

The Influence of context and incentives on Private Information Sharing

TREO Talk Paper

Mohamed Abdelhamid
California State University, Long Beach
Mohamed.abdelhamid@csulb.edu

Austin Sean Chi
University of California, Riverside
achi002@ucr.edu

Abstract

A common definition of privacy centers on the idea that people have the right to choose their shared information and the people who access their information. When faced with a choice, individuals normally choose the option with the highest value after considering possible risks. This study investigates the impact of context and incentives on the individuals' decisions to share personal and private information. This study uses the privacy panel 4 dataset from pew internet research center. The survey collects data about privacy related traits such as unauthorized access concerns, collection concerns, private personality and sharing personality. In addition, participants were given different scenarios. In each scenario an incentive is given such as getting more security or getting a technology product but in order to get the incentives, the participants have to share private information with the organization. We used logistic regression to analyze the data. Results show that individuals are not willing to share personal information to receive more security but are willing to do so if they have a sharing personality. On the other hand, people are willing to share personal information for a technology related incentives when they have no concerns over collection of information (see Table 1).

Results of Logistic Regression Dependent Variable: Likelihood to Share Private Information				
Scenario	Security		Technology	
Variable	Estimate	P-value	Estimate	P-value
Unauthorized Access Concerns	-0.66	0.002	0.04	0.809
Collection Concerns	0.21	0.334	-0.40	0.042
Private personality	-0.15	0.338	0.28	0.049
Sharing personality	0.41	0.031	0.10	0.578

Table 1 - Results