

What Causes the Information Privacy Paradox?

Research-in-Progress

Ting-Peng Liang, Li-Yun Lai , Nai-Shing ,Yen, Yu-Wun,Li , Ya-Ching, Hou

Abstract

Advances in information technology has raised concern about the information privacy. Particularly in the mobile age, many APPs request users to provide sensitive personal information before downloading. Although many studies have reported that more and more users are sensitive to the importance of privacy, their actual behaviors are often contradictory to what they say. A particular phenomenon is called “privacy paradox” which is the inconsistency between the attitude and the actual behavior toward providing private information online. People often indicate their reluctance to provide private information in the survey context but voluntarily provide them when they download mobile APPs. A popular theory for explaining the inconsistency is privacy calculus, which argues the user weighs the cost and benefits of providing the information in the decision process. This research extends existing research with the relevance theory to explore potential factors that affect the decision inconsistency, includes three major factors: perceived interest, information relevance and privacy sensitivity.

Keywords: information privacy, privacy paradox, Privacy calculus, relevance theory