



Call for papers

SCP has awarded a grant for a conference on the consumer psychology of privacy

Where Sensemakers meet Changemakers: Accelerating privacy scholarship and privacy stewardship



David Evans Ph.D.

Director of Market Research

Conference co-chair

Microsoft



Mathew Isaac Ph.D.

Chair of Marketing Department, Professor of Marketing

Conference co-chair

Seattle University



Ekin Yasin Ph.D.

Director of the Communication Leadership Program

Conference co-chair

University of Washington

October 22-23, 2026 Seattle, Washington

Conference goal:
How do we talk about **privacy
in a way that resonates
with people?**

Privacy is foundational to how today's companies build the products and services that customers use every day. Policy and technical experts have shaped this innovation with rich debate.

But the marketers, brand strategists, and designers entering the conversation find that how we talk about privacy with users and customers remains complex.

This conference will bring together **scholarly Sensemakers** and **technology Changemakers** to better understand the consumer psychology of privacy. We will accelerate through the myths and lay debates to advance both privacy scholarship & privacy stewardship.

The more we understand about privacy psychology, the better we will be able to deliver on this fundamental human right.




History of academic partnership on the study of privacy psychology



Executive forewords and amplification

<https://aka.ms/privacyneedsresearch>

[link](#)



From privacy vulnerability to privacy resilience

Why companies are concerned about data protection and security in the age of AI. August 2022


Julie Brill / CPO and Corporate President for Global Privacy and Regulatory Affairs at Microsoft

We are in an era of accelerated digital transformation and rapid advancement in technology. We are sharing details that have never before and while it has significant implications for day-to-day tasks, it has also increased the consideration for organizations across the globe. Countries are passing comprehensive privacy requirements within the next two years, 53% of organizations will have GDPR-like regulations in place. Increasing complexities and a rapidly changing regulatory landscape, organizations must ensure privacy remains central to their business.

This means that we as business and security professionals must be focused on building and preserving the timeless value of privacy. Privacy is not just a social value to be achieved, but also a right, with significant ramifications.

At Microsoft, our mission is to help every person and every organization to achieve more. With this privacy research, we launched our first set of Microsoft capabilities focusing on employees who deal with privacy data at work to make smart data handling decisions.



Microsoft is proud to commission this human-centered research.

Julie Brill • 2nd
Chief Privacy Officer and Corporate Vice President for Global Privacy and Regulatory Affairs at Microsoft
2w •  [+ Follow](#)

AI is changing the world, but it doesn't change our commitment to protecting privacy. [...see more](#)

Our Approach to Advance Trust & Protect Privacy in AI

Microsoft builds AI systems with security & Privacy incorporated at all phases of design



Building a Holistic Insider Risk Management Program: Report Foreword by Bret Arsenault, Chief Information Security Officer at Microsoft

5 elements that drive data protection and security within an organization

Why companies are concerned about data protection and security in the age of AI. August 2022


The risk landscape for organizations in the digital landscape continues to evolve. It is expected to grow to more than 300 million threats; however, risks from internal risks include unauthorized data sharing, as well as the risks of data stored outside of the organization. It must be balanced with taking a holistic approach across your organization. Data protection and reduction are key aspects of a business: people are responsible for data protection and reduction.

Initially, Microsoft's own internal risks were often siloed from other departments. It was less frequent or robust. It was who's responsible for data protection and reduction. It recognized the importance of taking a comprehensive approach to take a comprehensive approach to data protection and reduction.

1. Prioritize employee trust and privacy

This point comes first for a reason. In business and in life, trust is the key to any functioning relationship. The best insider risk management programs emphasize the balance between employee privacy and company security. It's critical to come up with privacy controls and policies that maintain, and even boost, trust.

Setting up tools to indiscriminately sift through employee activities for wrongdoing is not only ineffective and counterproductive — it's just plain wrong. It's an invasion of privacy that creates anxiety and erodes the relationship. Organizations need to be able to detect insider risks, but they need to do it the right way, acting transparently and within a narrowly defined scope to demonstrate respect and extend trust to employees.



Call for papers: An SCP boutique conference on the consumer psychology of privacy. October 22, 23 2026

Submit proposals by July 1, 2026

<https://forms.office.com/r/gKk7jn1Luz>

SCP 2026 Proposal: Consumer
Psychology of Privacy



CALL FOR PAPERS: The Psychology of Privacy: An SCP boutique conference in Seattle where Sensemakers meet Changemakers. Accelerating privacy scholarship and privacy stewardship.

Seeking Sensemakers (academic scholars & students): We seek speakers with original research insights into the consumer psychology of privacy. These talks may shed light on why privacy matters to human flourishing, tying into greater identity, development, well-being and relationship needs. They may examine the underlying psychological processes behind privacy decision-making and behavioral choices. Or they may help us understand cross-cultural variations in how privacy needs manifest. Privacy is understudied by the social sciences especially psychology, economics, and marketing. If you are filling this void, we hope you submit. If you have attempted to apply the learnings to business situations, this is a plus, but we also welcome you to suggest future applications as part of your talk. Orient your talk for practitioners more so than journal reviewers.

Seeking Changemakers (industry practitioners): We invite those with some responsibility or influence over privacy in the user-experience, whether through product or interface design, marketing and brand positioning, or policy creation and execution. All talks will be public (non-NDA) and we can help you obtain reviews and approvals. The crucial contribution you can provide is to point academics to real-life roles and environments where privacy psychology plays out, regardless whether you feel you have all the answers or the perfect case-study. Appropriate talks might reveal the process of design & building privacy-related experiences, before & after consideration of users' privacy, LT commitment to privacy, or grappling with differentiation or the privacy paradox. We also welcome studies on the ROI of privacy stewardship to revenue or brand equity. Feel free to also include your thought-leadership about the future of privacy in tech, or the tools, tensions, and open questions that you feel are becoming relevant.

Organizers


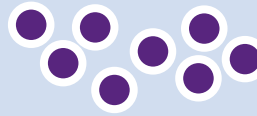
David C. Evans, Ph.D., Microsoft, Director of Market Research. davidev@microsoft.com

Ekin Yasin, Ph.D., University of Washington, Director of Communication Leadership Master's Program

Run of show – Two days, both in-person, dual-track targeting 135 attendees

Location tbd Microsoft campus or University of Washington campus, Seattle, Washington

Draft run of show SCP conference on privacy psychology

Day One, Thurs Oct 22			Day Two, Fri Oct 23		
9	Welcome Keynote (David)		9	Sense Maker Keynote	
10	Mythbusters Tables 		10	Sensemakers	Changemakers
11			4 talks	4 talks	
12	Lunch Buffet		12	Lunch Buffet	
1-	Sensemakers	Changemakers	1-	Focused Topic	Focused Topic
-2:15	4 talks	4 talks	-2:15	2 Sensemakers	2 Sensemakers
				2 Changemakers	2 Changemakers
2:30	Focused Topic	Focused Topic	2:30	Interface Redesign Tables 	
-3:45	2 Sensemakers	2 Sensemakers	3		
	2 Changemakers	2 Changemakers			
4	Poster Mixer		4	Closing Change Maker Keynote	
5			5	Mixer	

Presenters

3 Keynotes

16 Sense Makers

16 Change Makers

Student Posters

Example Mythbusters Tables

- I don't need it if I've nothing to hide
- Once it's shared it's public
- Privacy is table stakes, you can't market it
- Privacy is dead

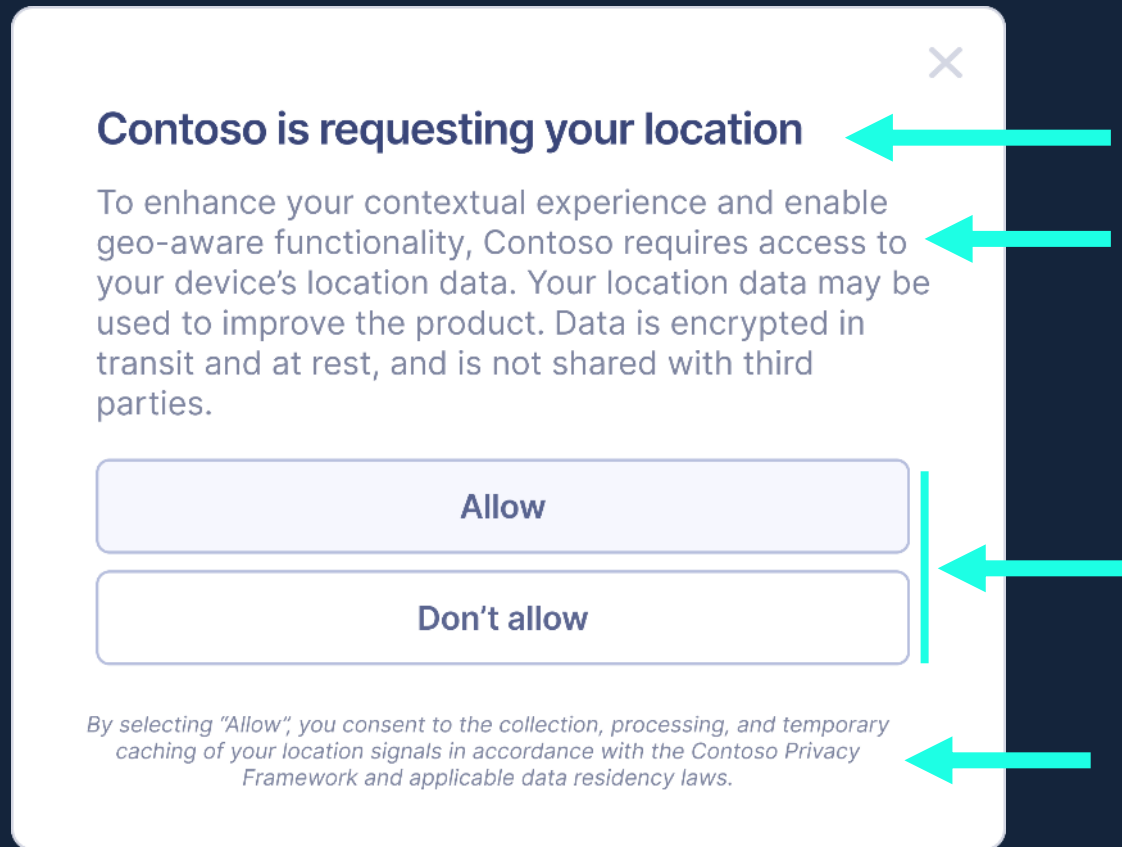
Example UI Redesign Tables

- Consent form
- Cookie management
- Use of location
- Access to contacts

Privacy myths for roundtable discussions

1. You don't need privacy if you have nothing to hide.
2. Once something is shared, it's public.
3. People only care about the security of financial information.
4. It's OK to lose data privacy if we have it in real life.
5. People don't protect their privacy.
6. Only older people care about privacy.
7. No one wants to be left alone entirely.
8. We have already lost our privacy.
9. There's no point in consumer protection laws, no one reads privacy policies.
10. Privacy is table-stakes, no company successfully differentiates on it.
11. We can't define privacy, so we can't study, compensate or protect it.
12. Privacy is a privilege of the few.
13. Concerns about privacy don't predict specific behaviors & decisions.
14. Society, communities, and companies are less safe with more privacy.
15. People want privacy for themselves, but they share others' data.
16. Privacy regulation hurts business.
17. The biggest most successful companies don't care about privacy.
18. Add your own.

Designing UI for legal compliance



Contoso is requesting your location

To enhance your contextual experience and enable geo-aware functionality, Contoso requires access to your device's location data. Your location data may be used to improve the product. Data is encrypted in transit and at rest, and is not shared with third parties.

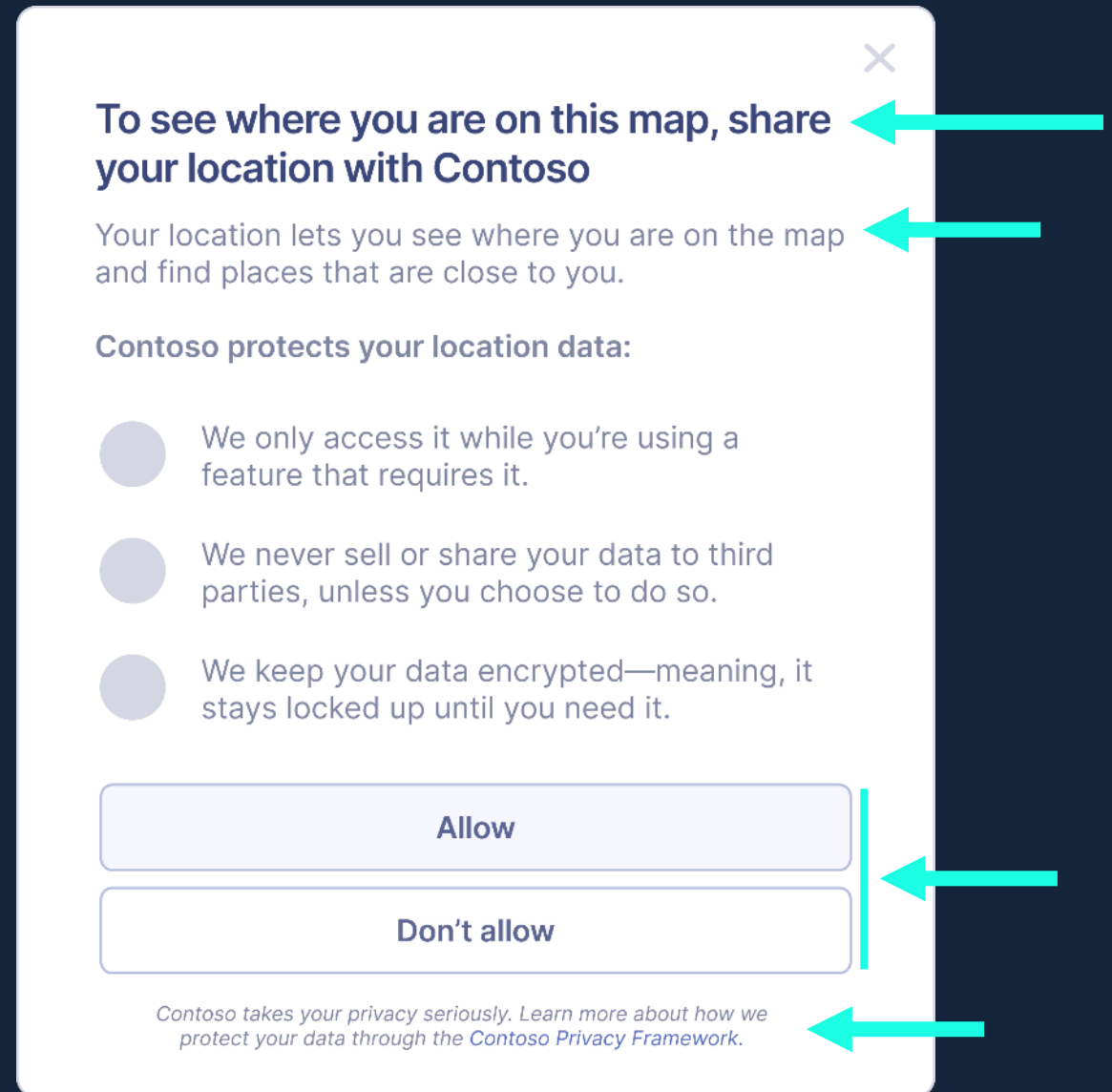
Allow

Don't allow

By selecting "Allow", you consent to the collection, processing, and temporary caching of your location signals in accordance with the Contoso Privacy Framework and applicable data residency laws.

This UI is designed for legal compliance. It features a clear title, a detailed explanation of data usage, and a prominent 'Allow' button. A vertical line highlights the 'Allow' button, and a red arrow points to the explanatory text at the bottom.

Re-designing UI for privacy psychology



To see where you are on this map, share your location with Contoso

Your location lets you see where you are on the map and find places that are close to you.

Contoso protects your location data:

- We only access it while you're using a feature that requires it.
- We never sell or share your data to third parties, unless you choose to do so.
- We keep your data encrypted—meaning, it stays locked up until you need it.

Allow

Don't allow

Contoso takes your privacy seriously. Learn more about how we protect your data through the Contoso Privacy Framework.

This UI is designed for privacy psychology. It uses a benefit-oriented title, a concise explanation, and a list of three specific data protection points. The 'Allow' button is highlighted with a vertical line, and a red arrow points to the list of protection points.

Inviting multiple teams at Microsoft

Trusted Technology Group & Office of Responsible AI

Privacy + Trustworthy AI in Windows

Microsoft Privacy & Compliance Marketing & GTM

Research + Insights Centralized Market Research

Microsoft AI Monetization Privacy & Policy Cross-Functional Pod

Outside of
consumer psychology,
the study of privacy has been
neglected
by social, developmental,
cognitive, motivational &
community psychology

Ellen Berscheid (1977) "Until very recently, no major textbook in experimental social psychology even referred to the topic in its table of contents or contained the word privacy in its index."

Stephen T. Margulis (1977) " The neglect of privacy that vexed Westin (1967), for example, is now far less serious. The time has come to improve our understanding of behavioral aspects of privacy.

Stephen T. Margulis (2003) "[T]here continues to be relative indifference to privacy, as a theoretical or research interest, among psychologists in general."

Stuart, Bandara & Levine (2019) "You might expect that it would be a key feature of interest for psychologists. However, psychology has historically paid little attention to privacy."

Palmatier & Martin (2019) "Far less attention has been devoted to the deep psychology of privacy. We agree, and hence, aim to fill this void by exploring this psychology."

Emerging traditions & opportunity areas for scholarly research on the psychology of privacy

Emerging traditions in the psychology of privacy

Privacy calculus

Privacy vulnerability

Privacy resignation

Adolescent privacy

Online reputation

Gossip & disclosure

(i.e. privacy paradox)

Sharenting (privacy and parenting)

Algorithmic self

Intimacy

Foundational theories

Social exchange theory

Theory of reasoned action

Learned helplessness

Psychosocial development

Impression management

Sociobiology / Kin selection

Behavioral economic theory

Self-determination theory

Dissonance reduction

Social support theory

Looking glass self

Close relationships

Psychological ownership

Narrative identity theory

Branch of psychology

Social cognition
Behavioral economics

Emotion & motivation

Learning

Development

Personality & identity

Social

Privacy definitions

Information-centered definition

“Privacy is the extent to which human information is neither known nor used.”

*Neil Richards, Professor in Law, Washington University in
Why Privacy Matters (2021)*

Human-centered definition

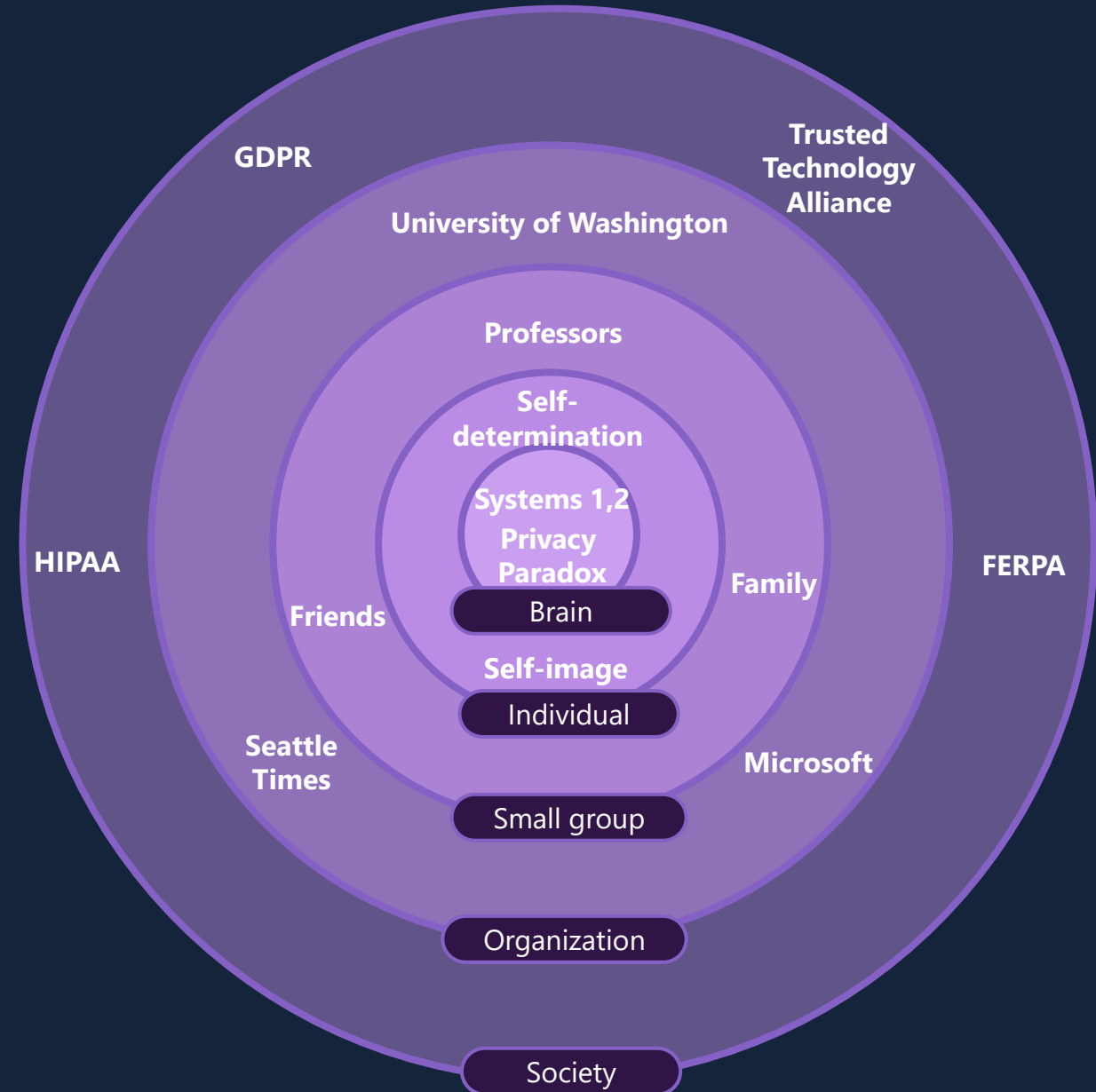
“The ability to control who knows what information about us and to limit intrusions into the solitude of our lives, privacy is intrinsic to individual dignity and our sense of personhood, and to our ability to live as unique beings.

Privacy allows us to test our ideas and to live without undue scrutiny. It lets us choose our relationships, overcome our pasts, direct our future, and change our minds and our behavior over time.”

*April Falcon Doss, General Counsel NSA in
Cyber Privacy (2020)*

Privacy is an ecosystem of embedded systems

Following Bronfenbrenner (1979), single privacy studies may focus on one part of the ecosystem, but should acknowledge it all



Industry perspective: Toward a more human-centered view of privacy needs



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Evans Ph.D.**

Director of Market
Research

Research + Insights

Microsoft + UW



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Bacon**

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**Abigail
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Principal Design Director

Privacy & Trustworthy AI

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Journal of the Association for Consumer Research, 10(3).

<https://www.journals.uchicago.edu/doi/10.1086/735025>



**Microsoft upholds privacy
as a fundamental human right.**

Privacy is at the center of how we build the products and services that customers use every day.

We bring together academic experts to examine the human dimensions of privacy and foster discussion across research and practice.