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

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MEMES THAT DESTROYED LIVES

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

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

Individual humor style

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

LOSES WIFE TO CANCER

QUITS HOLLYWOOD TO RAISE HIS CHILDREN

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
Low (N=113) = Cluster 1
Mid (N=148) = Cluster 2
High (N=176) = Cluster 3

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How photo sharing behavior differs as a function of humor style?
Do people with different humor style react differently to behavioral interventions?

Increased after *Privacy Intervention*
Summary

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

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Have posted embarrassing photos of strangers?

Have posted photos that violated strangers’ privacy?