

Master's Thesis: Confronting Users with Their Digital Fingerprints: Measuring Awareness and Behavioral Impact

Are you interested in contributing to research in the domain of web tracking with a focus on user perceptions and awareness? We are offering a Master's Thesis project that investigates innovative approaches to educating users about digital fingerprinting. This project will explore the effects of confronting individuals with their own digital fingerprints and assess how different methods of presentation influence their understanding and awareness.

Thesis Overview

This Master's Thesis will focus on:

- Conducting a **survey** to educate users about **digital fingerprinting**, a key technique in web tracking.
- Designing and implementing a methodology to **confront survey participants with their actual digital fingerprints**, e.g., using existing libraries such as FingerprintJS.
- Measuring participants' reactions to **different levels of detail, visualizations, and explanations**.
- Engaging with a large sample size of **200+ paid participants**.
- Aiming for impactful results that can lead to the publication of a **research paper in conference proceedings or a journal**.

Possible starting dates: 15/12/2024, 01/01/2025, or 15/01/2025.

What We're Looking For

We are seeking a motivated student with:

- A strong interest in **web tracking** and **privacy**.
- Proficient knowledge of **web development**, particularly in **JavaScript**.
- Optional but beneficial: experience in designing and conducting surveys.

Application

For more information or to apply, please contact Emmanuel Szymoudis (emmanuel.szymoudis@tum.de).