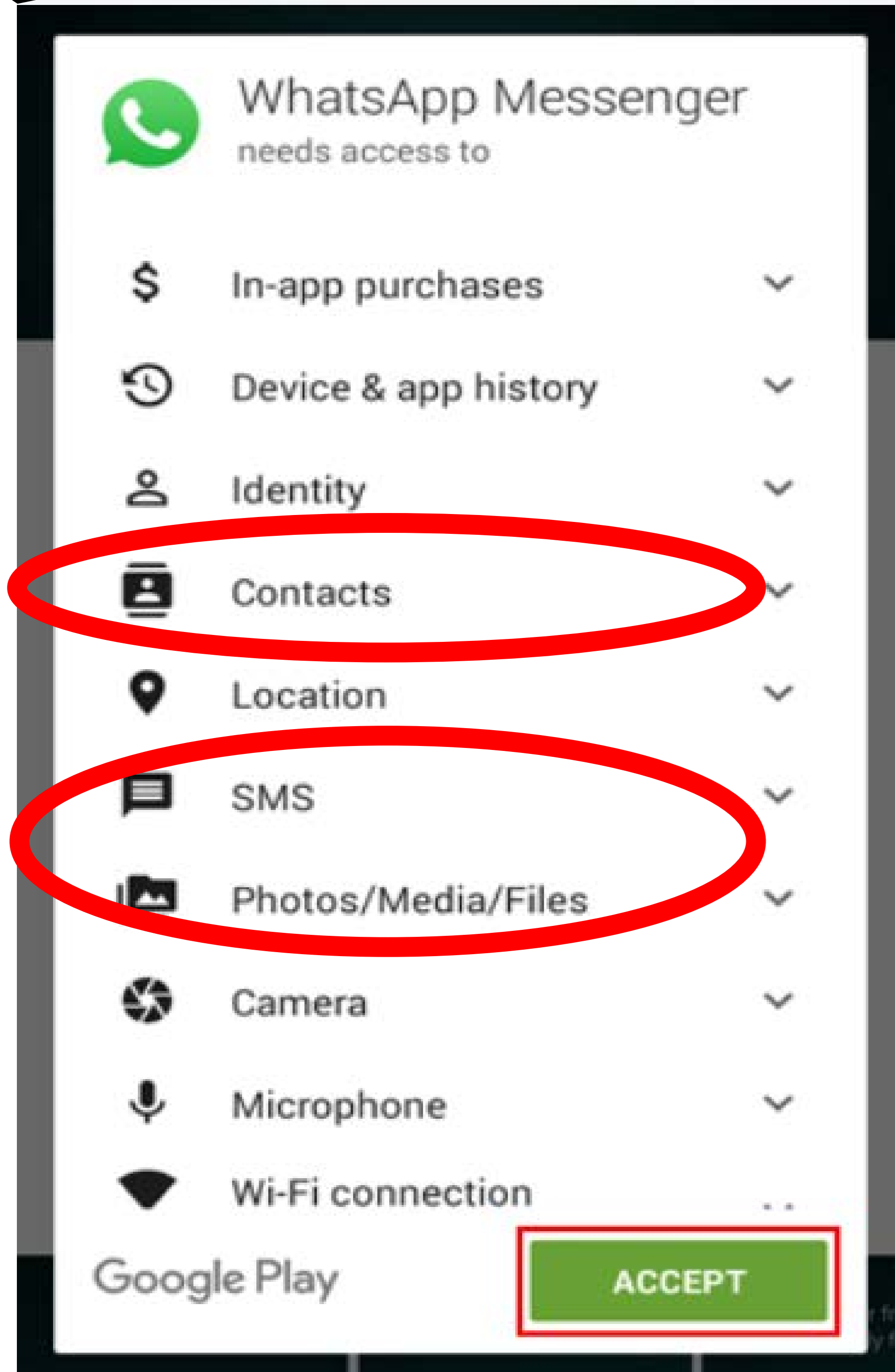
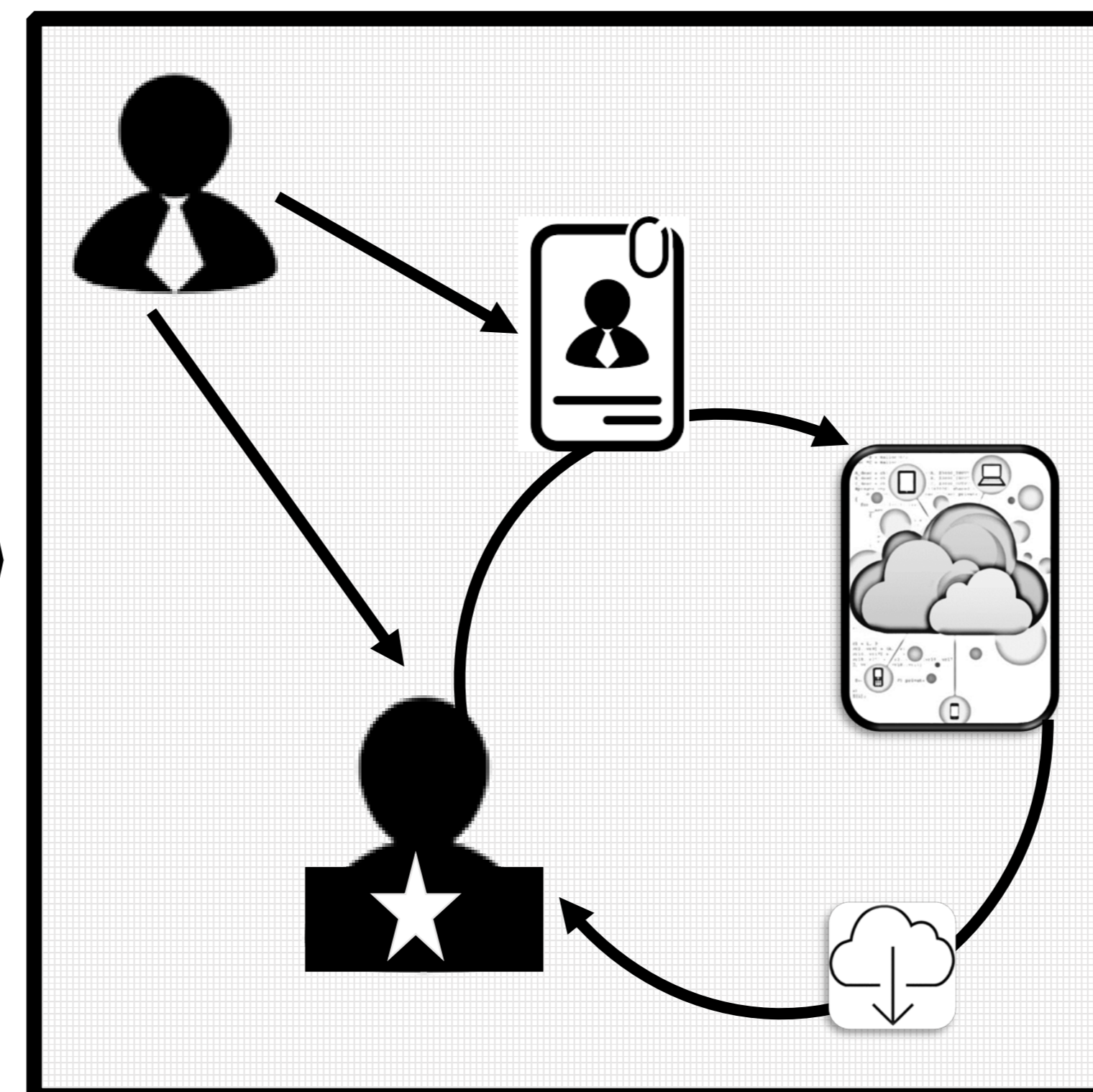
Transaction issues

THE WAY TO THE ANSWER

We focus on a fundamental aspect governing the way people handle goods and their dissemination:

the PERCEPTION AND ATTRIBUTION OF OWNERSHIP.

We dissect the problem into its actors and constituents and identify reasons for disrespecting the ownership of others.



SO FAR: CONCLUSION

NEXT: IDENTIFY SOLUTION(S)

COMING UP - A TESTED SOLUTION

Several issues with perception and attribution of data ownership

Step 1: find out what matters most; sequentialize and prioritize

Step 2: devise and test interventions

e.g. for (A) 3 group design: POP UP before clicking ACCEPT: 'You are about to give away the data of others?' VS 'Do you have permission to give away all these data?' VS NO POP UP as control.