

# Introduction to VOME

- **Visualisation and Other Methods of Expression**
- **Privacy project – 3 Years**
- **Funded by TSB, EPSRC, ESRC**
- **Social, community-based research**

<http://www.VOME.org.uk>



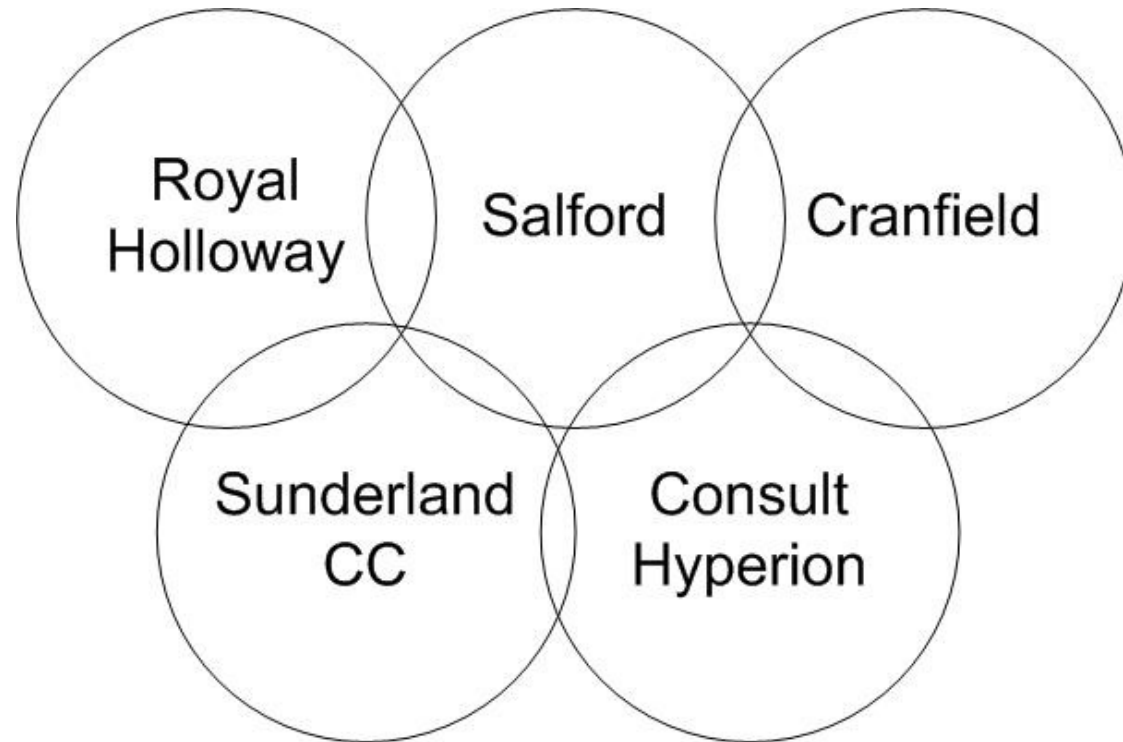
# VOME Overview

- **Privacy and Ways of Giving Consent**
- **Measure for online risks, as carbon-footprinting gives a measure for environmental impact**
- **Contexts:**
  - **Social**
  - **Commercial**

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# VOME Partners



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# Research Approach

- **Complex Process – enabling Service Users and Service Providers to negotiate privacy and educate one another**
- **Multiple Perspectives**
  - Service User
  - Service Provider
  - Technology Provider
- **Multiple Research Methods**

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# VOME Survey

- **In Partnership with UK Online**
- **Who? What? Where? When? How?**
- **1000+ responses**
- **Quality data**
- **Interesting demographic distinctions**
- **Detailed analysis ongoing**

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# Survey Findings - Overview

- **27% very concerned about privacy**
- **Only 2% claiming to be unconcerned**
- **Majority – privacy pragmatists between these two extremes**
- **Longer term internet users show lower levels of concern**

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# Survey Findings - Gender

- **Men more involved in online entertainment**
  - Use less restrictive security settings than women
  - Clear their browser history more often
- **Women put a higher priority on controlling collection of personal data but**
  - More likely to use a single password on all sites
  - Less likely to use fake credentials online

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# Survey Findings – For Investigation

- **Relationship between education and trust**
  - Higher levels of education, related to higher levels of trust
- **Influence of income**
  - Substantial collection of statistics, but no cohesive picture
- **Small sample - ethnicity may play a part**
  - Both the type and degree of concern
  - Desire for personalisation

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# VOME in Sunderland - Community

- **Ongoing contact with diverse user groups**
- **Community engagement networks using wide range of on-line collaboration tools**
- **Multiple new service initiatives**
- **Community and Service Provider perspectives**

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# Sunderland Community Groups

- **Focus Groups**
  - Retired People
  - Youth Groups
  - Technology in the Community Groups
- **Explore ‘why’ people make choices**
  - Individual stories
  - Multiple perspectives

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# Festival of Social Science

- **Live performance – exploring identity**
- **Multimedia activities**
  - **Pitfalls of social networking**
- **Interactive games**
  - **Identity bingo**
  - **Madlib**

**Using SCC's Digital Challenge Engagement Toolkit**

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# Come and join us!

- **Community Event – Sunderland**
- **Capacity for 150 people**
- **13 March 2010**
- **Free to attend**
- **Funded by ESRC**

**Please join our mailing list for updates.**

<http://www.VOME.org.uk>



# Thank You

Please contact us at <http://www.vome.org.uk>  
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