BACKGROUND INFORMATION

GOALS
- Recommend future research
- Revise the Privacy Taxonomy
- Outline popular themes that arise across scenarios.
- Recommend other topics to different fields.

THE PRIVACY TAXONOMY
There are many ways to think about privacy. The following outline was developed by Rueben and Smart.

- Informational
  - Invasion
  - Collection
  - Processing
  - Dissemination
- Physical
  - Personal Space
  - Territoriality
  - Intrusion
  - Obstruction
  - Contamination
- Modesty
- Psychological
  - Interrogation
  - Psychological distance
- Social
  - Association
  - Crowding/Isolation
  - Public Gaze
  - Solitude
  - Intimacy
  - Anonymity
- Reserve

We used the taxonomy to help participants brainstorm and took note of more popular topics as well as new topics to add. Think about it as Gen 1 of the Privacy Taxonomy. Using the input from the groups, we will compose Gen 2.

PRIVACY AND TELEPRESENCE FOCUS GROUPS

What do non-scientists think?

Margaret Krupp ², Matthew Rueben ¹, Cindy Grimm ¹, Bill Smart ¹, and Frank Bernieri ¹
¹ Oregon State University | ² Indiana University Bloomington

WHY FOCUS GROUPS?
Focus groups are a simple way to engage with people who would ordinarily not be part of the research process. It is an informal way to gather more diverse input. Focus groups can clarify more nebulous and emotional concepts (like privacy concerns) and contribute to a more thorough understanding of issues in Human-Robot Interaction.

APPROACH
Thus far, researchers have been understanding privacy mainly through other academic work. Work has been done to gather input from the general population (Lee, et al. 2011, Beer & Takayama 2011, Caine et al. 2012, and Lee & Takayama 2011). However, this work focuses on individual interviews, very specific situations, and experimental approaches which depend on operational definitions and behavioral observation. This study provides some background to HRI privacy research, focuses on broader topics that can inform further research, and seeks to gain insight from the general population.

REFERENCES

ACKNOWLEDGEMENTS
Thank you to the National Science Foundation for funding this research through their REU Program. Thank you also to Oregon State University and the Personal Robotics lab for being so welcoming.

ANALYSIS
In order to systematically extract the useful input from each of our focus groups, we transcribed them entirely. This allows us to focus only on the most useful ideas and avoid tangents.

We are coding the transcripts for topics that speak to our main goals (listed earlier) using MAXQDA.

Additionally, we are noting each time a participant speaks to the privacy taxonomy to gauge how relevant it is to their understanding of privacy.

NEXT STEPS
• Outline the most common themes.
• Compose Gen. 2 of the Privacy Taxonomy
• Add what is missing
• Closely examine the topics that participants ignored
• Adjust categories
• Use discussion topics to brainstorm possible research directions.

WHY FOCUS GROUPS?
Focus groups are a simple way to engage with people who would ordinarily not be part of the research process. It is an informal way to gather more diverse input. Focus groups can clarify more nebulous and emotional concepts (like privacy concerns) and contribute to a more thorough understanding of issues in Human-Robot Interaction.

APPROACH
Thus far, researchers have been understanding privacy mainly through other academic work. Work has been done to gather input from the general population (Lee, et al. 2011, Beer & Takayama 2011, Caine et al. 2012, and Lee & Takayama 2011). However, this work focuses on individual interviews, very specific situations, and experimental approaches which depend on operational definitions and behavioral observation. This study provides some background to HRI privacy research, focuses on broader topics that can inform further research, and seeks to gain insight from the general population.