

Feeling and Thinking: Exploring Privacy Related Attitudes and Behaviours

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Abstract. People's decisions do not happen in the vacuum, there are multiple factors that may affect them. There are external and internal determinants of decisions, such as the costs and benefits analysis, attitudes, personality, emotions, and many more. Frequently, the latter ones have a final say on the decision. Likewise, these determinants are taking an active role in privacy-related decision-making.

The current privacy landscape is filled with recurring security breaches and leaks of personal information collected by online companies. In such an outlook, privacy decisions gained on importance. Growing dependency on internet-connected devices and increasing privacy risks prompted policymakers to protect individuals' privacy. In Europe, the General Data Protection Regulation requires companies to provide users with adequate information about their data collection and processing practices to increase privacy awareness and enable educated decisions. Regardless, currently, there is no sufficient technology aiming to improve privacy decisions, nor decreasing unnecessary information disclosures. Hence, multi-disciplinary researchers aim at developing new privacy-enhancing technologies. To define such solutions it is crucial to understand cognitive processes underpinning privacy decisions.

In this talk, we discuss some of the privacy decisions and factors that influence them. Based on the results of empirical research, we review the attitude-behaviour relationship of online privacy interactions, focusing on the role of individual characteristics and affect.

Keywords: Privacy · Decision-making · Attitude · Behaviour.