

# Influencing Photo-sharing Behavior on Social Media to Reduce Privacy Risks

Rakibul Hasan

Indiana University Bloomington



<https://rakib062.github.io>



[rakhasan@iu.edu](mailto:rakhasan@iu.edu)

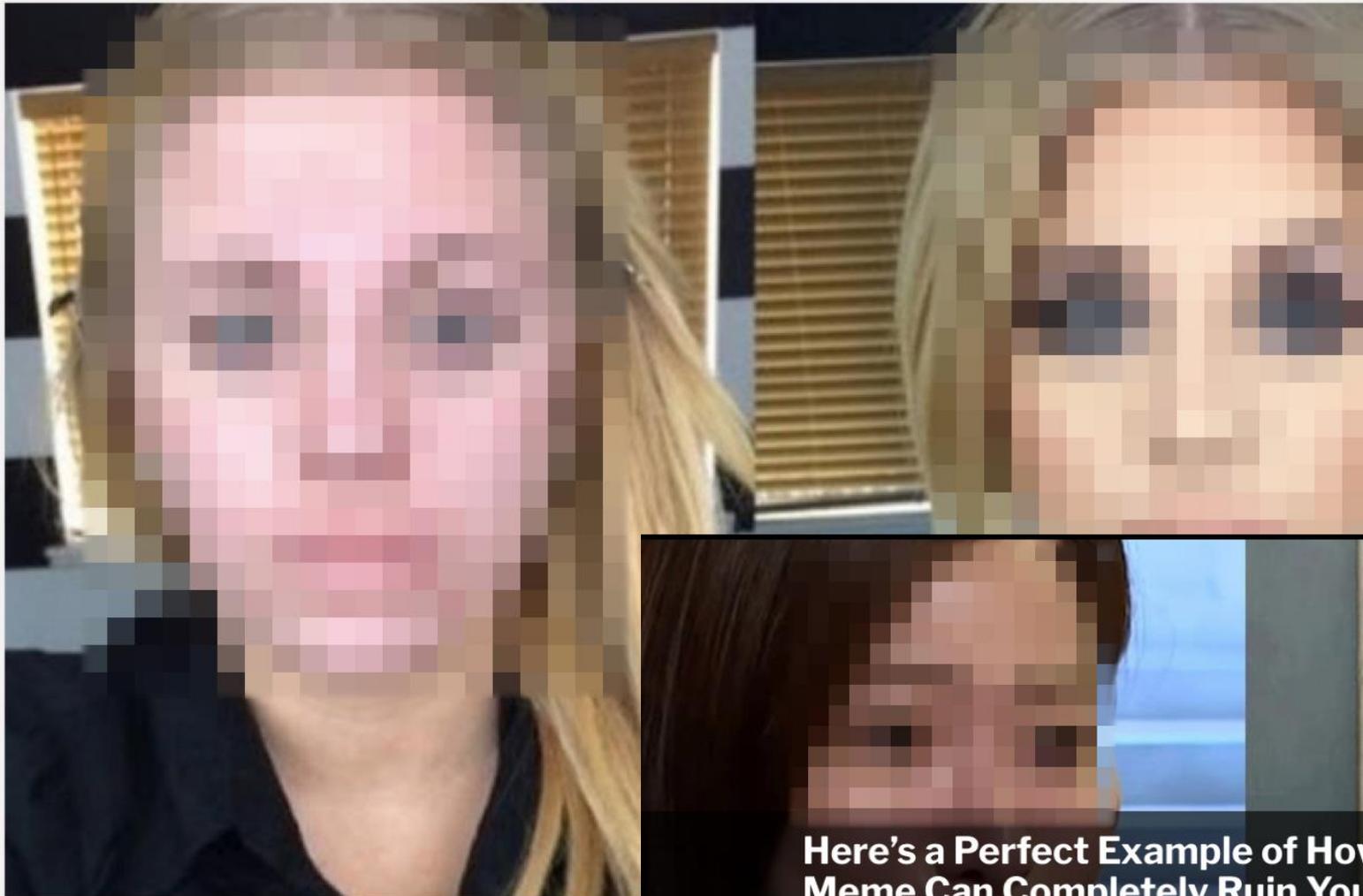


[@rakib062](https://twitter.com/rakib062)

# MEMES THAT DESTROYED LIVES

Meet the People Whose Lives Have Been Destroyed by Memes

Posted by [cInAdrian](#) in [Internet, Media & Arts](#) with [14 Comments](#)



**Here's a Perfect Example of How Becoming a Meme Can Completely Ruin Your Life**

 Justin Gardner

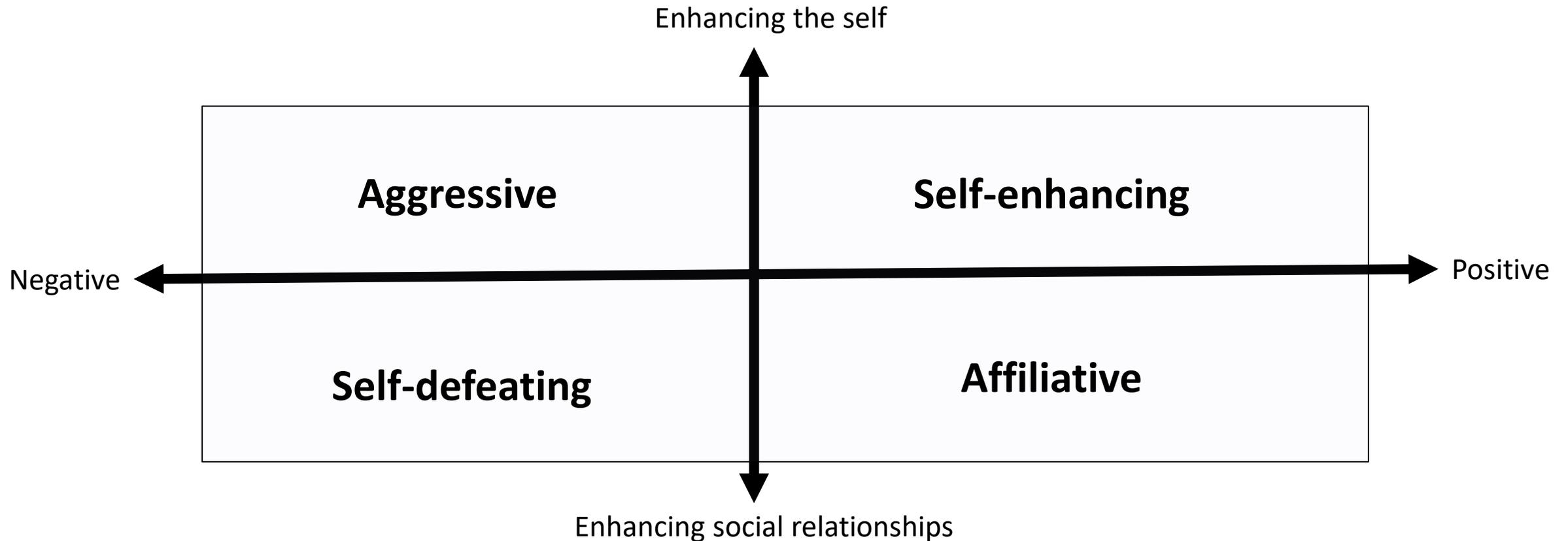
BY **SHANE LARKIN** / JAN. 17, 2018 11:02 EDT / UPDATED: NOV. 7

BBC/Public Domain

Can behavioral interventions make people more respectful of others' privacy and discourage sharing of such photos?

Mary J Amon, **Rakibul Hasan** et al. Influencing Photo Sharing Decisions on Social Media: A Case of Paradoxical Findings. S&P (Oakland) 2020.

# Individual humor style



Martin et al. Individual differences in uses of humor and their relation to psychological well-being: Development of the Humor Styles Questionnaire (2003)

How individual humor style dictates meme-sharing behaviors?

Do people with different humor styles react differently to behavioral interventions?

# Current study method

This is Mario after doing 2 joints of marijuana. Still think doing drugs is cool?



Meme with negative valence



Meme with positive valence

# Two experimental conditions

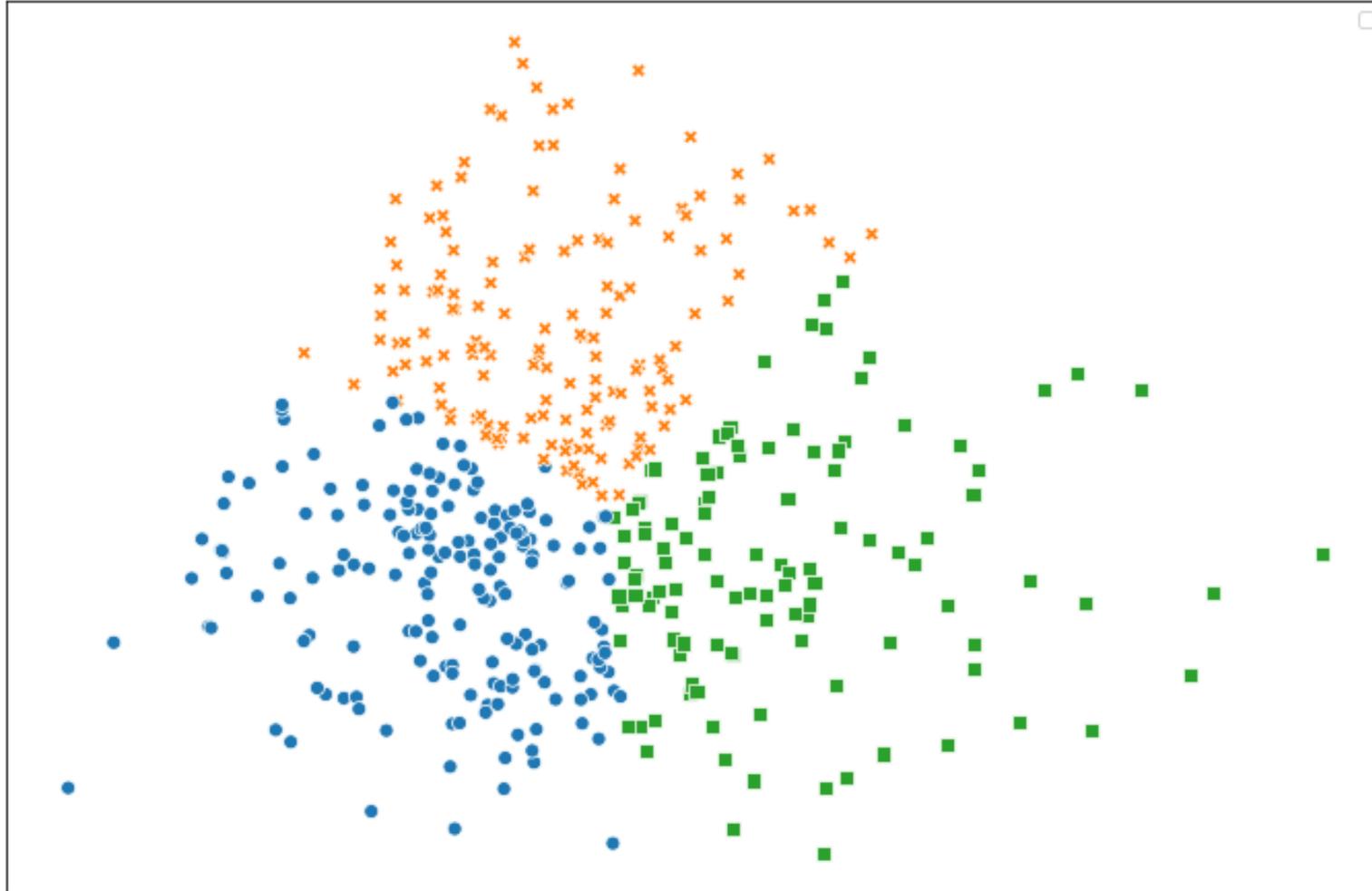
## **Control condition**

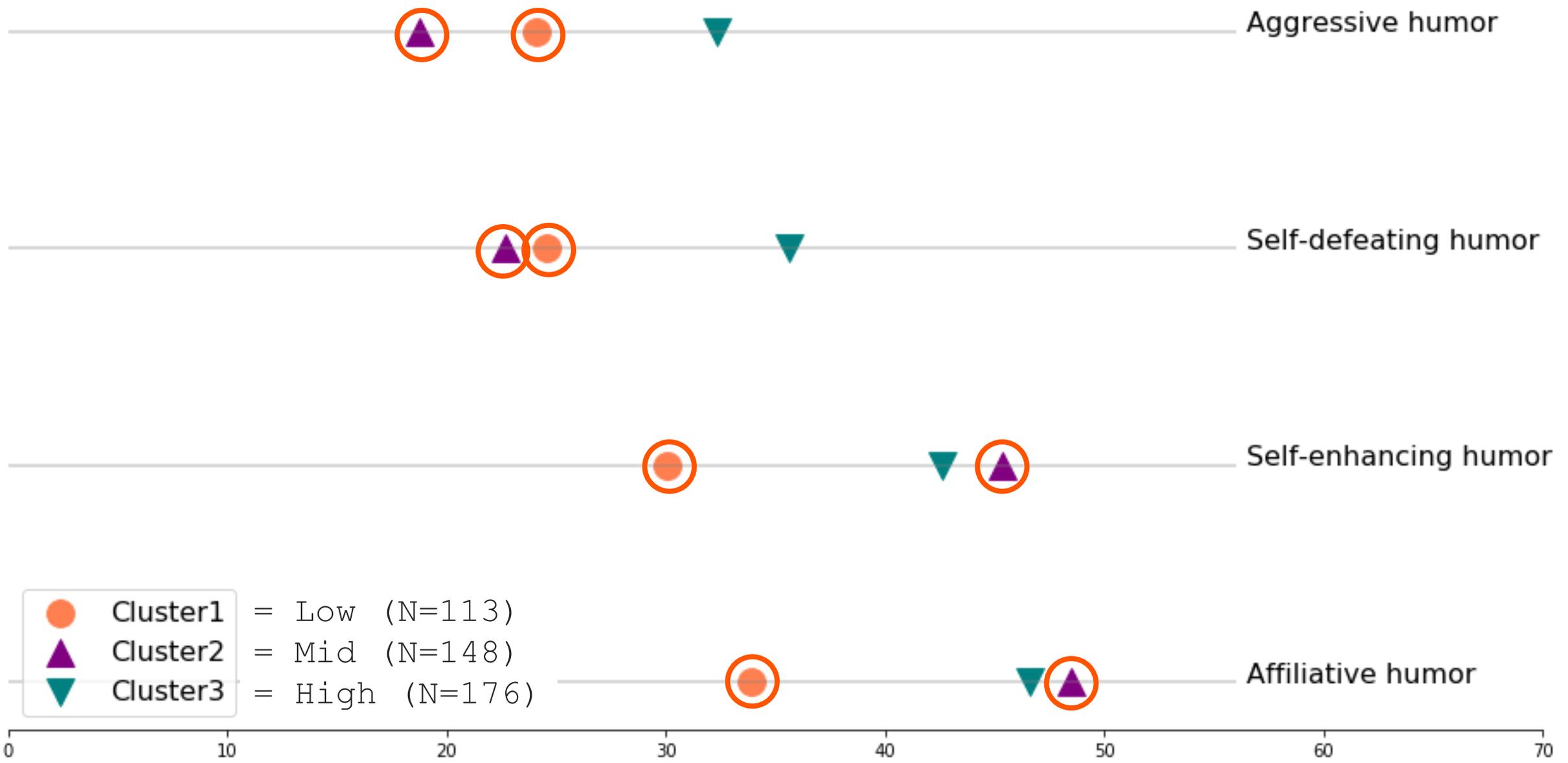
How likely are you to share this photo on social media?

## **Privacy Perspective (PP) condition**

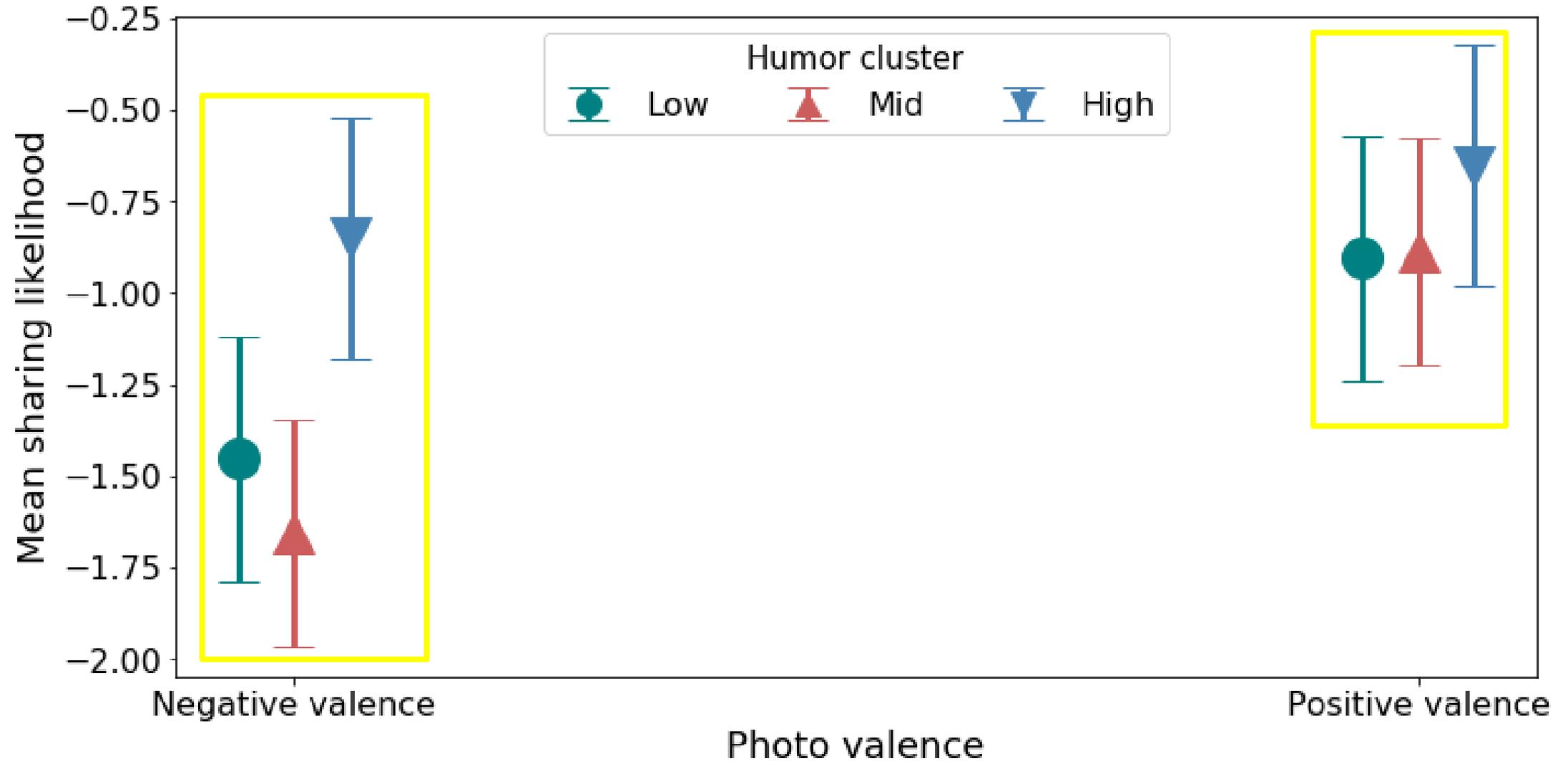
Taking into account the privacy of the person in the photo, how likely are you to share this photo on social media?

# Participants were clustered based on humor styles

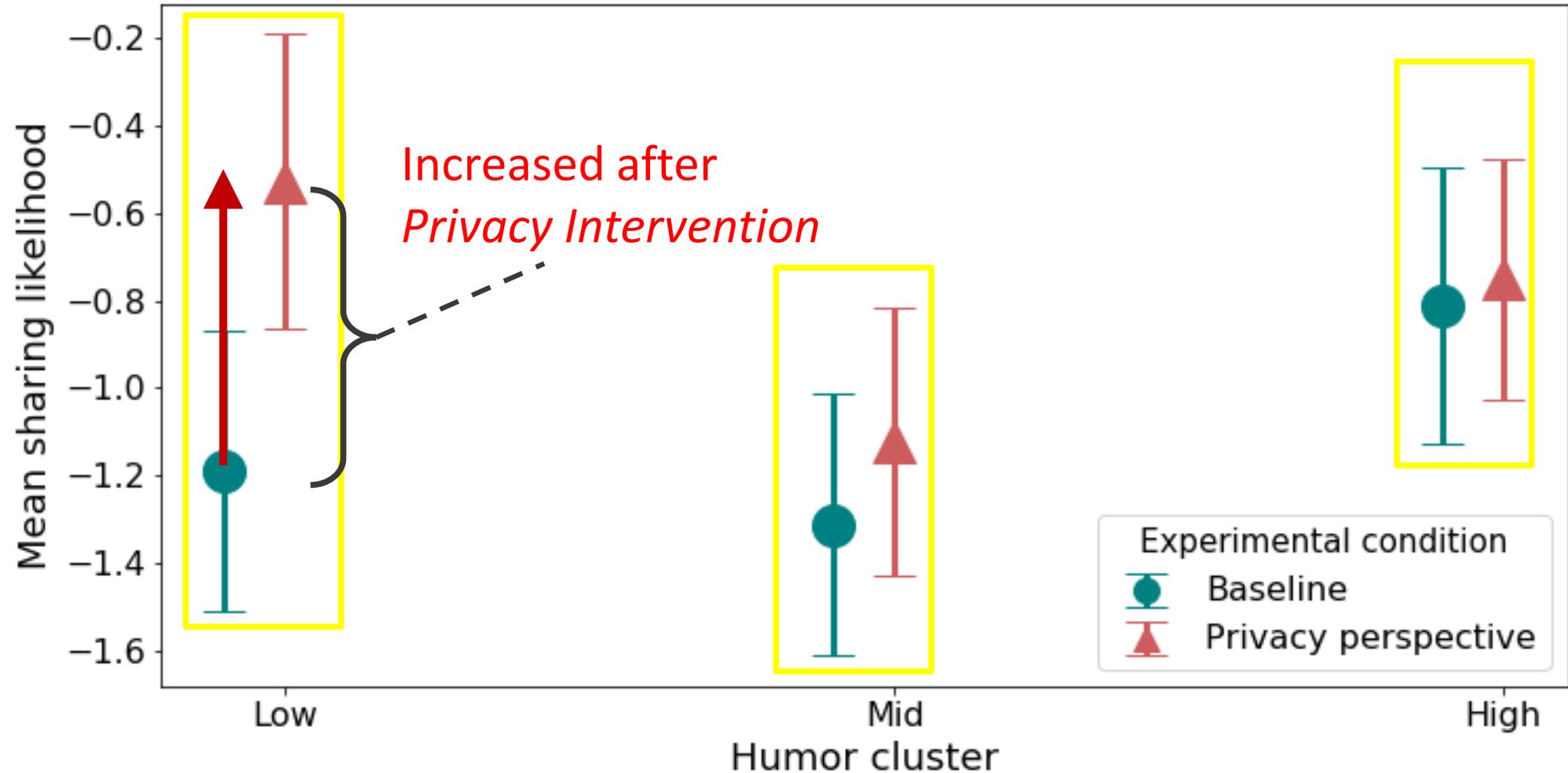




# How photo sharing behavior differs as a function of humor style?



# Do people with different humor style react differently to behavioral interventions?



# Summary

Individual **humor style** has significant effects on photo-sharing decisions and how people react to behavioral interventions.

# THANK YOU

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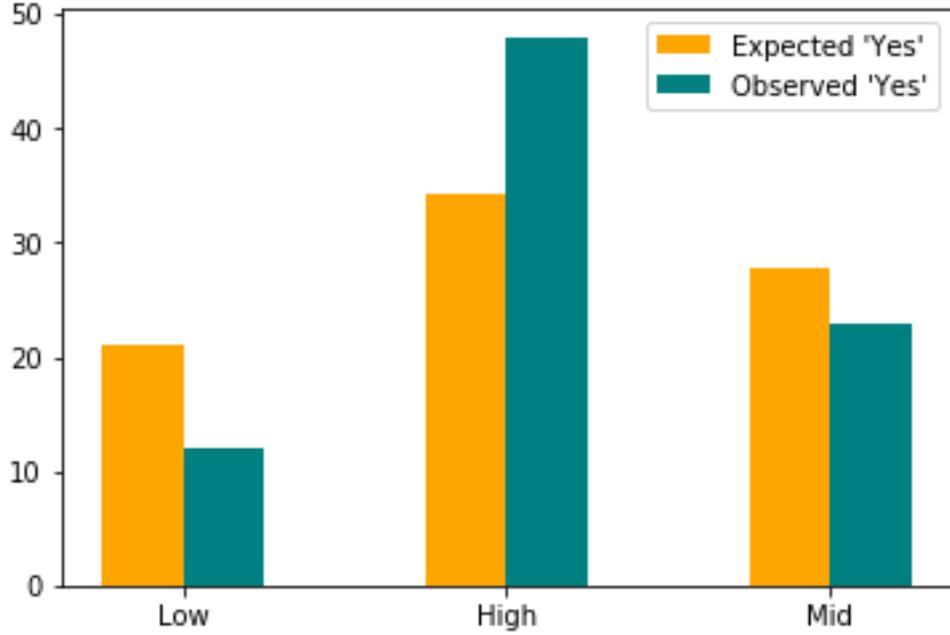


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@rakib062

Have posted embarrassing photos of strangers?



Have posted photos that violated strangers' privacy?

