

# Users' Interest in Algorithmic Transparency Aspects of Privacy Tools

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## Abstract

Existing research related to algorithmic transparency focuses on disclosure of personal data processing and explanation of algorithms. However, algorithmic transparency has additional aspects to consider, such as provenance of the data used to train those algorithms and the involvement of humans in the algorithmic process. Transparency is important to users and can affect user's perception of algorithm-based services, but few studies have compared how users perceive these types of information disclosure relative to each other. In this paper, we conduct an experiment to investigate users's primary interests when comparing different types of information disclosure, for two types of tools that process personal information. The results of the qualitative analysis indicate that most users were interested in transparency about how their data is processed, including how long it is stored and if it is shared or sold. Moreover, the results also show that more users were primarily interested in transparency about human involvement (that is, why and how are people involved) than in transparency about the algorithm itself. Finally, we found that no users mentioned data provenance as their primary concern. We discuss challenges of algorithmic transparency for privacy tools in light of these findings.

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