

Concern, control, perception, contrary factors and impact- Lit Review

Concern	Control	Perception	Contrary factors	Impact
Dinev et al. (2008) defined a surveillance concern as “a negative belief about the proactive gathering and processing of personal information and monitoring online behaviour by the government” (p. 220 as cited by Nam, 2019, p.532).	As control refers to a person’s ability to significantly alter and predict a situation (Perry et al., 2001), perceived control relates to a person’s belief that they have control over their environment (Skinner, 1996 as cited by Nam, 2019, p.532).	However, it should be noted that perceived privacy control is a related but separate construct from privacy concerns (Dinev & Hart, 2004, 2006; Xu et al., 2011: 84 as cited by Nam, 2019, p.532).	Hence, perceived control is a contrary factor weighed against privacy concerns (Brandimarte et al., 2013; Xu et al., 2011: 804 as cited by Nam, 2019, p.532).	(t)he perceived value of the control is also expected to have an impact, specifically a positive impact on disclosure actions or intent (Dodds, Monroe & Grewal, 1991; Lee, 2008: 21 as cited by Nam, 2019, p.532).
Individuals are more likely to accept the potential risks that accompany the disclosure of personal information if they perceive that they can achieve a positive net outcome (Culnan & Bies, 2003; Kokolakis, 2017; Kraft, Arden & Verhoef, 2017; Stone & Stone, 1990 as cited by Nam, 2019, p.533).	Individuals who perceive a sense of information control have a lower level of privacy concern (Culnan & Armstrong, 1999; Hajli & Lin, 2016; Phelps et al., 2000; Zhou, 2017) and judge the risks relating to disclosing information to be less severe (Brandimarte, Acquisti & Loewenstein, 2013 as cited by Nam, 2019, p.532).	However, a stream of previous research has used perceived control as a proxy for actual control (Ajzen, 1991, 2002 as cited by Nam, 2019, p.532).	A high level of information sensitivity instills a negative attitude toward revealing personal information (Bansal, Zahedi & Gefen, 2016; Li, Sarathy & Xu, 2011; Malhotra, Kim & Agarwal, 2004; Markos, Milne, & Peltier, 2017 as cited by Nam, 2019, p.533).	Risk generally refers to uncertainty resulting from the potential that a negative outcome may occur as a result of taking some action (Havlena & DeSarbo, 1991) as well as the possibility that another party’s opportunistic behaviour can result in losses for oneself (Ganesan, 1994 as cited by Nam, 2019, p.533).

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<p>Certain domains of life are considered more private than others (Nam, 2019, p.533).</p> <p>For instance, most individuals usually regard medical data, financial information, and personal identifiers to be more sensitive than demographic information, lifestyle habits, and purchase behaviour (Phelps et al., 2000 as cited by Nam, 2019, p.533).</p>	<p>Actual control relates to whether a person can control diverse situations or events (Bandura, 1982; Connell, 1985; Weisz & Stipek, 1982 as cited by Nam, 2019, p.532).</p>	<p>Perceived control is not actual control over behavior but the perception of the ease or difficulty of actions (Lee, 2008: 17-18 as cited by Nam, 2019, p.532).</p>	<p>Individuals who desire greater transparency regarding the handling of information – in terms of what type and how much information is collected about them, how it is stored, and to whom it is distributed or sold (Dinev et al., 2013; Waldo, Lin & Millet, 2007)- are less willing to share information that can be used to identify them (Awad & Krishnan, 2006 as cited by Nam, 2019, p.533).</p>	<p>Individuals are more likely to accept the potential risks that accompany the disclosure of personal information if they perceive that they can achieve a positive net outcome (Culnan & Bies, 2003; Kokolakis, 2017; Kraft, Arden & Verhoef, 2017; Stone & Stone, 1990 as cited by Nam, 2019, p.533).</p> <p>This means that, in the context of government surveillance, they may encourage surveillance practices (Dinev et al., 2008; Lyon, 2001 as cited by Nam, 2019, p.533).</p>
<p>Further, the government can create a positive attitude by reducing concerns and increasing trust (Dinev et al., 2013; Phelps et al., 2000; Smith, Dinev</p>	<p>Individuals wish to be in control of their private information and to be able to decide with whom to make their disclosures, along with when, under what</p>	<p>Perceived uncertainty arising from incomplete and asymmetric information leads to a higher level of perceived risk (Dinev et al., 2013; Pavlou, Liang</p>	<p>Liberalism-based arguments posit that intrusions into privacy diminish and threaten liberty (Benn, 1984; Nam, 2017; Nozick, 2013; Rawls, 1971 as</p>	<p>Individuals' perception of security positively affects their attitudes toward privacy (Shin, 2010 as cited by Nam, 2019, p.533).</p>

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<p>& Xu, 2011; Xu et al., 2009 as cited by Nam, 2019, p.533).</p>	<p>conditions, and for how long (Malala, 2016: 39 as cited by Nam, 2019, p.532).</p>	<p>& Xue, 2007 as cited by Nam, 2019, p.533).</p>	<p>cited by Nam, 2019, p.533).</p> <p>In contrast, communitarians and republicans are skeptical of individual privacy, considering it to be a potential impediment to the common good and civic virtue (Manning, 1997; Schwartz, 2000 as cited by Nam, 2019, p.533).</p>	
<p>Personal disposition to privacy may determine the rules for the opening and closing of boundaries, thereby directly affecting risk-control assessment (Bansal & Gefen, 2010; Li, 2014a, 2014b as cited by Nam, 2019, p.533).</p>	<p>In order to attempt to gain control over one's identity, certain tactics are required (i.e. anonymity, secrecy, or confidentiality), and these, along with limiting the ability of third parties to access one's personal information, also limit that of other members of the public (Zwick & Dholakia, 2004 as cited by Nam, 2019, p.532).</p>	<p>Perceived risk has a substantial association with concern; as such, perceived risk is not completely distinguishable from perceived concern in terms of empirical measures (Dinev et al., 2008; Hajli & Lin, 2016; Lin, Featherman & Sarker, 2017; Pavlou et al., 2007; Yin, Cheng & Zhu, 2011 as cited by Nam, 2019, p.533).</p>	<p>The former may feel that there is an absence in the adequate balance between anti-terrorism efforts and civil liberties because the support for government surveillance is linked with "perceptions of the need to sacrifice additional civil liberties to curb terrorism" (Best et al., 2006: 379 as cited by Nam, 2019, p.533-534).</p>	<p>In practice, the mechanisms of encryption, protection, verification, and authentication influence perceptions of information security (Chellappa & Apvlou, 2002: 361) where perceived security requires technical guarantees (Casalo, Flavian & Guinaliu, 2007: 585 as cited by Nam, 2019, p.533).</p>

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			<p>In contrast, the latter may believe that security is necessary to ensure liberty because liberty does not advance without security (Nam, 2019, p.534).</p>	
<p>As such, it should be noted that individuals with the self-disposition to be open persons would inherently cherish their personal boundaries to a greater degree (Xu et al., 2011: 805 as cited by Nam, 2019, p.533).</p> <p>As privacy is deeply linked to the promotion of liberty and selfhood (Gavison, 1984: 347), self-identified liberalism can shape attitudes concerning privacy (Nam, 2019, p.533).</p>		<p>In terms of privacy calculus, perceived benefit is simply the opposite of perceived risk (Nam, 2019, p.533).</p>	<p>From this viewpoint, the USA PATRIOT Act of 2001 has not lessened people's liberty, because the increase in surveillance has ultimately defended innocent citizens (Simone, 2009: 6 as cited by Nam, 2019, p.534).</p>	<p>As they rarely have clear knowledge of the information government possess about themselves how that information is used, or the consequences involved (Acquisti et al., 2015: 509) information asymmetry arising from the lack of transparency raises perceived risks and concerns, consequentially reducing the willingness to disclose personal information (as cited by Nam, 2019, p.533).</p>
Existing survey-based studies found that trust		Dinev et al., (2008) regarded the perceived		Regulations related to privacy reflect

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<p>in institutions plays a critical role in increasing the acceptance of intrusive privacy measures (Barnard-Wills, 2013; van den Broek, Ooms & Friedewald, 2107; Van Lieshout et al., 2013 as cited by Nam, 2019, p.534).</p>		<p>need for surveillance as a surrogate that captures the perceived beneficial component of surveillance. In their study, the relationship between the perceived need for surveillance and concerns relating to government intrusion is equivalent to that between privacy concerns and the willingness to disclose personal information over the Internet (Nam, 2019, p.533).</p>		<p>institutional privacy assurance, which is a salient situational and environmental factor that influences individuals' decisions on the opening or closing of information boundaries (Culnan, 2000; Culnan & Bies, 2003; Xu et al., 2011 as cited by Nam, 2019, p.533).</p>
<p>Various studies revealed that privacy concerns would be less influential on individuals who trust public authorities who deal with technology responsibly (Bali, 2009; Knights et al., 2001; Lodge, 2007; Pavone & Esposti, 2010; Vermeersch & De Pauw,</p>		<p>Perceived security is based on assessing risk through personal anticipation and intuitive perception, rather than an applicable objective measurement (Nam, 2019, p.533).</p>		<p>As a means of inferring the existence of privacy protection (Xu et al., 2009), government regulation may “balance the interests of the subjects of data against the power of commercial entities and governments holding that data” (Acquisti et al., 2015: 509 as cited by Nam, 2019, p.533).</p>

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2017 as cited by Nam, 2019, p.534).				
		Perceived sensitivity of information accords with the lexicographic connotation of “sensitive”, which means requiring tact or caution, delicateness, or having the potential to invoke a certain level of discomfort (Dinev et al., 2013: 302 as cited by Nam, 2019, p.533).		Further, the government can create a positive attitude by reducing concerns and increasing trust (Dinev et al., 2013; Phelps et al., 2000; Smith, Dinev & Xu, 2011; Xu et al., 2009 as cited by Nam, 2019, p.533).
				High trust in, especially, public institutions significantly decreases the resistance to surveillance and strongly increases the acceptance of surveillance (Nam, 2019, p.534).