

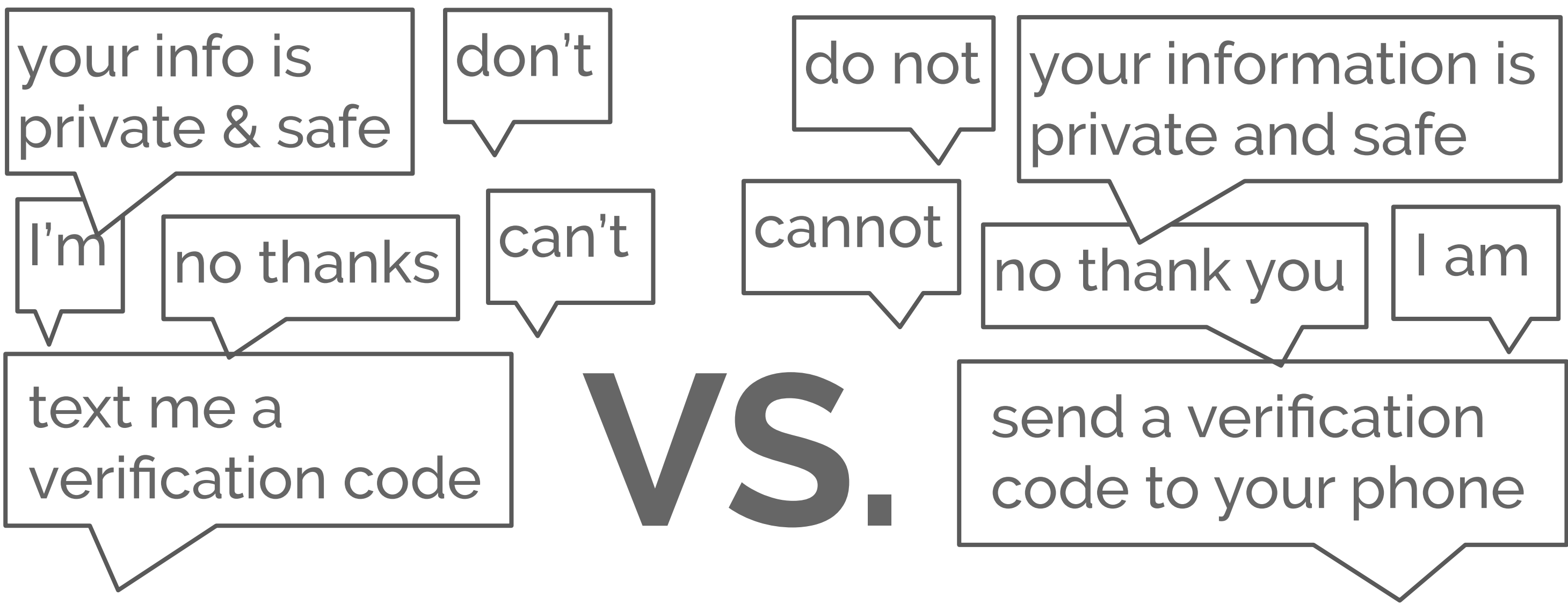


Exploring Written Formality in Security Related User Interfaces

Student collaborators: Robert Marver, Jackson Stokes, Savanna Yee
Faculty mentors: Tadayoshi Kohno, Katharina Reinecke, Franziska Roesner

Problem

The internet has changed how we write. Many major technology companies communicate with their users very casually, which may make companies seem less professional and less trustworthy. In this study we are interested in people’s reactions to language formality in security related interfaces.

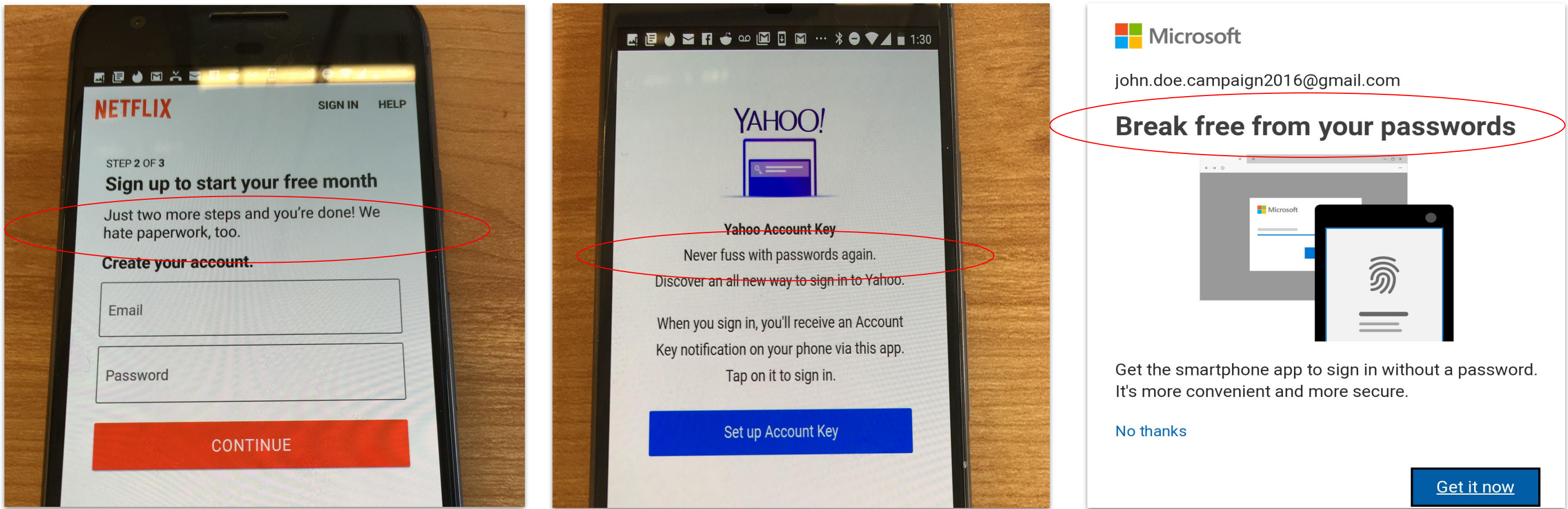


Research questions

How does formality of language in security-related prompts affect people's behavior?

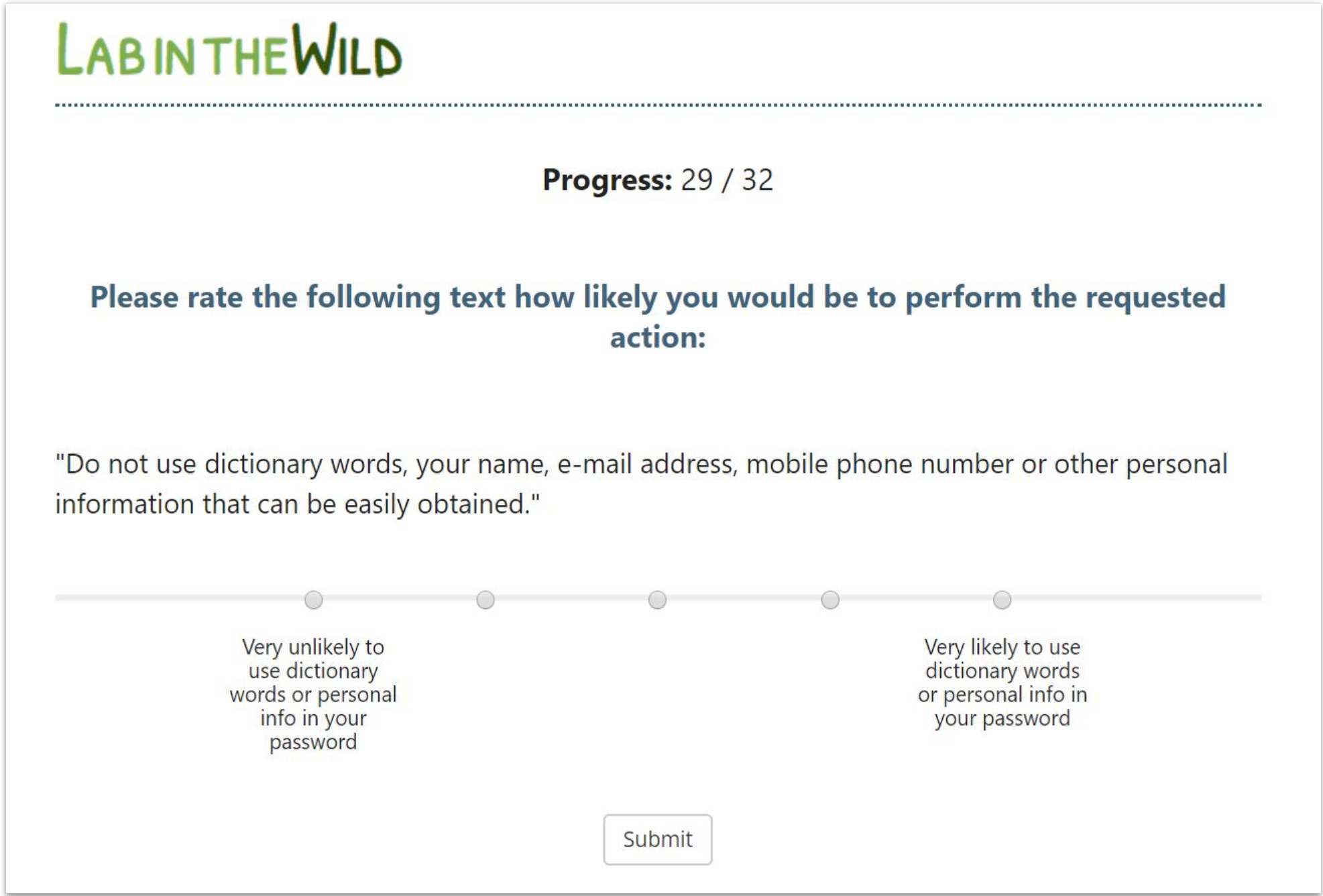
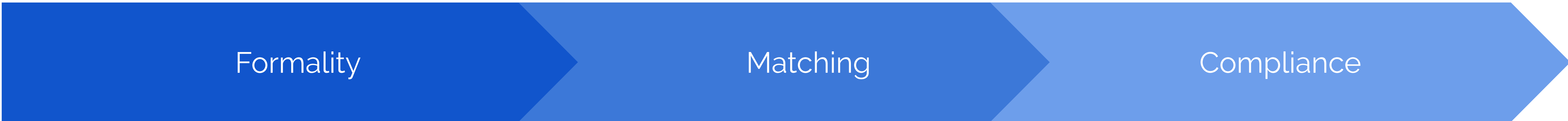
RQ1	Are people more or less likely to comply with a certain security request based on the formality of the wording of the prompt?
RQ2	Do people associate certain levels of textual formality with certain companies?
RQ3	Do the answers to the above questions depend on demographics?
RQ4	Does RQ1 depend on the company?

Materials



1,630 text samples of security-related prompts from major technology companies.

Our Study



Analysis

We plan to combine our results from part one, formality rating, and part three, compliance rating, to answer our first research question. We will combine parts one and two, formality rating and company matching, to help us answer our second question.

Next steps

Our next steps are to launch the study, collect and analyze the data, and hopefully find some meaningful patterns that we can then use to provide recommendations to companies on how formality affects how people react to what they say.