INTRODUCTION

Information privacy has become an important issue in today’s digital world. As most online services are reaching out to global users, the issue about information privacy is not only at a local but a global level. Therefore, our aim is to explore new approaches to investigate users’ perspectives of information privacy in a global context.

METHOD

We conducted both an online quantitative survey (Study 1, N=143) and a qualitative vignette (Study 2, N=32).

1. The Survey included measurements of attitudes towards information privacy in different contexts and cultural identifications (see Figure 1).
2. Five vignettes proposed situations where potential privacy violations have occurred or could occur.

STUDY 1. SURVEY

1. Privacy sensitivity
   - Financial information is the highest privacy sensitivity (see Table 1).

2. Contextual sensitivity
   - Users would evaluate the information privacy depending on the context.
   - We propose a new Information Privacy Index: Privacy X Context.

3. Identity and Privacy
   - National identity had a significant negative relation to location and health information in different contexts.
   - Participants who had higher global identity had lower privacy attitudes toward health information in online services and employment.

STUDY 2. VIGNETTE

1. Supports for Nissenbaum’s contextual integrity framework
   - Participants judged the appropriateness of the flow of information based on the context.

2. Nationality did not influence how people responded
   - When participants largely disagreed with each other, dissention did not follow the pattern of differences in nationality.

3. Flow of information
   - The participants’ previously constructed ideas about the appropriate flow of information would determine how they would respond.

4. Privacy policies matter
   - The majority of participants gave a lot of weight to privacy policies in determining the appropriate flow of information.

CONCLUSIONS

1. We proposed a contextual information privacy index (CIPI) that can be an instrument for policy makers to legislate relevant online regulations on information privacy.
2. We concluded that people’s values influence how they think about privacy and these values do not always correlate to their nationality.

REFERENCE