

## Online Privacy- Lit Review

Knowledge & Behavior	Access	Risks	Age group	World Views
We designed an educational interactive ebook called Cyberheroes and evaluated it to assess its effectiveness at increasing children's online privacy knowledge and behavior, and supporting child-parent privacy-related discussions (Zhang-Kennedy, Abdelaziz, Chiasson, 2017, abstract).	Access to mobile media devices has increased dramatically among young children, with 96.6% of 6-month to 4-year-olds using mobile devices on a daily basis (1 as cited by Zhang-Kennedy, Abdelaziz, Chiasson, 2017, p. 10).	Frequent online access increases children's exposure to online privacy risks (1 as cited by Zhang-Kennedy, Abdelaziz, Chiasson, 2017, p. 10).	While many privacy education initiatives focus on tweens, teens, and adults as their primary audience, we lack appropriate resources to teach young children, who are still developing literacy and cognitive skills and have limited experience. These limitations pose constraints on educational content and format (Zhang-Kennedy, Abdelaziz, Chiasson, 2017, p. 10).	The study surveyed 1261 internet users from five cities (Bangalore, Seoul, Singapore, Sydney and New York) to examine multinational internet users' perceptions and behavioural responses concerning online privacy (Cho, Rivera-Sánchez, Lim, 2009, abstract).
Child-friendly education initiatives are needed to empower children to be secure and responsible digital citizens (2, 3 as cited by Zhang-Kennedy, Abdelaziz, Chiasson, 2017, p. 10).	Surveys show (e.g. Consumer Internet Barometer, 2003) show that while in the 1970s 30 percent of consumers claimed to be concerned about privacy, that figure is now more than 80 percent (Dommeyer and Gross, 2003 as cited by Cho, Rivera-Sánchez, Lim, 2009, p. 396).	Personal information privacy is fast becoming one of the most critical issues in today's information-saturate society (Milberg et al., 1995 as cited in Cho, Rivera-Sánchez, Lim, 2009, p. 396).	The results showed that individual differences (age, gender and internet experience), nationality and national culture significantly influenced internet users' privacy concerns to the extent that older, female internet users from an individualistic culture were more concerned about online privacy than their	The study identified a set of individual-level (demographics and internet-related experiences) and macro-level factors (nationality and national culture) and tested the extent to which they affected online privacy concerns and privacy protection behaviours (Cho, Rivera-Sánchez, Lim, 2009, abstract).

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			counterparts (Cho, Rivera-Sánchez, Lim, 2009, abstract).	
The study also identified three underlying dimensions of privacy protection behaviour- avoidance, opt-out and proactive protection- and found that they distinctly related to the individual and macro-level factors (Cho, Rivera-Sánchez, Lim, 2009, abstract).	Such high levels of concern, it is argued, have negative consequences for the broad-scale adoption of the internet and e-commerce (Infocomm Development Authority, 2004; Sheehan, 1999 as cited in Cho, Rivera-Sánchez, Lim, 2009, p. 396).	Online privacy is not only becoming a significant ethical or managerial issue, it is also viewed increasingly as an 'international human rights' issue (Smith et al., 1996 as cited by Cho, Rivera-Sánchez, Lim, 2009, p. 396).	More specifically, it identified a set of individual-level factors (demographic variables and internet-related experiences) and macro-level factors (nationality and national culture) and tested the extent to which the two-level antecedent factors affected online privacy concerns and self-protection behaviors (Cho, Rivera-Sánchez, Lim, 2009, p. 396).	The findings highlight the conditional and multicultural nature of online privacy (Cho, Rivera-Sánchez, Lim, 2009, abstract).
Several studies examined the relationship between individuals' experiences with the internet and privacy concerns. Internet experience has been operationalized by length and frequency of use (Bellman et al., 2004; Miyazaki and Fernandez, 2001;	Individuals preserve audience segregation by following the rules of decorum of each social situation and by filtering the information about themselves available to each audience (Abril, Levin, Del Riego, 2012, p. 63-64).	Privacy is a multifaceted notion, encompassing personal autonomy, democratic participation, identity management and social coordination (Phillips, 2004 as cited by Cho, Rivera-Sánchez, Lim, 2009, p. 397).	A number of studies have tested whether concerns about online privacy are a function of demographic variables. Sheehan (1999) found that female internet users were generally more concerned about their personal privacy than male users (Cho,	As more companies and organizations become global, it is obvious that online privacy concerns extend beyond a single national culture (Milberg et al., 1995 as cited by Cho, Rivera-Sánchez, Lim, 2009, p. 396).

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UCLA Center for Communication Policy, 2004 as cited by Cho, Rivera-Sánchez, Lim, 2009, p. 397).			Rivera-Sánchez, Lim, 2009, p. 397).	
	Through these performances, Goffman posited, individuals create and tailor their social identities for particular audiences (Abril, Levin, Del Riego, 2012, p. 63).	Central to this multidimensional construct is the desire to keep personal information out of the hands of others: that is, privacy concerns (Westin, 1967 as cited by Cho, Rivera-Sánchez, Lim, 2009, p. 397).	Females tended to be less risk-taking and trusting than males in various social settings, including online shopping (Rodgers and Harris, 2003 as cited by Cho, Rivera-Sánchez, Lim, 2009, p. 397).  Additionally, education level and age have been identified as significant factors influencing online privacy concerns (Cho, Rivera-Sánchez, Lim, 2009, p. 397).	The purpose of this study is to explore online privacy using the perspective of cultural relativism (Yeniyurt and Townsend, 2003 as cited by Cho, Rivera-Sánchez, Lim, 2009, p. 396).
		The disclosure of information to unintended audiences discredits the construction of roles and identities within the group and causes “difficult problems in impression	In general, older people (Bellman et al., 2004) and better educated individuals were more concerned about online privacy since they became more sensitive to, or more aware of, potential privacy	

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		management” (Goffman, 1959 , p. 139 as cited by Abril, Levin, Del Riego, 2012, p. 64).	problems (Milne and Gordon, 1994: wang and Petrison, 1993 as cited by Cho, Rivera- Sánchez, Lim, 2009, p. 397).	
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