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COMP 449 - Sec 002

8 March 2023

Blog 1 - HCI Research

With South Asia having one of the largest gender gaps online throughout the world, online safety is one of its main hurdles to gender equity in internet access. With no safety guidelines and their jurisdiction being different as opposed to jurisdictions around the globe. Participants majorly don't turn to law enforcements or in-app reporting on social media for support in online abusive situations, but instead find other methods of coping. To further understand the daunting situation of inequality, it is important to understand what types of abuse are primarily impacting the 199 people who identified as women and 6 NGO staff from India, Pakistan, and Bangladesh and how they cope with it. These types of abuses include Cyberstalking, Impersonation, and Personal Content Leakes. We will see how Online abuse in South Asia is indeed in need of persuasive technology and can be implemented using Fogg's Eight Step Design Process.

Cyberstalking being one of the major abuses involves an ample amount of behaviors by a person who attracts patterns of harassment or threatening behaviors. Having unwanted contact from male strangers online, Cyberstalking was the most common form of abuse that was reported. Friendship requests and unwanted phone calls and SMS with sexual or romantic intent, participants were made uncomfortable due to their gender and it seemed that the majority of the incident involved strangers. Impersonation was another major issue which involved participants with lower income, younger age, and sexual minorities. This was done by abusers copying the

victim's profile to be used to create another profile with malicious intent or similar without the consent of the participant. Stitching pornographic images to individuals faces and stealing the identity of the individual were the two main factors in impersonations. The final major issue was personal content leaks, which was most commonly reported by sexual minorities and low income participants. Abusers would threaten participants into non consensual romantic relationships and would do this by using the interaction between them into harmful content to use as blackmail. However, Strategies for coping with abuse involve victims adopting anonymous and gender neutral identities, limiting contents, and coping with their family and loved ones for support.

One interesting finding in the article I found to be interesting were the reports facing online abuse. Approximately seventy two percent of all participants reported facing some sort of abuse online. Out of the rest of the twenty eight percent, only seven of the participants reported not facing any online abuse. Which seems like an immensely low number compared to nearly two hundred participants. These results may vary because it depends on multiple factors such as age, class, community, and sexual identity. However, participants who were younger, gender minorities, low income, rural, or had a disability reported significantly more abuse. It seems the more vulnerable the user seems to others, the more likely they are to be harassed by someone. With different types of abuses, it may still continue to vary depending on certain circumstances which may result in even greater reports of abuse.

All this could be tied back to Persuasive behavior in Fogg's Eight Steps Design Process article can be implemented in a situation such as online abuse. As explained in Fogg's article, the beginning step would be choosing a simple behavior to target. Since cyberstalking, impersonation, and personal content leaks as a whole is too broad of a target, it is much simpler to break it down. Friendship Requests and Unwanted phone calls and SMS, Synthetic porn,

Stealing a victim's identity for a false profile, or explicit images can be targets for behaviors. The second step in this case would be choosing the correct audience for the intervention. Choosing an audience that focuses on finding intimate and healthy relationships would eventually be able to adopt a healthy routine. The third step would be finding what prevents the target behavior, in this case it may be various causes such as ethical standards, laws, evolutionary pressures, anger, power, or even sadism.

The fourth step includes a technology channel, for this particular situation a web based technology channel would be best building up from the first three steps. Step five seems a bit complicated since it is finding relevant examples of persuasive technology. Since design teams won't always know if a given persuasive technology is successful because companies don't share their data with outside sources, it'll be best to make an educated guess. In this case, leading people towards a healthy relationship in a different environment. Step six involves imitating successful examples found in the previous step. An imitation of this example would result in healthier relationships where people's emotions aren't driven by malice or bitterness, but instead benevolence and kindness where both parties are respected and thrive off one another. Step seven involves the execution of these test examples and are iterated quickly, in this case showing people being in a healthy relationship online could be a quick iteration. The final step expands on the success of creative persuasive technology that changes a behavior, whether the success is large or small it would still be considered a milestone. From the final step, a decision could be made on how to expand upon their success and proceed with new methods and ideas.

In conclusion, the research has discussed three major types of online abuse in South Asia and has concluded how online abuse in South Asia is indeed in need of persuasive technology and can be implemented using Fogg's Eight Step Design Process. With an overview of the three

types of abuses throughout India, Pakistan, and Bangladesh and the major gender risks that come. There are only so many coping mechanisms that wouldn't lead to a permanent solution. However, implementing Fogg's eight step design process may be a good start leading to a solution that may remain. It is therefore recommended for persuasive technology to persist more frequently around the globe to challenge serious issues such as this to better improve the lives of people.

References

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