How Private Do You Think Your Period Is?

Privacy Attitudes and Concerns Towards Period-Tracking Apps Post the Overturn of Roe v. Wade

**Background:** Previous research suggests that period-tracking apps engage in unsafe and unfair use including misleading privacy messages, pervasive tracking of the user’s online behavior, and limited user control.

**Tracking abortion bans across the country**
by The New York Times, Updated Aug. 1

**Scoping review of women’s mHealth apps** by Alfawzan et Al.

**Limitations of previous research:** mostly not U.S. based, pre-the overturn of Roe v. Wade, focuses on user experience or the privacy practices of the apps rather than the perceptions of privacy of their users.

**Methods:** A vignette-based survey will be conducted, involving 300 to 400 participants, equally divided between states where abortion is prohibited and states where it is permitted.

1. **Research questions**
   1. Surfacing the privacy factors that influence women’s privacy concerns toward period-tracking apps.
   2. Understanding women’s privacy concerns and practices toward period tracking post-Roe v. Wade.
   3. Understanding knowledge and attitudes toward the overturn of Roe v. Wade and its impact on their privacy.

2. **Vignette design**

As the project is still in progress, please check the QR code below for the most up to date information!