

Influence of risks and privacy literacy on coping responses to privacy threats

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Summary

- Motivation
- Design Model
- Experiment
- Results
- Discussion
- Conclusion

Motivation



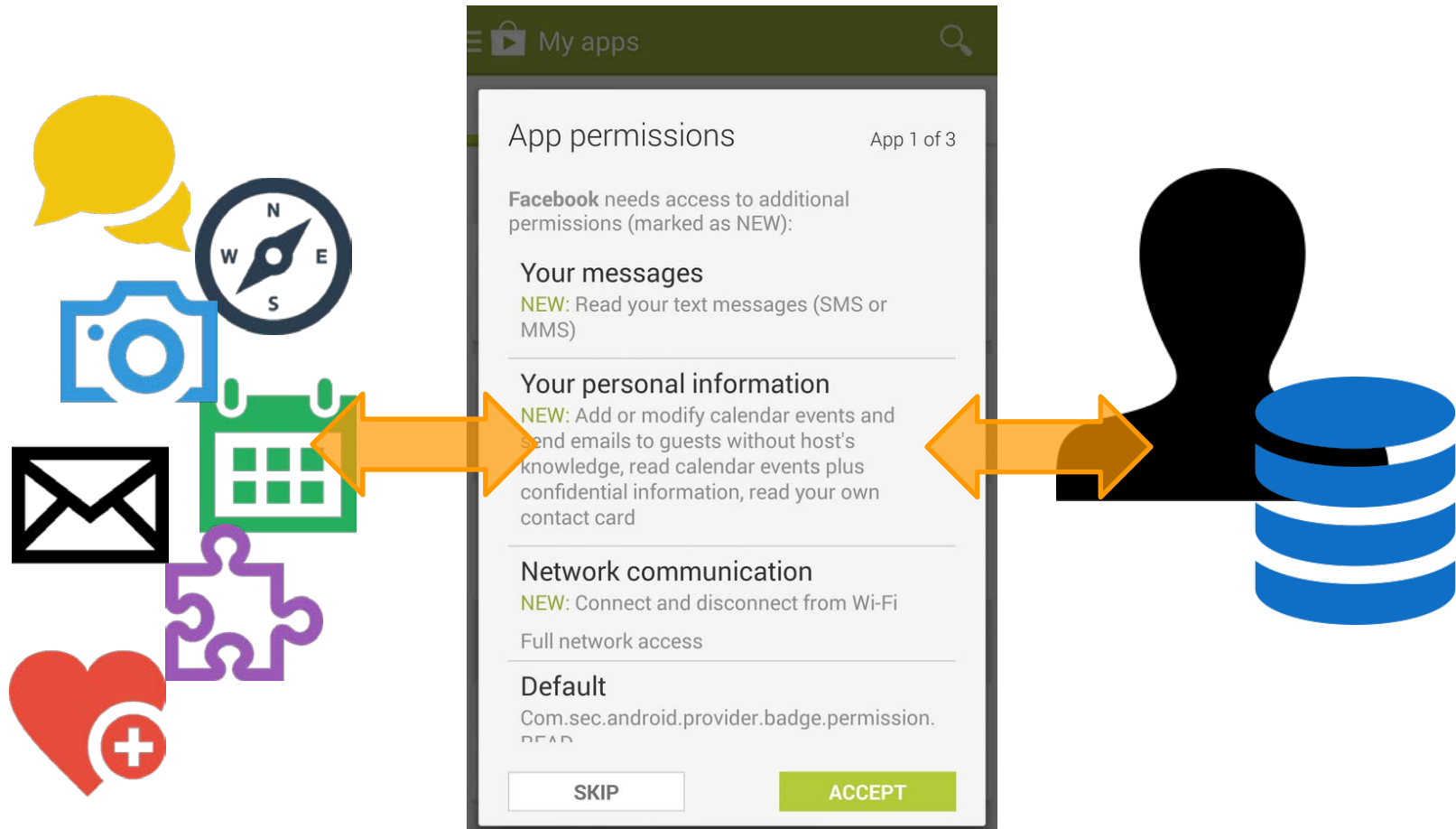
«The number of **smartphone users** worldwide will surpass **2 billion** in 2016»

eMarketer 2014

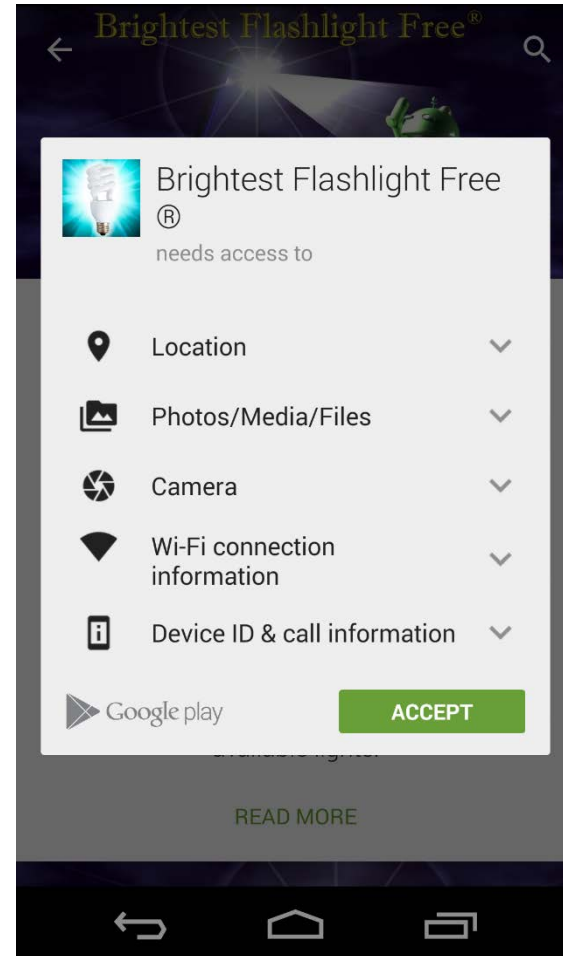
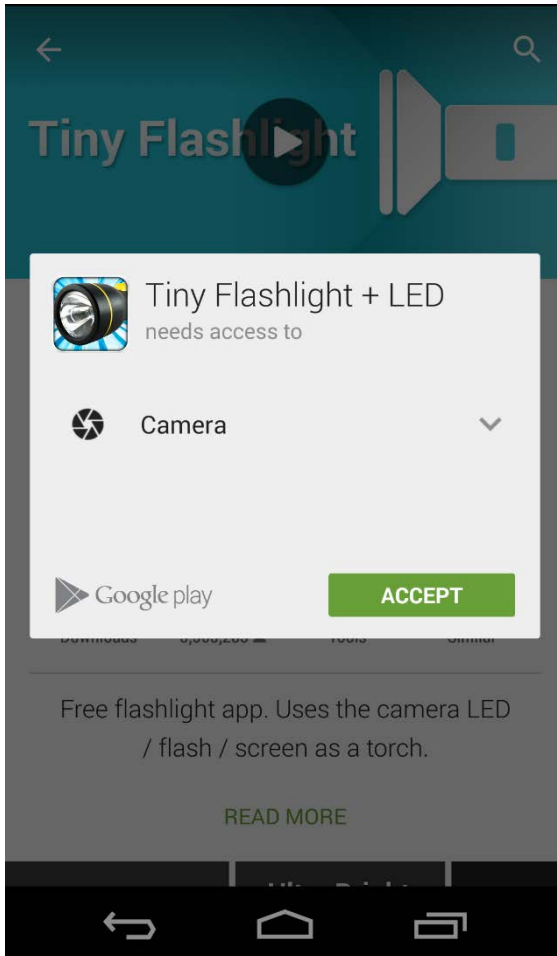
«Android users are able to choose between more than **1.3 million apps**»

Statista 2015

Motivation



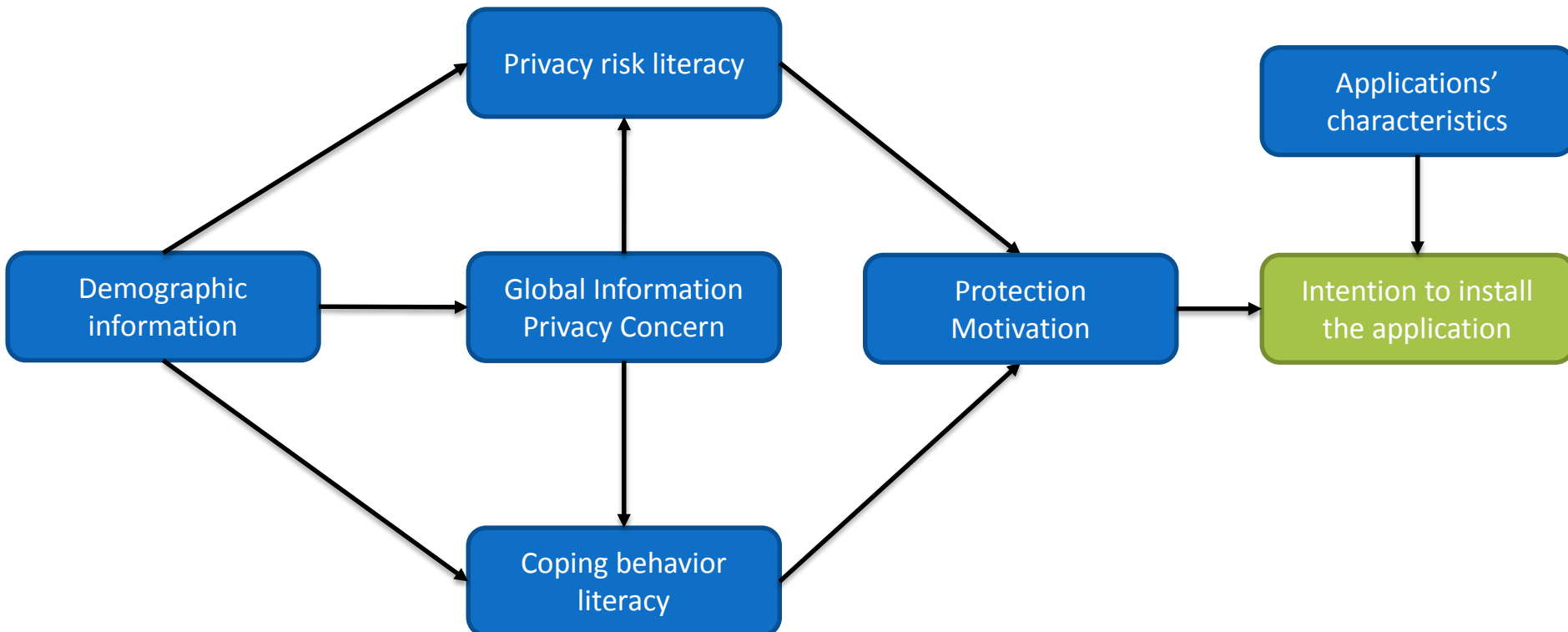
Motivation



Motivation

«Help smartphone users to protect
their privacy»

Design model



Experiment (1)

Section 1 – Basic demographic survey

Section 2 – Global Information Privacy Concern measurement

Section 3 – Privacy risk and coping behavior literacy measurement

Section 4 – Intention to install

Section 5 a – Privacy risk literacy manipulation

Section 5 b – Coping behavior literacy manipulation

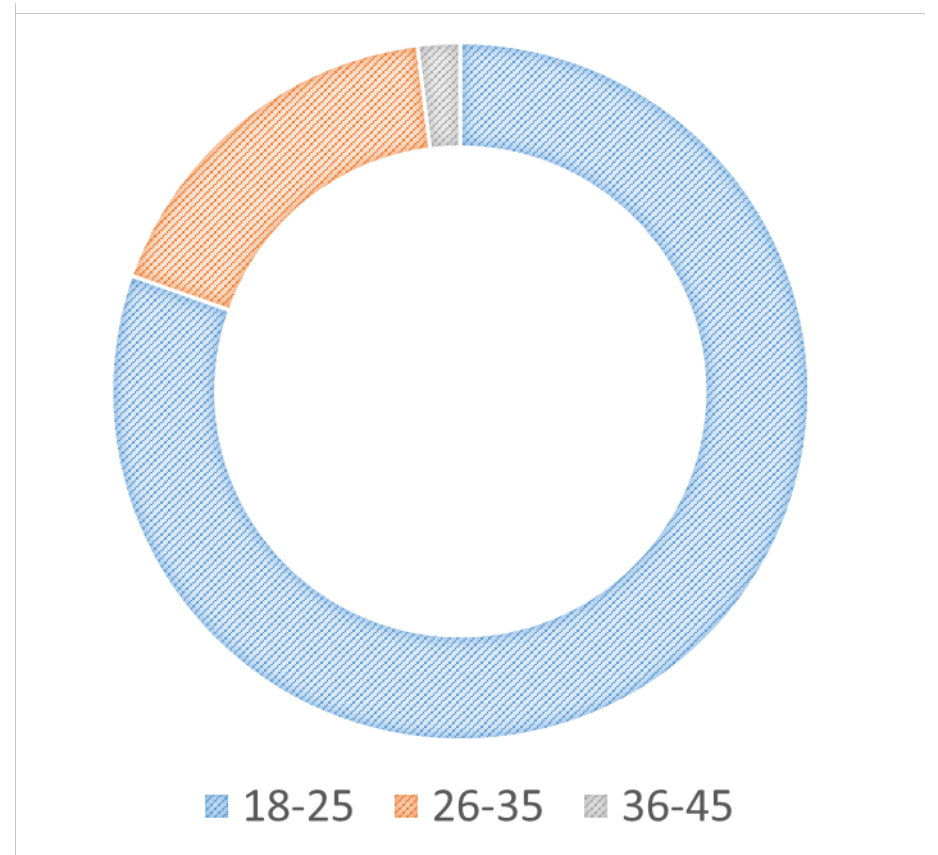
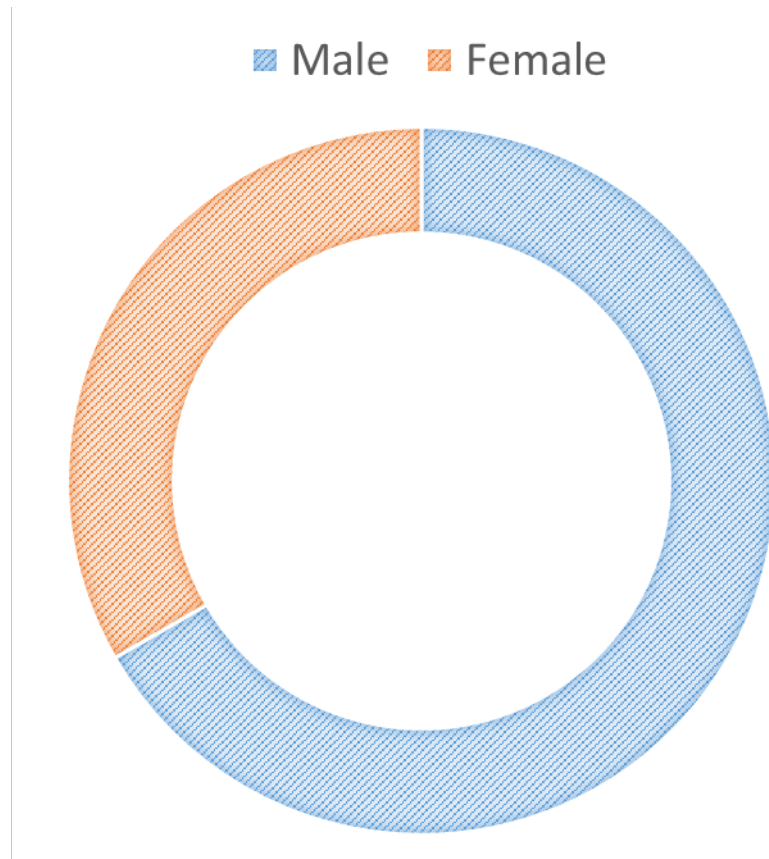
Section 6 – Intention to install

Section 7 – Unrelated questions

Section 8 a– Privacy risk literacy measurement

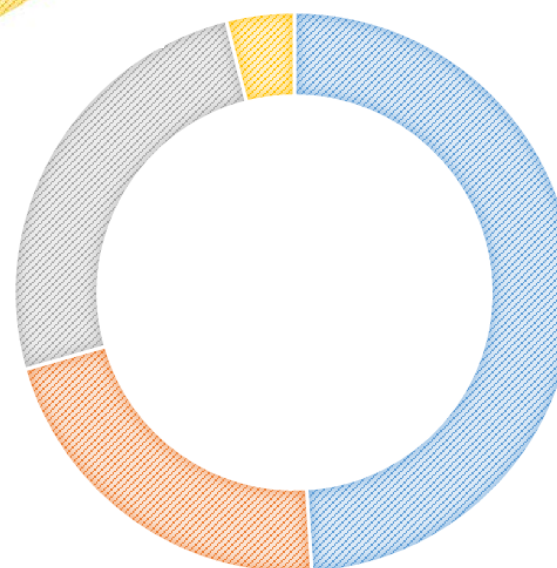
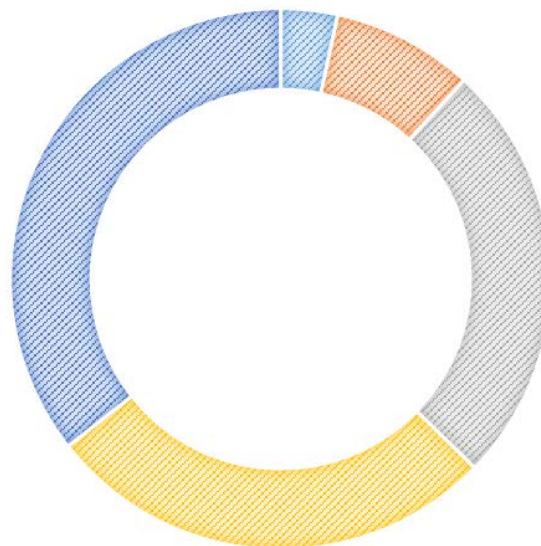
Section 8 b – Coping behavior literacy measurement

Experiment (2)



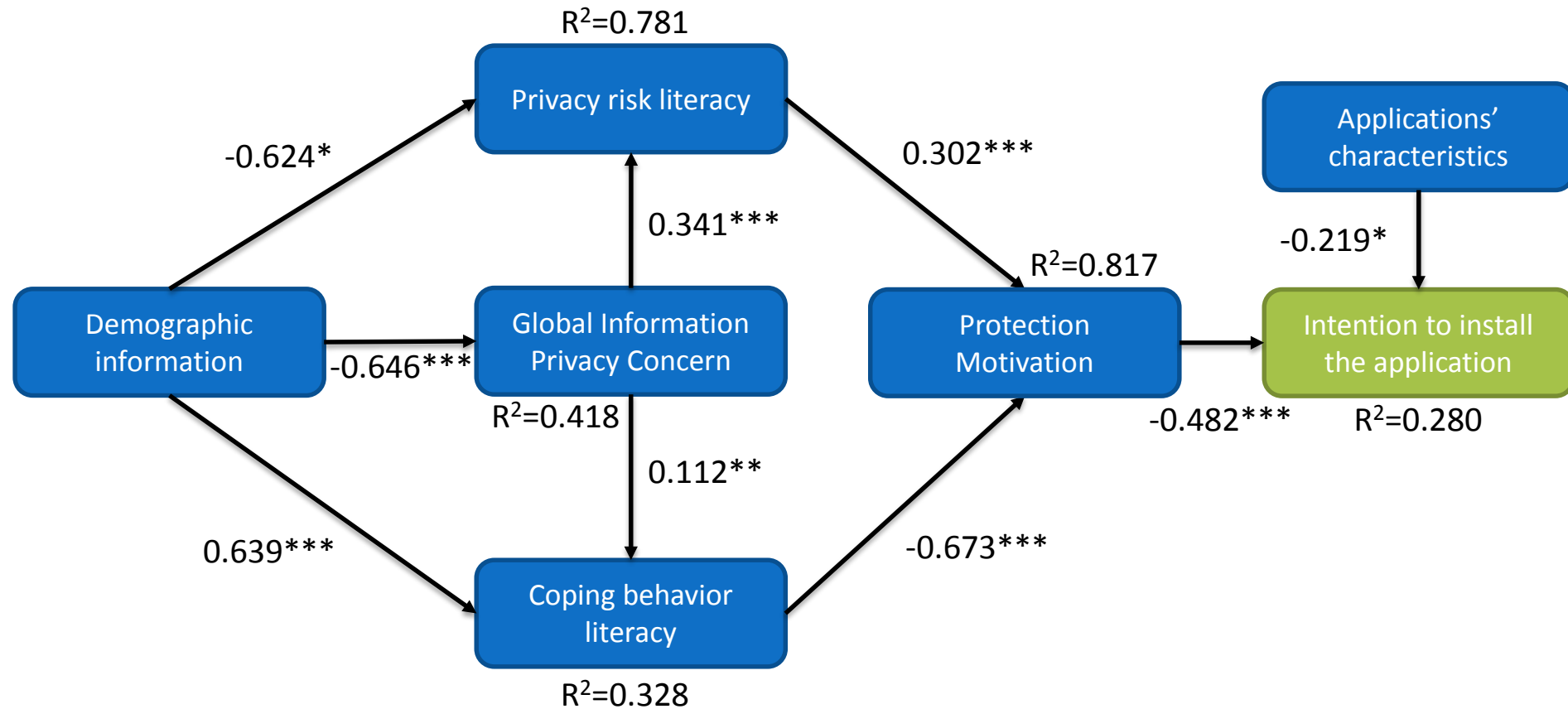
Experiment (3)

- Less than 6 months
- From 6 to 12 months
- From 1 to 2 years
- From 2 to 3 years
- More than 3 years



- Matura
- Higher education diploma
- Bachelor Degree
- Other

Results



*** p < 0.01, ** p < 0.05, *p < 0.1

Discussion

- Protection motivation has more influence on the intention to install an application than the application's own characteristics.
- Coping behaviour literacy has twice the influence of the privacy risks literacy on the protection motivation.

Conclusion

- Further researches on the antecedents of the intention to install an application are required to better protect the privacy of smartphone users.
- Efforts should be put into the development of personal abilities to cope with privacy-threatening applications.

Thank you for your attention...