

Title: *Immaculacy*: A Game of Privacy

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Abstract: As the internet continues to grow and offer new functionality for users, the amount of security and privacy risks grows as well. In recent years, internet privacy has become a top concern for many people around the world. Internet users are learning how important it is to protect themselves online. We present a privacy themed mobile game intended to help internet users understand practices that can help them avoid putting their information at risk when using the internet.

Instead of creating a game revolving around quizzing players on their knowledge of internet privacy issues, this role-playing game is designed to present the player with realistic situations in which their character's privacy, and sometimes safety, can be compromised. The game will present its players with many major issues like surveillance, internet scams, and viruses.

Immaculacy puts the player in a near-future society where an overbearing city government keeps constant watch on its citizens through various means of surveillance in the name of maintaining "immaculacy." As expected, many problems can arise from such governing, like citizens being unfairly accused of wrongdoings, people feeling alienated, and information ending up in the wrong hands, among many other problems. The main character, controlled by the player, will be faced with many decisions that will impact how much the government watches them and how vulnerable they are to criminals. In order to protect their character, the player will need to learn how to successfully secure their information.

In the current phase of this project, we are beginning a user study in which subjects will play through a demo made up of the beginning section of the game. The subjects will be surveyed on their current internet privacy habits and whether the content in the game demo impacted or caused them to question any of these habits. The study will also investigate the types of decisions that the subjects made when playing the game and what motivated those decisions. As the goal of the project is to help internet users learn how to use good privacy practices, we plan to use the data gathered through this early user study to gauge the best approach for implementing the remainder of the game.