3-22-2019

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PERCEIVED DIFFERENCES OF TRUST, RISK, AND PRIVACY IN DIFFERENT INTERNET CHANNELS

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ABSTRACT

Research on people's perceptions of trust, risk, and privacy on the internet has generally neglected the impact of various channels available for consumers to access the internet. People primarily access the internet using network channels at home, work, public Wi-Fi (hotspots), or use their mobile data network to conduct various activities (shopping, surfing, searching and socializing). The aim of this research is to understand how people's perceptions related to trust, risk, and privacy may vary between different internet access channels. Adapting existing trust, risk, and privacy scales, we conduct a pilot survey to compare people's perceptions as it relates to home and public Wi-Fi internet channels. Our results, while validating the trust and risk scales found in the online behavior literature, suggest a significant difference in the perception of trust and risk factors depending on the internet channel. However, the results with regards to the privacy factor are intriguing and require further work. Also, future research could cast light on the impact of this difference on activities people would like to perform using these channels.

Keywords

Internet channels, Trust, Risk, Privacy, e-commerce, Home Internet, Public Wi-Fi