

Out of Their Control: Investigating Privacy Attitudes and Behaviors Among Tinder Users

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BACKGROUND:

- Online dating is common way for individuals to meet romantic partners or find new friends
- Despite its benefits, online dating presents inherent privacy risks due to necessary information disclosure
- Dating services may utilize data for advertising or other non-essential purposes that users may not expect

RESEARCH QUESTIONS

1. What data do participants share on Tinder and why?
2. What privacy concerns do participants have in the context of Tinder? How do participants address these concerns?
3. Do participants feel more concern about institutional privacy or interpersonal/social privacy risks in the context of Tinder?

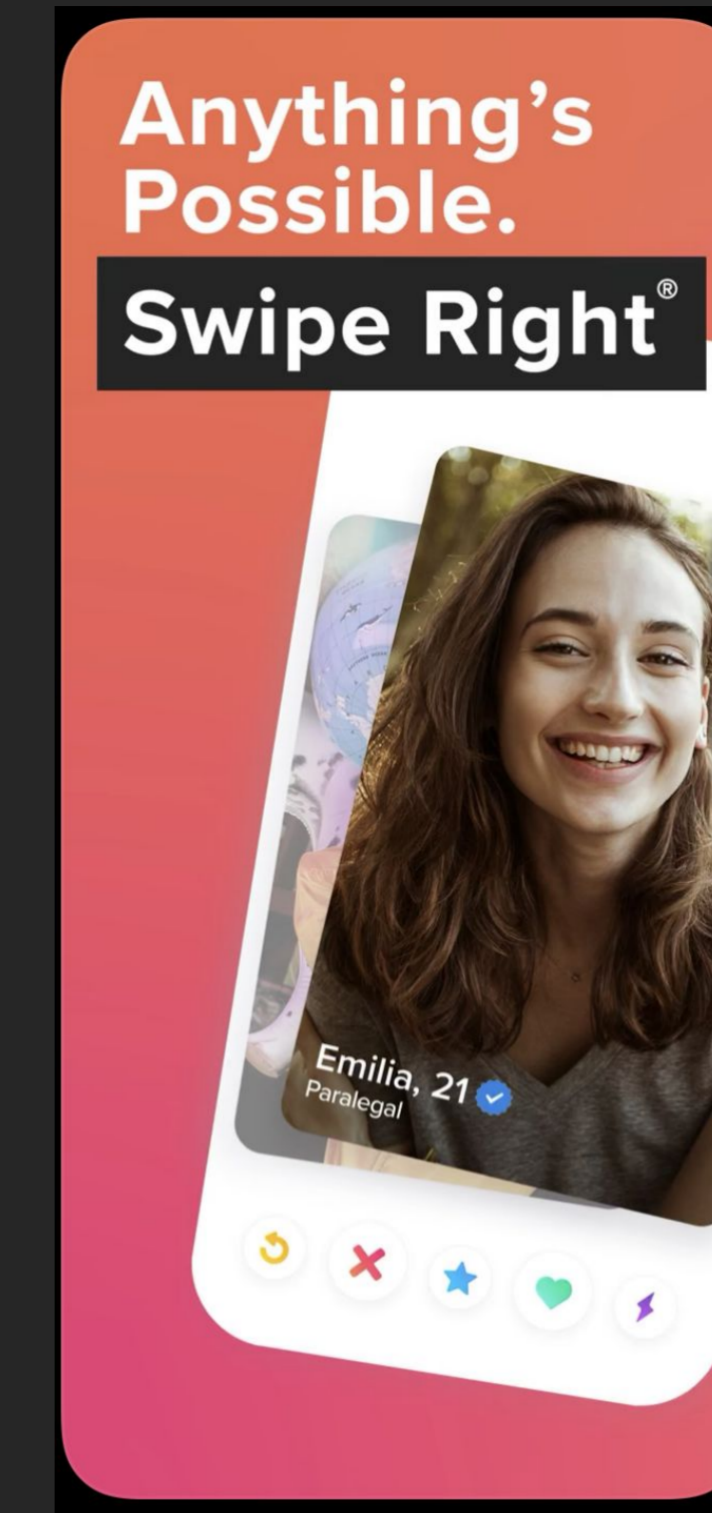
METHODS

- 11 semi-structured interviews
- Participants recruited via Craigslist postings
- All interviews conducted on Zoom
- Participants compensated \$15
- Asked about general practices and specific privacy related scenarios
- Data analyzed using inductive coding

Participants expressed
resignation towards
violations of their privacy
on Tinder.

“there's not much you can do about [data sales]. Because obviously, when you sign the consent, you sign it to you send it to Tinder.”

Some participants engaged in privacy
“self-help” strategies such as limiting
information sharing and altering location
radius.



RQ1: DATA SHARING

- Participants most often reported sharing pictures and information about their interests or hobbies on their profiles (seven participants)
- In describing their motivations for designing their profiles, most participants emphasized their attractiveness to others
- Only five interviewees mentioned privacy as a factor in developing their profile

RQ2: PRIVACY CONCERN

- Six participants expressed (mostly vague) privacy concerns related to Tinder before we asked about specific scenarios
- Of the specific scenarios we presented, participants most concerned about "Non-Tinder dating websites purchasing profile information from Tinder"
- Most participants did not discuss any privacy protecting behavior on Tinder
- For participants mentioned limiting what information they share

RQ3: INSTITUTIONAL VS SOCIAL PRIVACY CONCERN

- Participants expressed resignation towards both institutional and social privacy-related scenarios, suggesting that they feel a lack of control
- Participants valued consent to sharing across both types of scenarios
- Social privacy concerns, such as co-workers or future employers viewing a profile, seem to predominantly cause concern due to fear of subsequent social repercussions
- Participants concerned about institutional privacy invasions but didn't identify specific harms