1

Intercultural communication research believes that the understanding and application of privacy directly affects the communication. Over the years, there have been several tendencies in Chinese people's recognition of privacy. The first is that Chinese people's concept of privacy is not equivalent to privacy in English. The second is that Chinese people do not have specific concept of privacy, privacy is a unique product of the west. The third is that Chinese people do not value privacy, while westerners value privacy too much. There is a more absolutist tendency to think that privacy is private. Different cultures will produce different views of privacy, which will show different views of time, space and topic selection. Today we will consider Chinese and western privacy attitudes through comparing privacy policies of social media in China and the US. (After all, most social media applications are from these countries.)

By the way, the Internet privacy refers to "A kind of personal right that the privacy and private information enjoyed by citizens on the Internet are protected by law and are not illegally violated, known, copied, disclosed and utilized by others".

And in the next part my partner will introduce the detailed differences of privacy policies in those different countries’ applications.

2

Different culture condition and social structure make the difference of privacy attitude between the western and Chinese ideas, especially on the platform of online social communication. We like more others’ information but ignore our information safety, so the companies do less on our privacy. We can learn more to protect users’ information, especially the attitudes from the western companies’ attitude towards to privacy which operate these social media applications well. There may be differences when they solve problems because of the power distance as we before analyzed.

The western people are more likely to keep their information protected, so they disagree to have unsafe communicating ways or places, which may harm their individualism attitude. Comparatively speaking, in a collectivism-culture, we may look down upon our privacy to exchange more information about others.

In conclusion, all of these differences can be concluded into cultural difference from root, according to the previous analysis, which can be ascribed to the characteristics of intercultural communication which extends on Internet.

3

For example, when we use taobao to buy something, the seller may use our information to do something else such as pushing advertisements through your phone numbers.