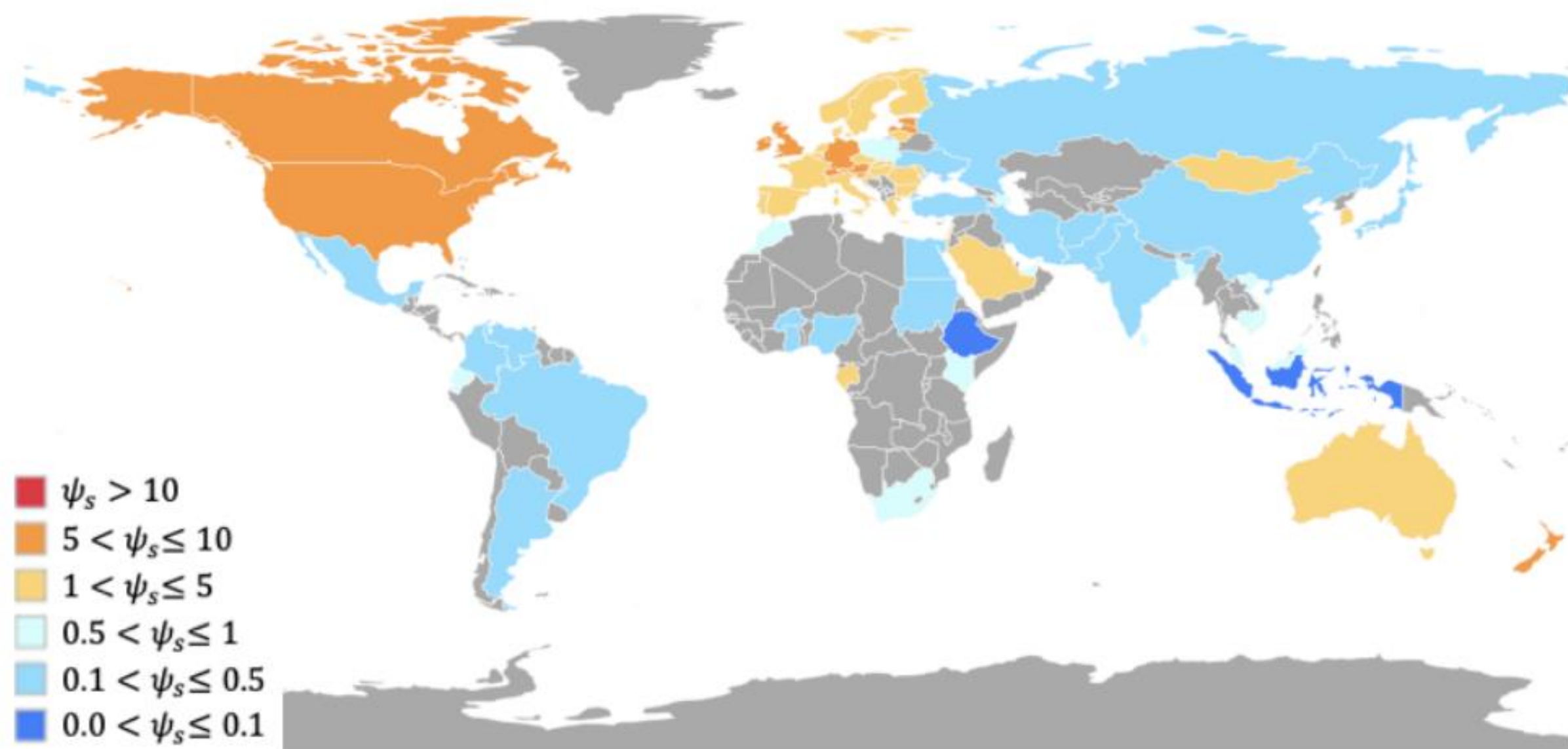


# “I Wonder if These Warnings Are Accurate”:

## Security and Privacy Advice in Nine Majority World Countries

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### S&P + Advice Research is WEIRD



Hasegawa et al. How WEIRD is Usable Privacy and Security Research? In Proc. USENIX Security, 2024.

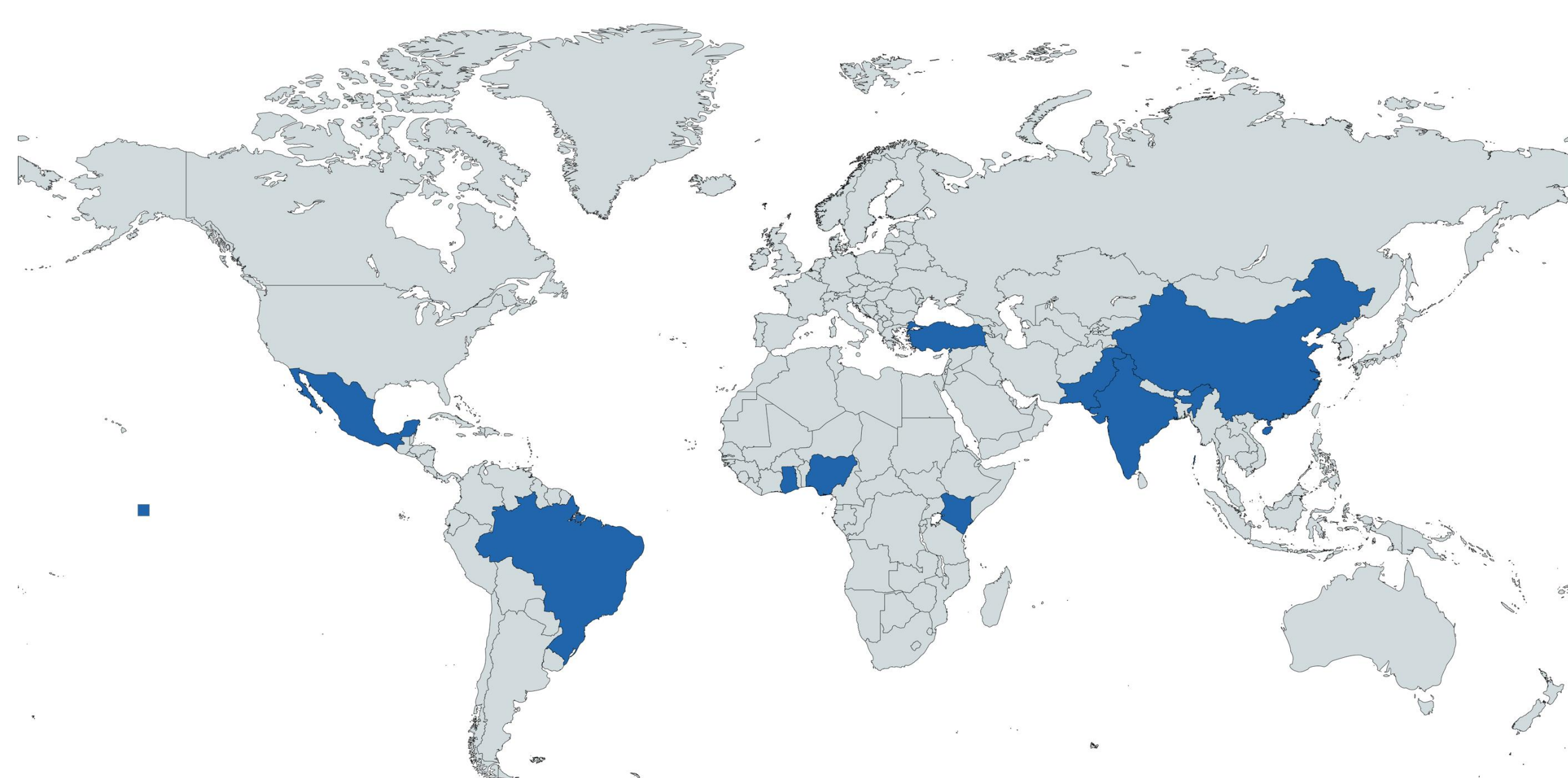
### Problem Statement

While S&P advice plays a key role in how people **learn** to protect themselves online, most work on advice is WEIRD.

### Research Questions

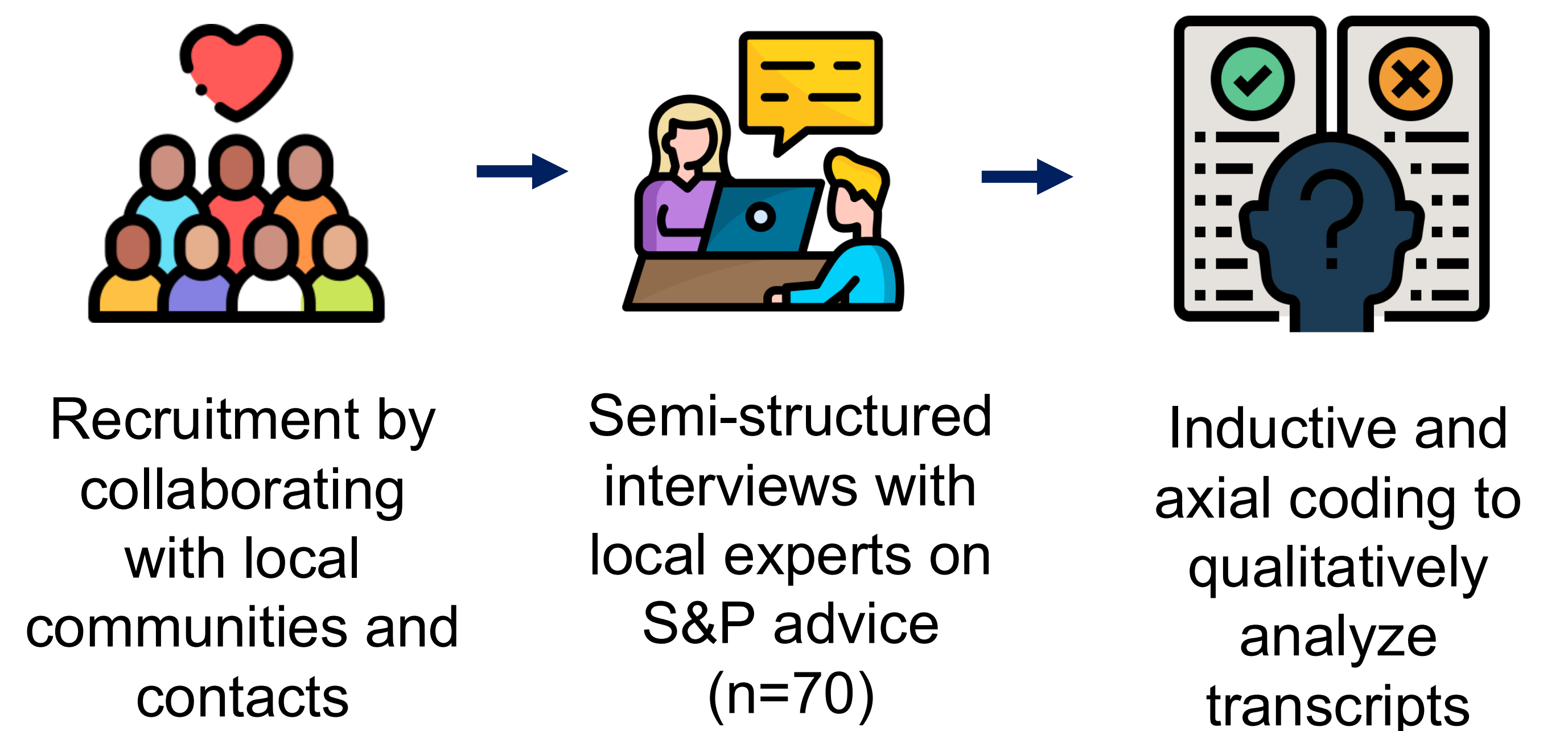
- 1 What S&P advice do local experts prioritize in the majority world? What are the sources for the advice?
- 2 What barriers do local experts and their constituents face in implementing the advice?

### Countries Explored (N=9)



<u>Latin America</u>	<u>Africa</u>	<u>Asia</u>
Mexico	Kenya	China
Brazil	Nigeria	India
<u>Middle East</u>	Ghana	Pakistan
Türkiye		

### Methodology Summary



### Advice Landscape

- Wide variety of advice offered by local experts to their constituents and themselves.
- Advice in the majority world is mostly similar to advice provided in Western contexts.
- Local experts often adapt advice to the practical challenges of their constituents.

### Challenges Following Advice

- Socio-economic challenges can make it difficult to follow advice such as regular updates.
- Social friction caused by use of protective measures such as passwords.
- Language barrier also makes it hard for people to appropriately configure privacy controls.

### Main Takeaways

- 1 Need to prioritize advice in the majority world.
- 2 Better translation of advice to local languages.
- 3 Design tech and advice for diverse audiences.

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