



Ansprechpartner  
Simone Burster

Telefon  
+49 921 55 - 7760

E-Mail  
simone.burster@uni-bayreuth.de

Datum  
Bayreuth, 05/04/2017

## Master Thesis

### Information Privacy at Risk: How IS Research can learn from Behavioural Economics and Social Psychology

Technical devices like tablets and smartphones are fully integrated in our daily lives. The integration in our daily routine in combination with the advancements in data collection, processing, aggregation and most importantly analysis brings information privacy of individuals at risk. Issues that once have been private and only be shared with a few leave now trails of personal data online.

Research has found contradictorily behaviour when it comes to information disclosure of individuals. While most individuals are concerned about their information privacy and would like to protect it, they do not act in an equal manner because the same individuals are willing to give away their personal information for relatively small rewards. To explain this dichotomy in behaviour, IS researcher use the knowledge from behavioural economics and social psychology to get a better understanding of individuals' behaviour regarding their information privacy. According to the literature, it is very likely that individuals fall victim to extraneous influences e.g. peripheral cues, biases and heuristics while making decisions about their personal information disclosure.

The aim of the thesis is to give an overview of the effects from behavioural economics and social psychology. Further, it shall be outlined how they can be used in information privacy research. The focus is on contributing to the perceived inconsistencies in individual's behaviour and give insights in the complexity of the decision-making process regarding personal information.

To examine the influence of the effects on individual's information disclosure, an empirical study with a series of different experiments will be conducted. Implications from the results can be drawn for consumers, marketers as well as policy makers.

#### Recommended Literature:

- Acquisti, A., Brandimarte, L. & Loewenstein, G., 2015. Privacy and human behavior in the age of information. *Science* (New York, N.Y.), 347(6221), pp.509-14. Available at: <http://science.sciencemag.org/content/347/6221/509.abstract>.
- Acquisti, A. & Grossklags, J., 2008. What can behavioral economics teach us about privacy. *Digital Privacy: Theory, Technologies, and Practices*, pp.363-377. Available at: <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.145.7609&rep=rep1&type=pdf>.
- Dinev, T. et al., 2015. Economics : Thinking Outside the " APCO " Box Systems , Psychology , and Behavioral Economics : Thinking Outside the " APCO " Box. *Information Systems Research*, (November).
- Smith, H.J. & Dinev, T., 2011. Information privacy research: An interdisciplinary review. *MIS Quarterly*, 35(4), pp.989-1015.

Kontakt: Burster, Simone, M.A.