

# Longitudinal Analysis of the Privacy Paradox

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  - Some show **significant relation** between privacy concerns and information sharing (Dienlin and Metzger, 2016)
- Meta-Analysis: Privacy concerns and information sharing on SNSs are **significantly related,  $r = -.13$**  (Baruh, Secinti, and Cemalcilar, 2017)

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- Longitudinal analysis of **privacy attitudes**

**Privacy  
Concerns  
(T1)**

**Privacy  
Concerns  
(T2)**

**Privacy  
Concerns  
(T3)**

**Attitudes  
(T1)**

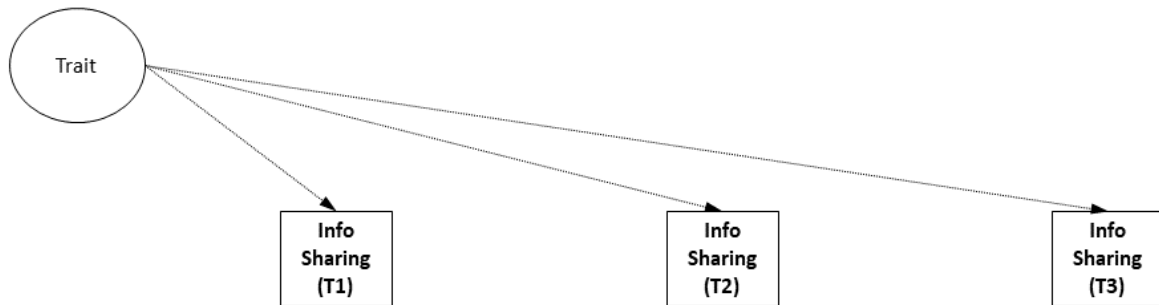
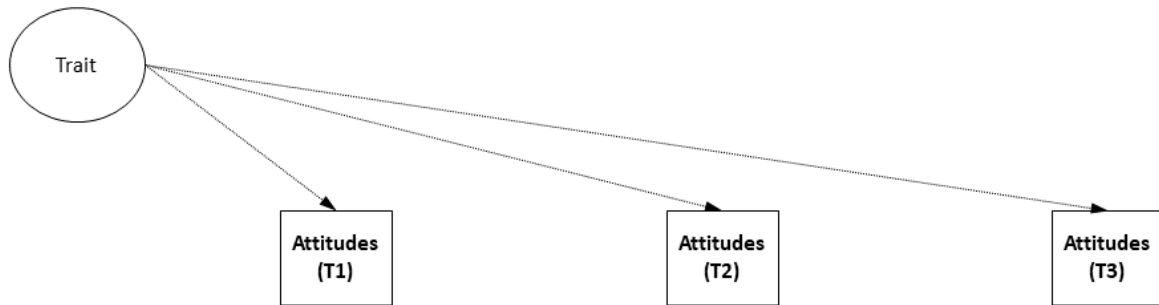
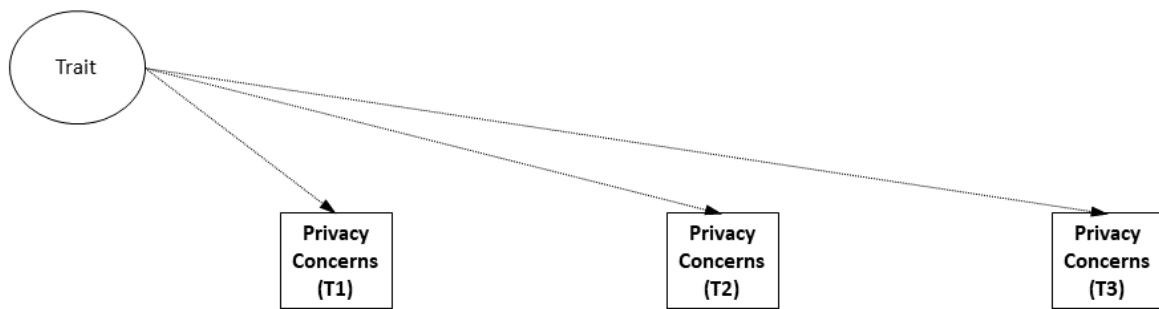
**Attitudes  
(T2)**

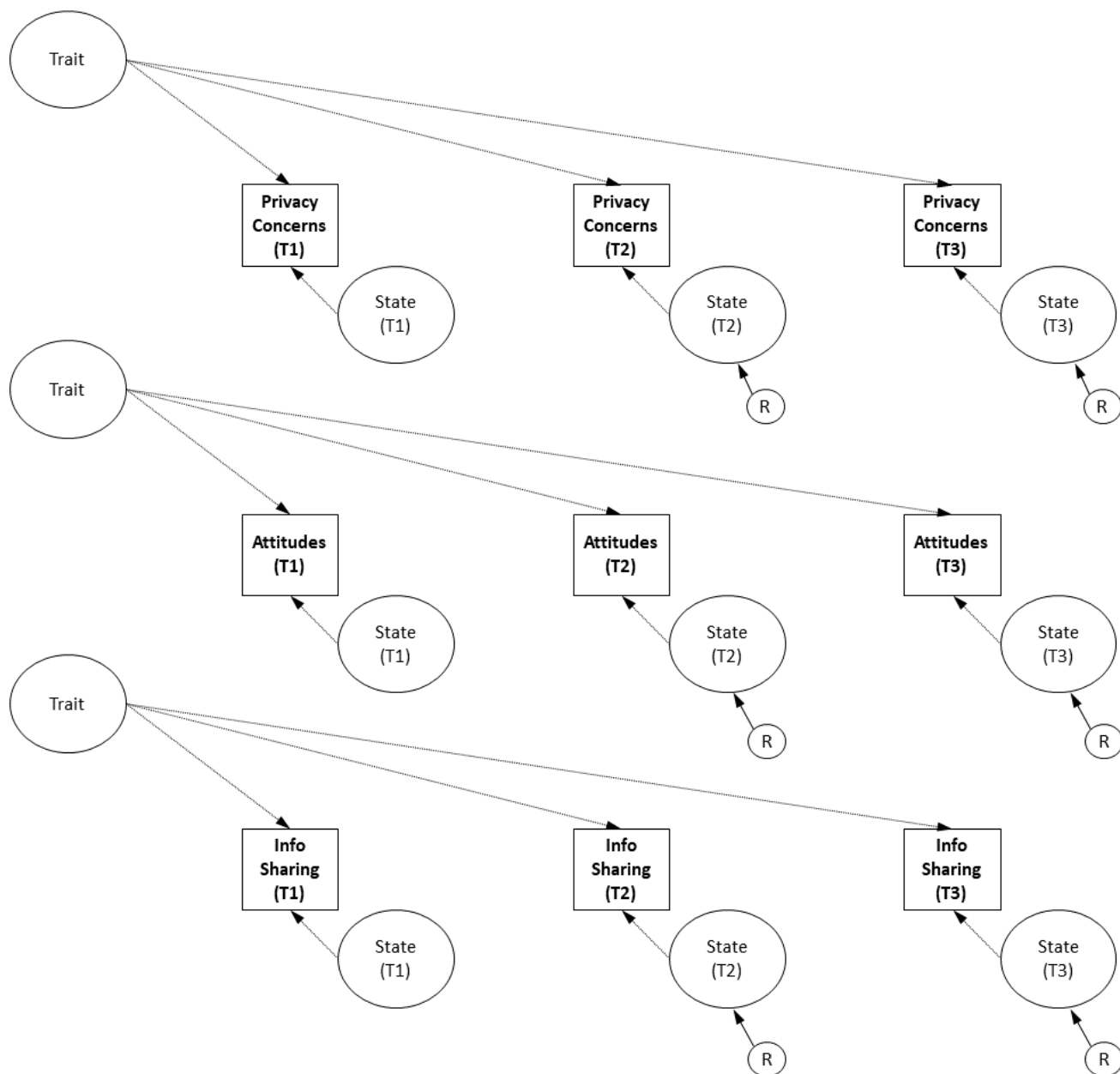
**Attitudes  
(T3)**

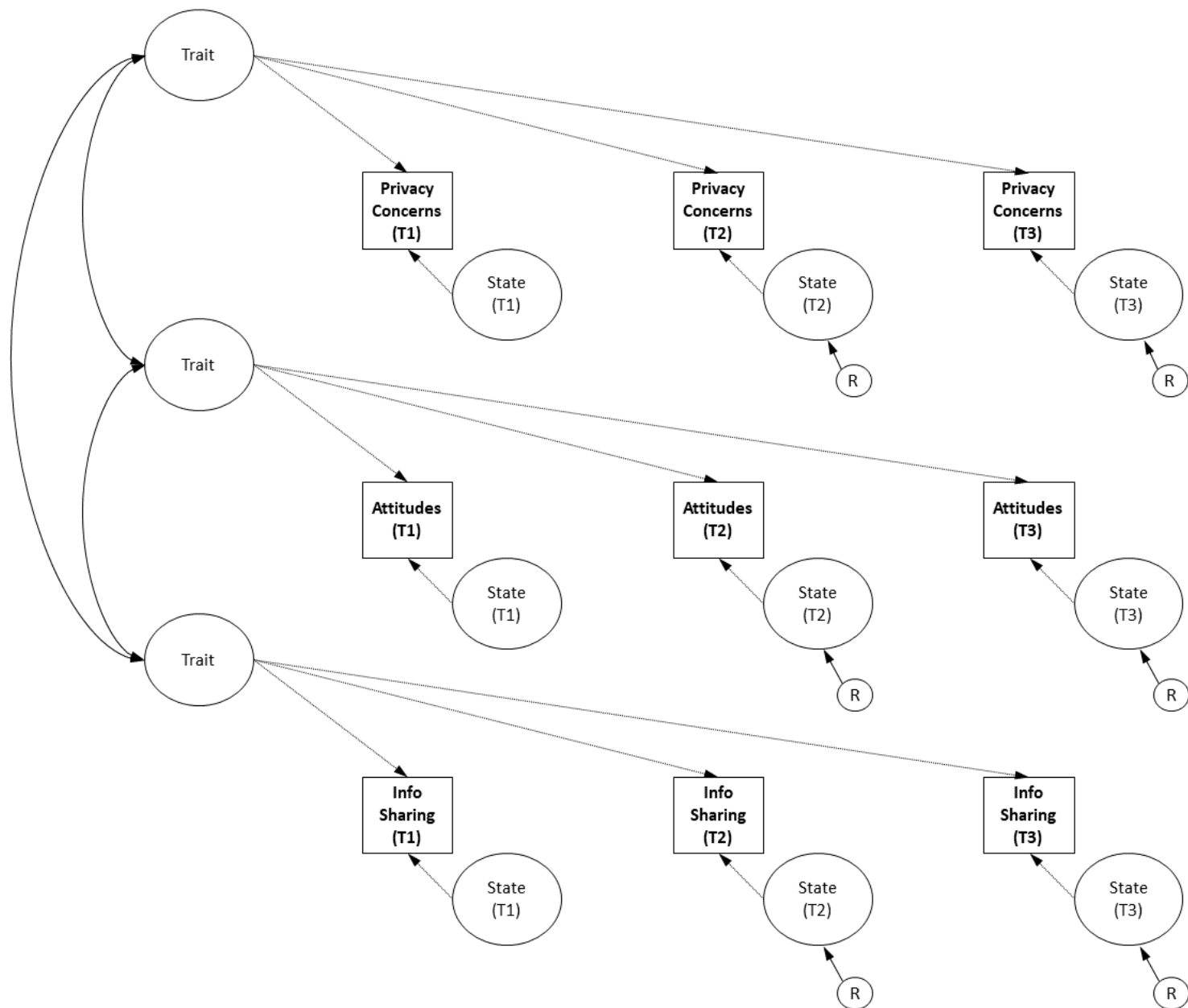
**Info  
Sharing  
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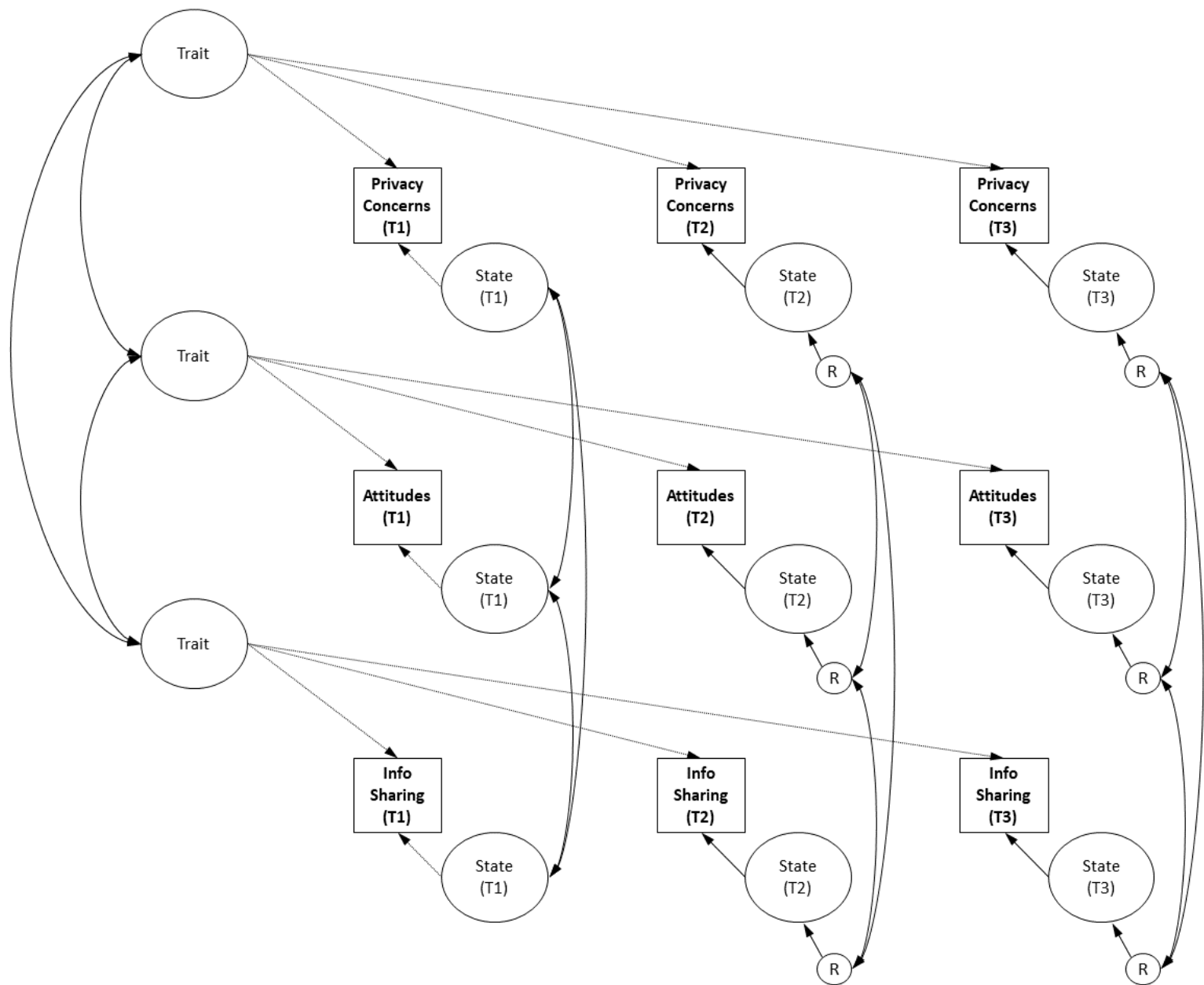
**Info  
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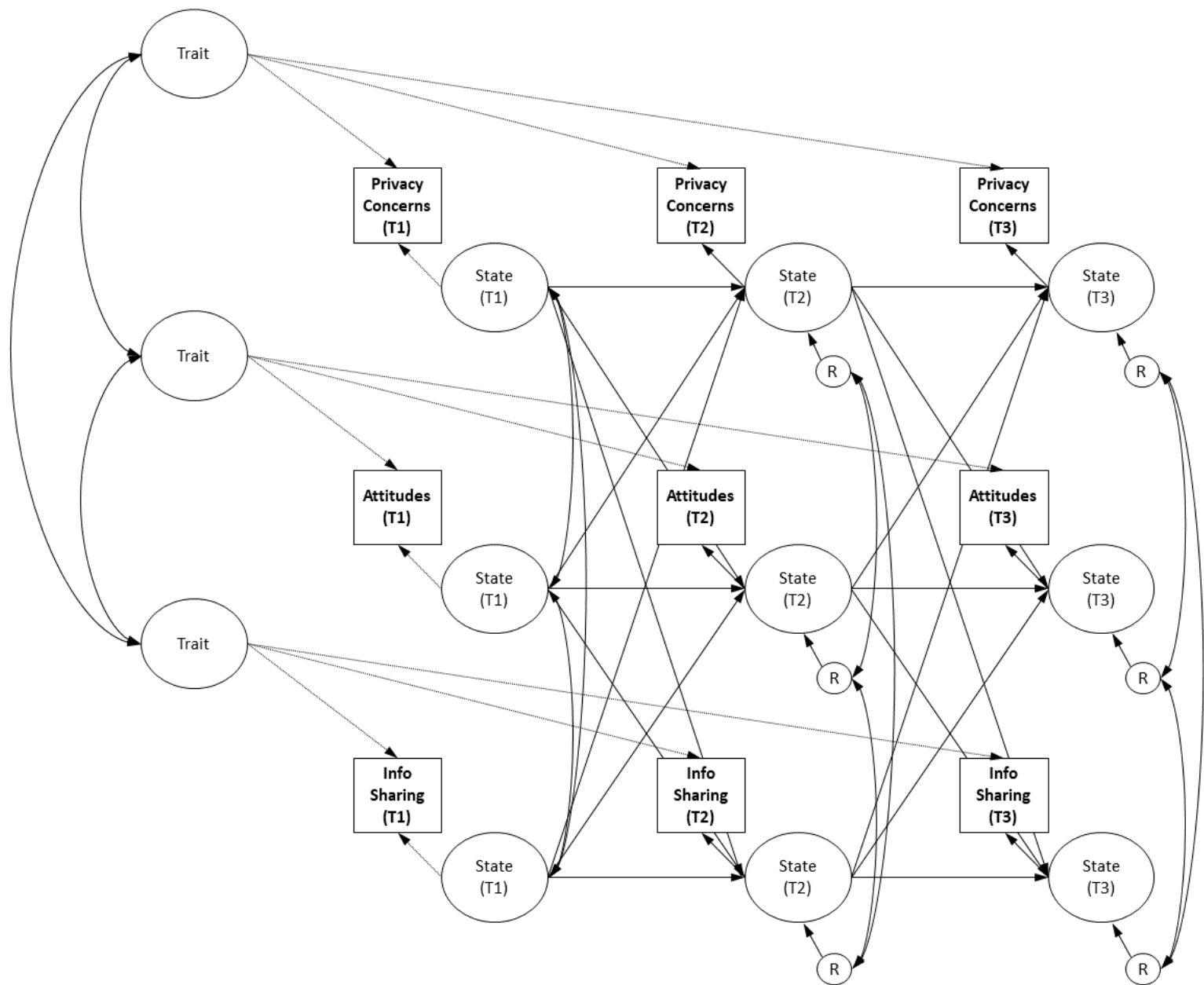












# Method

# Procedure & participants

- Paper-pencil questionnaire
  - **3 waves:** May 2014, November 2014, May 2015
- **Representative sample** of the German population
  - $N = 1,419$
  - Age = 54 years,  $SD = 15$  years
  - Female = 49%

# Measures

**Privacy concerns** (6 items; CFI = .97, RMSEA = .06,  $\omega$  = .90)

- “Are you concerned that institutions or secret services could collect and analyze the data that you are disclosing in the Internet?”
- “Are you concerned about people you do not know obtaining personal information about you from your online activities?”

**Attitudes information sharing** (10 items; CFI = .96, RMSEA = .11,  $\omega$  = .94)

- „Do you think that it is sensible to share the following pieces of information online?”
- 1. Second name, 2. First name, 3. Residence (town), 4. Street + no., 5. Financial information, 6. Medical information, 7. e-mail address, 8. Phone number, 9. Job, 10. Education

**Information sharing** (10 items; CFI = .97, RMSEA = .10,  $\omega$  = .95)

- How often do you share the following pieces of information online?
- 1. Second name, 2. First name, 3. Residence (town), 4. Street + no., 5. Financial information, 6. Medical information, 7. e-mail address, 8. Phone number, 9. Job, 10. Education

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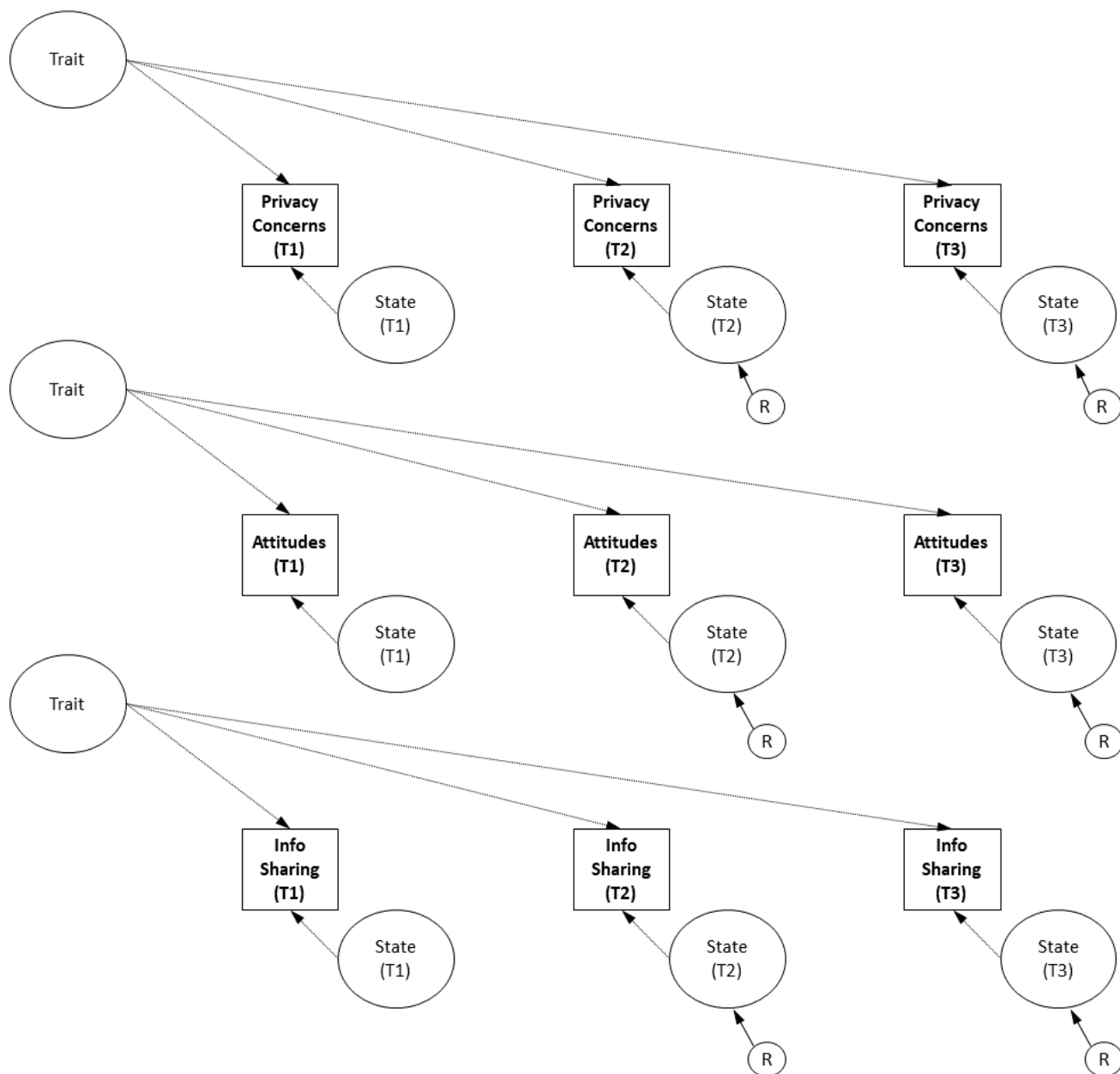
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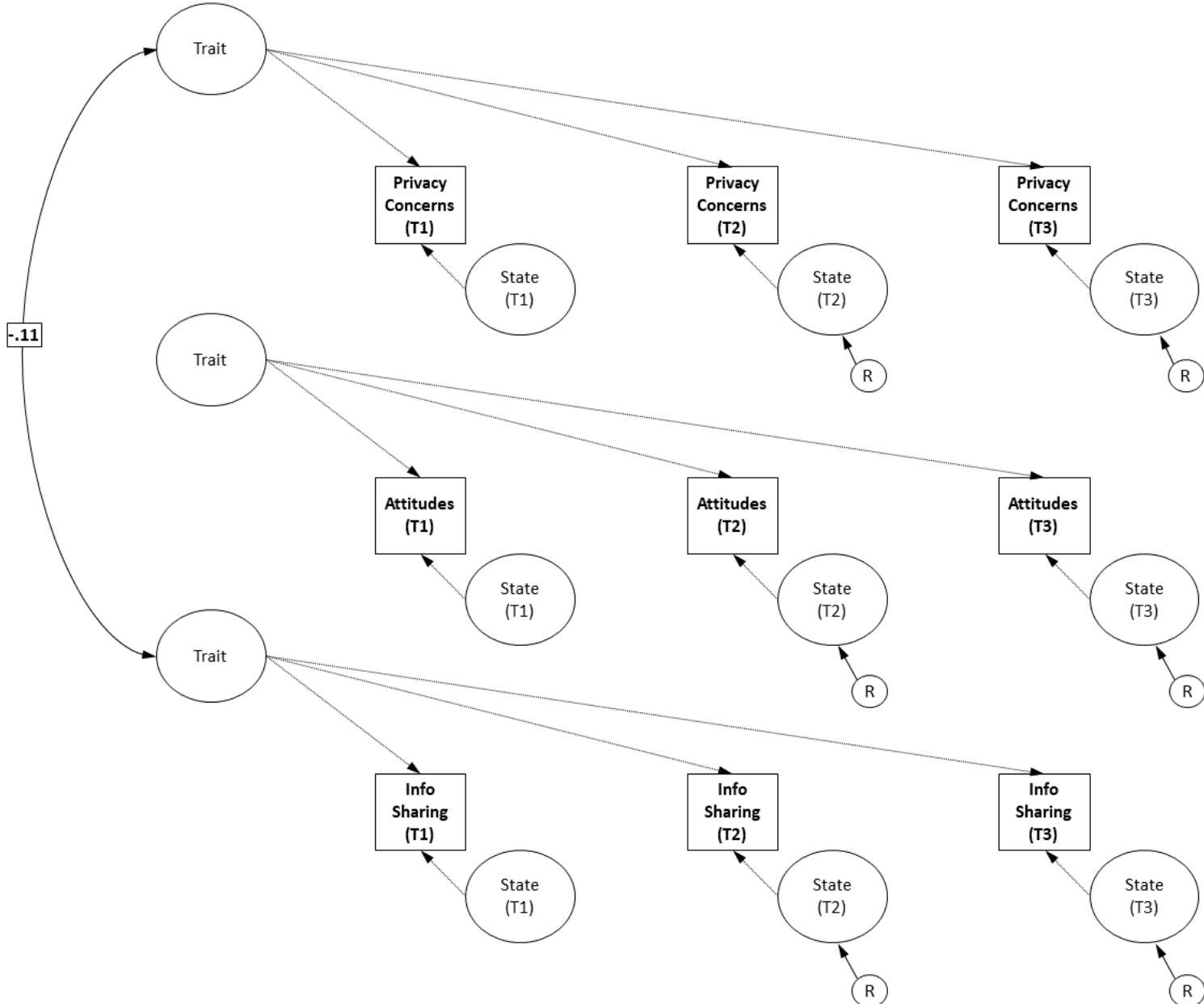


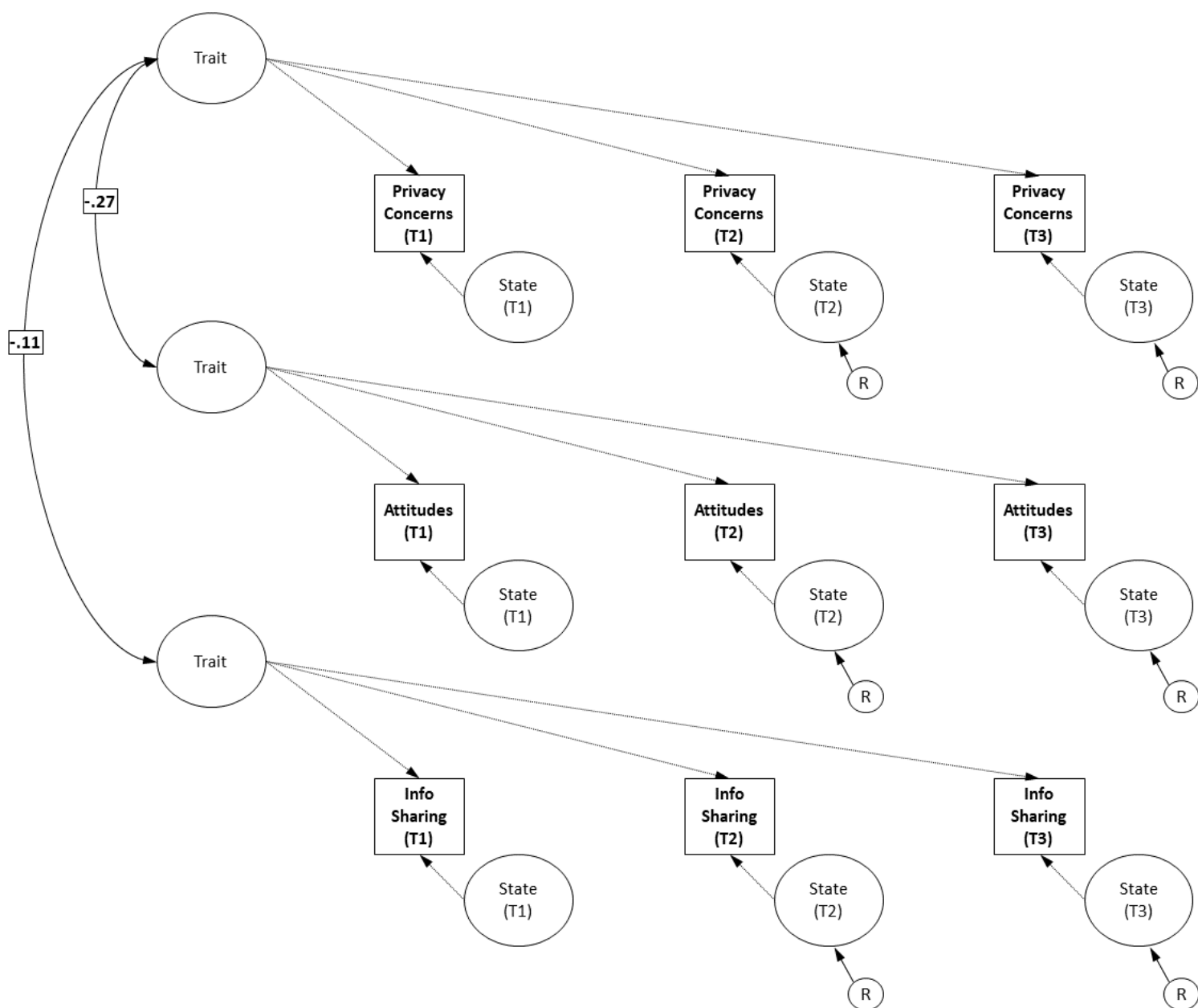
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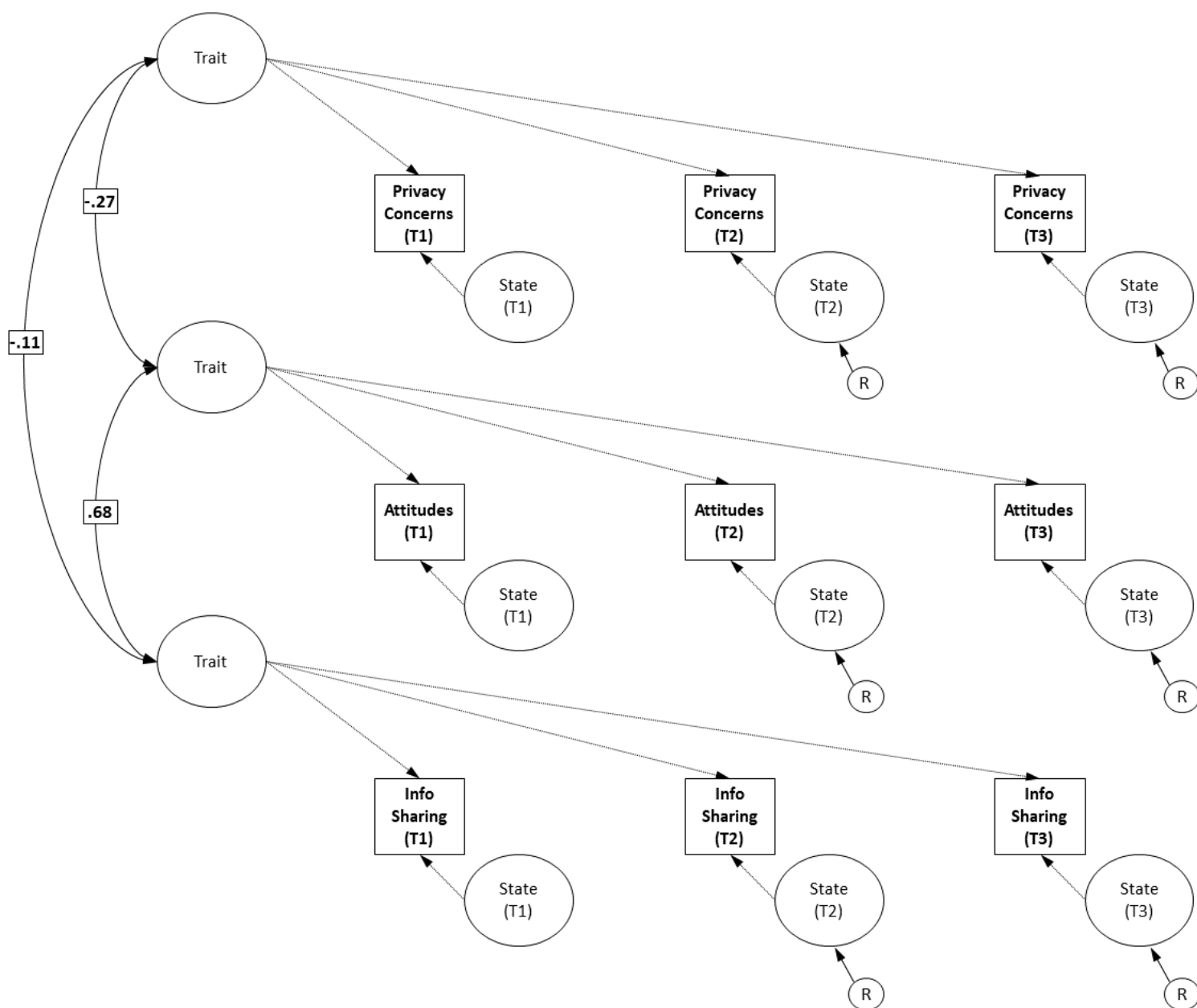
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- Data analysed with Random Intercept-Cross Lagged Panel Model (RI-CLPM) (Hamaker, Kuiper, and Grasman, 2015)

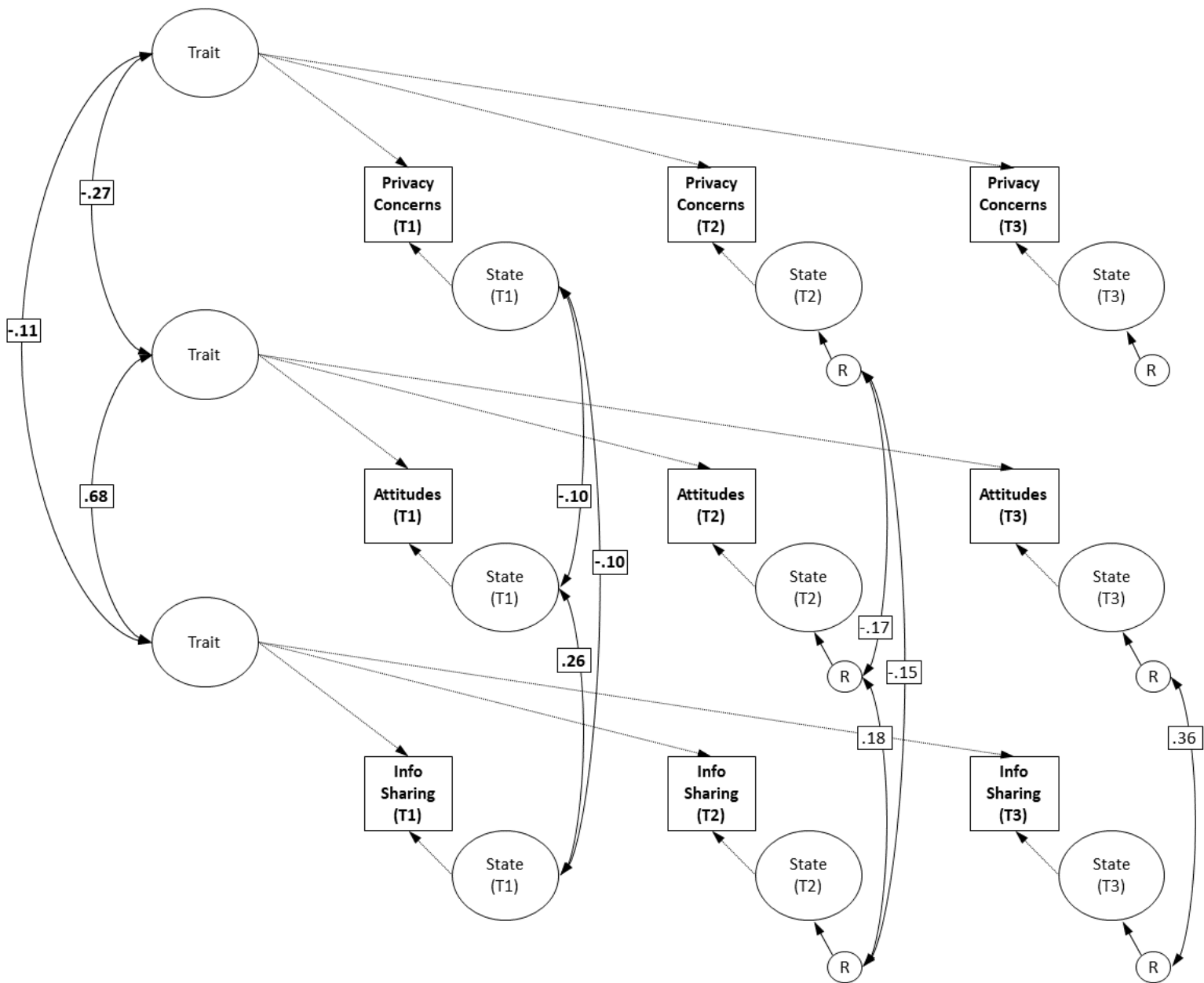
# Results

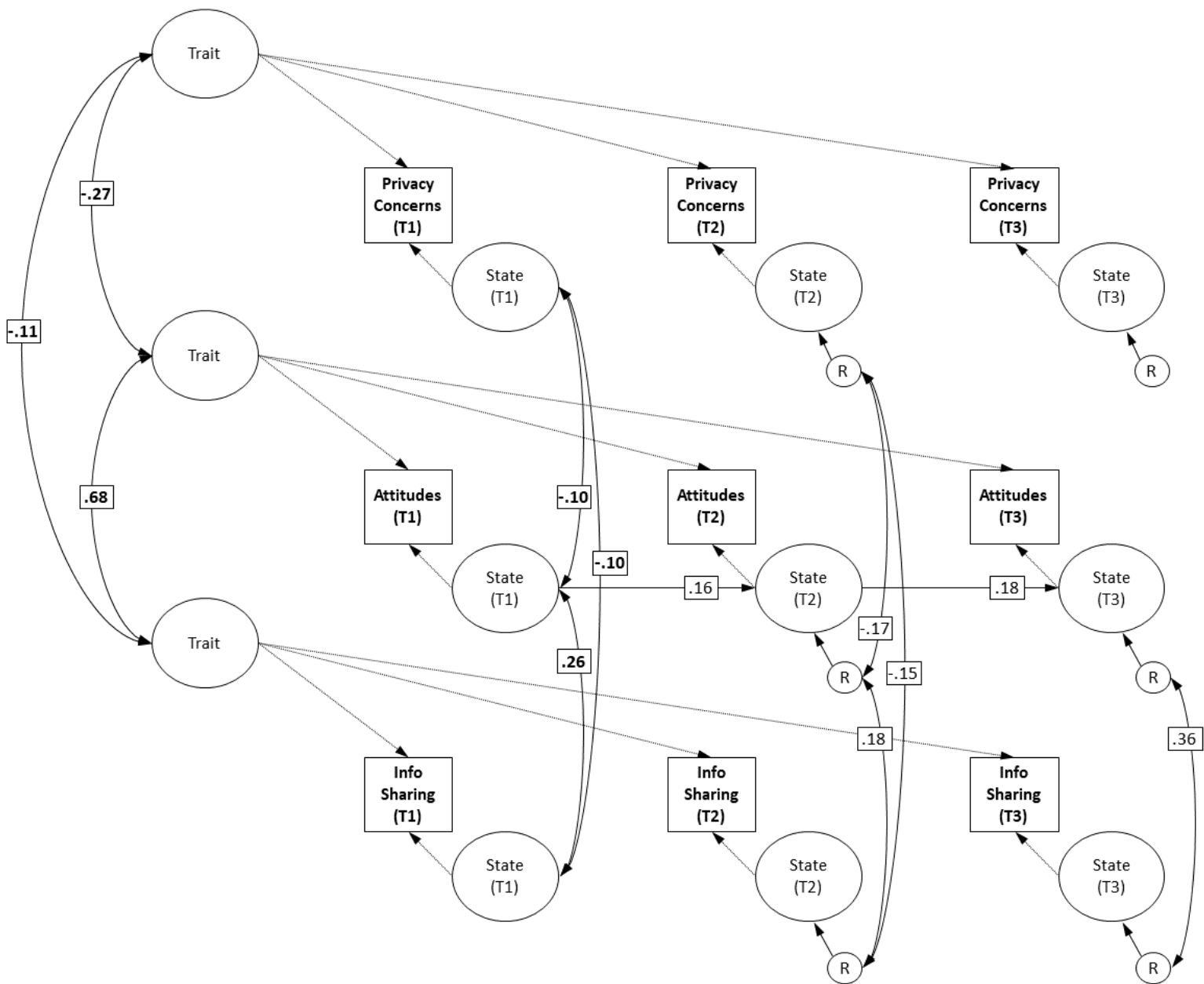














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- Future research: Shorter intervals with actual observations of behavior
- Information sharing online **not paradoxical**
  - Instead of privacy paradox, rather **privacy orthodox**

# References

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# Thank you for your attention

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