Privacy Assurances and Information Sensitivity on the Intention to Disclose

Emergent Research Forum (ERF)

Oscar E. López
University of Massachusetts Amherst
olopez@umass.edu

Traci J. Hess
University of Massachusetts Amherst
theiss@isenberg.umass.edu

Abstract

Recent information systems (IS) research has examined internet privacy concerns (IPC), developing a second order construct with six dimensions to robustly measure this important concept. While the conceptualization and measurement of IPC has been advanced, our understanding of the antecedents, outcomes, and moderators related to IPC is more limited. Existing literature on privacy suggests that certain contexts are more sensitive to privacy concerns than others, and that websites can be designed with privacy assurances to minimize these concerns and encourage online disclosure of personal information. A comprehensive research model is proposed, and an experiment is designed to assess the moderating effects of both information sensitivity and privacy assurance seals on the relationships between IPC, trust, and risk, and intentions to disclose information online. A pilot study with preliminary validation results is reported. Revision of the scales and a full data collection is underway and will be reported at the conference.