

BEYOND THE PRIVACY PARADOX: OBJECTIVE VERSUS RELATIVE RISK IN PRIVACY DECISION MAKING

Idris Adjerid

Mendoza College of Business, University of Notre Dame,
Notre Dame, IN 46556 U.S.A. {iadjerid@nd.edu}

Eyal Peer

The Graduate School of Business Administration, Bar-Ilan University,
Ramat-Gan 5290002 ISRAEL {eyal.peer@biu.ac.il}

Alessandro Acquisti

Heinz College, Carnegie Mellon University, 5000 Forbes Avenue,
Pittsburgh, PA 15213-3890 U.S.A. {acquisti@andrew.cmu.edu}

Appendix A

Manipulation Checks and Exit Questions

Experiment 1

Measure	Description
*Privacy Concern	I would be concerned about my privacy if I was a participant in this upcoming study.
*Protection Satisfaction	I am satisfied with the protections provided in this upcoming study.
*Harm Perception	I would be concerned that my responses in this upcoming study could be used to harm me.
*Protection Recall 1	The study requires a valid email address.
*Protection Recall 2	My responses in the study are linked to my email.
*Protection Recall 3	My responses are kept after the end of the study.
*Protection Recall 4	My responses are encrypted in the study.
*Protection Recall 5	My responses in the study will be accessed by a research assistant.

*Response Scale: Strongly Agree – Strongly Disagree

*Response Scale: Yes, No

Experiment 2

Question	Scale/Options
The confidentiality protections in this study [were the same as, increased relative to, decreased relative to] the confidentiality protections in the prior study.	[Strongly Agree–Strongly Disagree]
As part of this hit, you participated in:	[One Study, Two Separate Studies, Three Separate Studies]
What are the differences between the first and second study?	[No Difference, Different Questions, Different Confidentiality Protections, Different Purpose]

Experiment 3

Question	Scale/Options
Please rate, from “very low” to “very high,” how you see the level of protection offered in this study.	[Very High–Very Low]

Appendix B

Experiment 1: Disclosure Questions

Participants were provided the following prompt for these questions: “Imagine you are taking this study. How likely are you to truthfully answer the following questions.” Participants responded on a five-point Likert scale ranging from “very likely” to “very unlikely.”

Question	Text	Category
1	What is your annual income?	Descriptive
2	What is your sexual orientation?	Descriptive
3	What is your address?	Descriptive
4	What is your phone number?	Descriptive
5	What is your view on gay rights?	Descriptive
6	Have you every downloaded a pirated song?	Ethical
7	Have you ever flirted with someone other than your partner or spouse?	Ethical
8	Have you ever used drugs of any kind (e.g., weed, heroin, crack)?	Ethical
9	Have you ever looked at pornographic material?	Ethical
10	Have you ever made up a serious excuse, such as a grave illness or death in the family, to get out of doing something?	Ethical

Items 6 to 10 were adopted from John et al. (2011).

Reference

John, L., Acquisti, A., and Loewenstein, G. 2011. “Strangers on a Plane: Context Dependent Willingness to Divulge Personal Information,” *Journal of Consumer Research* (37:5), pp. 858-873.

Appendix C

Experiment 2: Privacy Notice

Privacy Notice	Notice Text
High Protection	<i>The analysis for this study requires that your responses are stored using a randomly assigned ID. All other information that could potentially be used to identify you (email, zip code, etc.) will be stored separately from your responses. As such, your responses to the following set of questions cannot be directly linked back to you.</i>
Low Protection	<i>The analysis for this study requires that your responses are stored using your email. As such, your responses to the following set of questions may be directly linked back to you.</i>

Appendix D

Attention Check and Study Designs



Figure D1. Design 1 and Attention Check



Figure D2. Design 2 and Attention Check

Appendix E

Experiment Disclosure Questions (Highly Intrusive in Bold)

Questions 1–6 are used in round 1 of Experiment 2, whereas questions 7–12 are used in round 2 of Experiment 2. Questions 1, 2, 6, 7, and 9 are used in Experiment 3 (marked by an * in the table below). In Experiment 3, we used the following prompt in the hypothetical condition: “Imagine that we ask you whether you have engaged in each of the behaviors given below. How likely or unlikely would you be to admit that you have (or have not) engaged in each of these behaviors?” The response was measured using a Likert scale ranging from “definitely no – definitely yes.”

Question	Text
1*	Have you ever downloaded a pirated song from the internet?
2*	While in a relationship, have you ever flirted with somebody other than your partner?
3	Have you ever masturbated at work or in a public restroom?
4	Have you ever fantasized about having violent nonconsensual sex with someone?
5	Have you ever tried to gain access to someone else's (e.g., a partner, friend, or colleague's) email account?
6*	Have you ever looked at pornographic material?
7*	Have you ever used drugs of any kind (e.g., weed, heroin, crack)?
8	Have you ever let a friend drive after you thought he or she had had too much to drink?
9*	Have you ever made up a serious excuse, such as grave illness or death in the family, to get out of doing something?
10	Have you ever had sex in a public venue (e.g., restroom of a club, airplane)?
11	Have you ever, while an adult, had sexual desires for a minor?
12	Have you ever had a fantasy of doing something terrible (e.g., torture) to someone?

*Questions used in Experiment 3

Appendix F

Analysis Using Revised Measure of Hypothetical Disclosure ████████████████████

Our results are consistent when using both continuous Likert measures and when using a revised binary measure of admission that includes those indicating they are unsure whether they would admit: objective changes have a significant impact on hypothetical behavior, whereas relative changes do not.

	Continuous (Likert)	Revised Binary Measure
Objective Decrease	*3.5 vs. 3.2, $t(188) = -1.9, p = .06$	*.6 vs. .69, $t(188) = -2.05, p = .04$
Relative Decrease	3.1 vs. 3.2, $t(180) = -.69, p = .49$.56 vs. .6, $t(180) = -.77, p = .44$
Relative Increase	3.5 vs. 3.5, $t(181) = -.26, p = .79$.7 vs. .69, $t(181) = -.13, p = .91$