Social Networks users typically exploit only a subset of the available privacy controls. Using factor analysis and clustering techniques on Facebook users’ privacy behaviors, we uncovered six privacy management profiles. We demonstrate that the variability in these profiles is partially due to a lack of awareness regarding the available controls.

### Privacy Behaviors

We measured a total of 32 individual privacy behaviors that Facebook users could perform using the native Facebook interface and extracted eleven latent behavioral dimensions. We then performed a series of Mixture Factor Analyses (MFAs) to uncover six privacy management profiles.

The interactive figure on the right shows the strategies employed by each privacy management profile:

- **Privacy Maximizers** take the most precautions, including withholding personal information.
- **Selective Sharers** primarily manage custom friend lists to share content selectively.
- **Privacy Balancers** exhibit moderate levels of privacy management behaviors.
- **Self-Censors** use few of the privacy features, but protect their privacy by withholding information.
- **Privacy Minimalists** use only a few common methods, e.g., only sharing with friends by default.
- **Time Savers/Consumers** use privacy strategies to read posts without being bothered by others.

Overall, limiting access control is the most common privacy strategy, while blocking people, apps, and events is the least frequently employed strategy. Also, users create and manage friend lists more often than they actually use these lists to selectively share content.

### Feature Awareness

We also measured users’ awareness with 20 privacy management features, and extracted six latent awareness dimensions. Our MFAs further uncovered six privacy awareness profiles.

The interactive figure on the right shows the different awareness profiles. The profiles range from **Privacy Experts**, who are aware of all available privacy management features, to **Privacy Novices**, who show only a very limited awareness of the majority of Facebook’s privacy settings and features.

The table below shows the relationship between users’ feature awareness class membership and their privacy behavior class membership. The numbers in the cells report the observed (and expected) number of users in each combination of classes. We observe the following relations:

- **Privacy Maximizers** are most likely to be experts.
- **Selective Sharers** are either experts or near-experts.
- **Privacy Balancers** are either (near-)experts or complete novices.
- **Privacy Minimalists** make do with the limited mechanisms they are aware of.
- **Self-Censors** and **Time Savers** have lower awareness but are not complete novices.
- **Novices** who carefully select what mechanisms to use, as well as uninformed balancers who choose not to utilize them. The balancers class likely contains uninformed balancers who carefully select what mechanisms to use, as well as uninformed balancers who make do with the limited mechanisms they are aware of.

### Implications

The dimensionality of privacy behaviors is driven by physical groupings in the Facebook user interface. Features should thus be grouped by the privacy functionality they support.

Some people exploit only a subset of the available mechanisms because they are unaware of many of the privacy features. Facebook’s recently-introduced “Privacy Dinosaur” can help raise awareness of these features.

For example, few users know about selective sharing. But those who do, invariably use it. Educating Facebook users about this feature could turn more users into Selective Sharers. Conversely, most users do not exploit all mechanisms they are aware of. For example, most users who know how to block friends, apps, and events prefer more subtle management strategies instead.

To be effective, then, privacy advice needs to relate to the mechanisms that fit users’ personal privacy management strategy. Facebook’s “Privacy Dinosaur” thus needs to give personalized privacy advice.