

The Psychology of Privacy Conference at UW Oak Hall Oct 22, 23

Keynote Speakers

Program, sharing & feedback

<https://forms.cloud.microsoft/r/eR4sRUamdY>



David Evans

Welcome Keynote
Thursday 10/22 9am
Accelerating privacy
scholarship and agency

UW / Alumni Microsoft



Alessandro Acquisti

Sensemaker Keynote
Friday 10/23 9:30am
The economics of privacy
at a crossroads

MIT Sloan



Marcia Harris

Changemaker Keynote
Friday 10/23 3:30pm
Notes from The Office of
Responsible AI

Microsoft

How do we promote **privacy** in a way that psychologically resonates with people?

Privacy protection is moving from a compliance check to a brand strategy. But psychologists have neglected it as a field of study, so designers, brand strategists, and marketers struggle to promote privacy agency in an authentic, resonant way.

This conference will bring together **psychological Sensemakers** and **technology Changemakers** to better understand the consumer psychology of privacy. We will accelerate through the myths to hear rigorous science and build new user-experiences.

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

Map to Oak Hall near north entrance UW

Light Rail
Station
"U District"

Park under
ground in
Central Parking
use PayByPhone

Big "W"
North Entrance

NE 45th St

Or park in N1 and
use PayByPhone

NE 43rd St

Burke Museum
Dinosaurs!

Brooklyn Ave NE

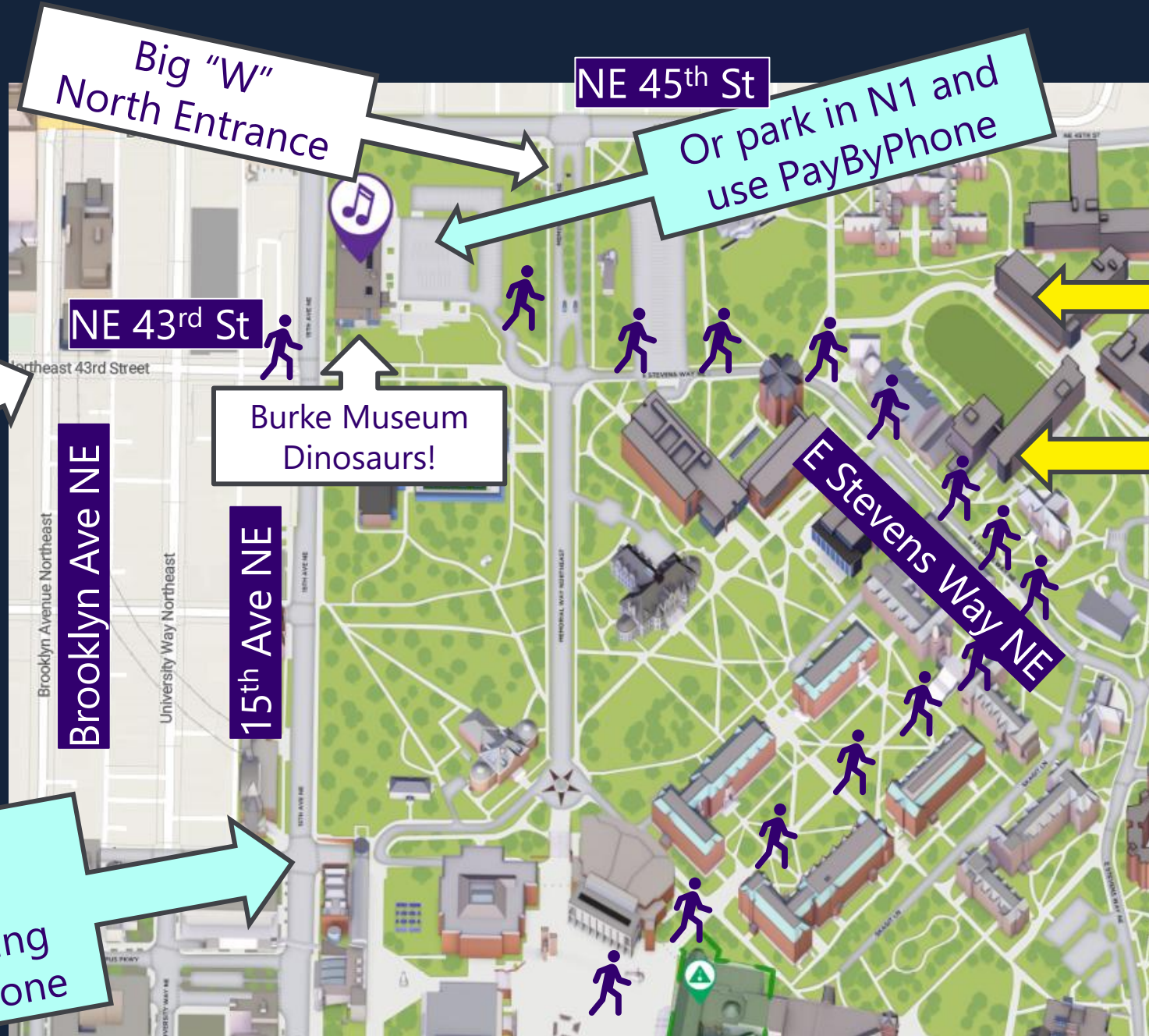
15th Ave NE

E Stevens Way NE

Spratlen Hall
Room 313

Oak Hall
"Denny Room"

Light Rail
Station
"Univ of
Washington"



Program: The Psychology of Privacy Conference at UW

	Thurs Oct 22 nd , Oak Hall & Spratlen Hall 313			Fri Oct 23 rd , Oak Hall & Spratlen Hall 313	
8:30	Coffee and connections (Oak) 		8:30-9:30	Coffee and connections (Oak)	
9–9:45	Welcome Keynote. David Evans, UW & Microsoft. Accelerating Privacy Scholarship and Agency (Oak)		9:30-10:15	Sensemaker Keynote. Alessandro Acquisti, MIT Sloan. The Economics of Privacy at a Crossroads (Oak)	
9:45–10:30	Roundtable activity: Busting privacy myths (Oak) 				
10:45-12	5 talks – Emotion & motivation: What exactly is “creepy”? (Oak)	5 talks – Cognition & behavioral economics: What reframing reveals (Spratlen)	10:30-11:45	5 talks – Families, groups, & intimates: What about other people’s data? (Oak)	5 talks – When and why big business should care about privacy (Spratlen)
12-1:15	Lunch Buffet (Oak) 		11:45-1	Lunch Boxes (Oak) 	
1:15-2:30	5 talks – Managing our identities: The rise of the predicted self (Oak)	5 talks – Trust for companies across different data types (Spratlen)	1-2:15	5 talks – Sparking a science: Foundations for theory, rigor, & impact (Oak)	5 talks – UX moments of truth: Applying theory to consent forms and more (Spratlen)
2:45-4	5 talks – AI transformations of privacy psychology (Oak)	5 talks – Individual, societal & cross-cultural differences in privacy psychology (Spratlen)	2:30-3:15	Roundtable activity: Redesigning user interfaces (Oak) 	Fireside: What makes a privacy ad credible? (Spratlen) 
			3:30-4:15	Closing Changemaker Keynote. Marcia Harris, Microsoft’s Office of Responsible AI (Oak)	
4-5:30	Poster session & mixer with wine bar & appetizers (Oak) 		4:15-5:30	Closing mixer with wine bar & appetizers (Oak) 	

Taking the mic

Thursday

850am Welcome, Oak Hall – Ekin Yasin, *UW Comm Lead*
855am Introducing David Evans, Oak Hall – Wendy Swiggett, *Ipsos*
9am Welcome Keynote, Oak Hall – David Evans, *UW Comm Lead/Microsoft*
940am Roundtable Activity Privacy Mythbusting, Oak Hall – David Evans
1030am Break for Morning Session, Oak Hall – David Evans
1040am Session Chair, Oak Hall – Jordan Russell, *Cal State Sacramento*
1pm Break for Afternoon Session, Oak Hall – Mathew Isaac, *Seattle U / SCP*
110pm Session Chair, Spratlen Hall – Caitlin Dailey, *CMB*
240pm Session Chair, Spratlen Hall – Matt Carmichael, *Ipsos*
4pm Break for Poster Session & Mixer, Oak Hall – Caitlin Dailey, *CMB*

Friday

925am Introducing Alessandro Acquisti, Oak Hall – David Evans
930am Sensemaker Keynote, Oak Hall – Alessandro Acquisti, *MIT Sloan*
1015am Break for Morning Session, Oak Hall – David Evans
1025pm Session Chair, Spratlen Hall – Mathew Isaac, *Seattle U / SCP*
1245pm Break for Afternoon Session, Oak Hall – Mathew Isaac, *Seattle U / SCP*
1255pm Session Chair, Spratlen Hall – Anjalee Patel, *Microsoft*
230pm Roundtable Activity UI Redesign, Oak Hall – David Evans
230pm Roundtable Activity Ad Analysis, Spratlen Hall – Michelle Berg, *Kantar*
310pm Introducing Marcia Harris, Oak Hall – David Evans
4pm Closing Thoughts & Mixer Kickoff, Oak Hall – David Evans

Easy tech setup

15min before sessions

We suggest the Session Chairs or first speakers plug in their laptops to the AV with a USB-C port.

New USB memory sticks are available for later speakers to save their decks to that laptop.

Speakers who prefer may plug in their own laptops.

Delete decks after the session. We'll centrally manage sharing later.

Student help will be on hand.

Presenters, on your title slide or verbally, you may give the OK for photos and/or video.

Or not.



Join with us in respecting SCP's Recording and Sharing Policy

"SCP Conferences provide a forum for scholars to share unpublished work in progress that has not yet received the full scrutiny of a journal review process.

Taking photos of slides or otherwise recording, duplicating, or sharing voice or visual content **requires the explicit and advance permission of the presenter.**"

<https://myscp.org/events/recording-policy/>

Our Incredible Partners

