

PRESENTERS

Toby Klein*
Kadesha Treco*

Background

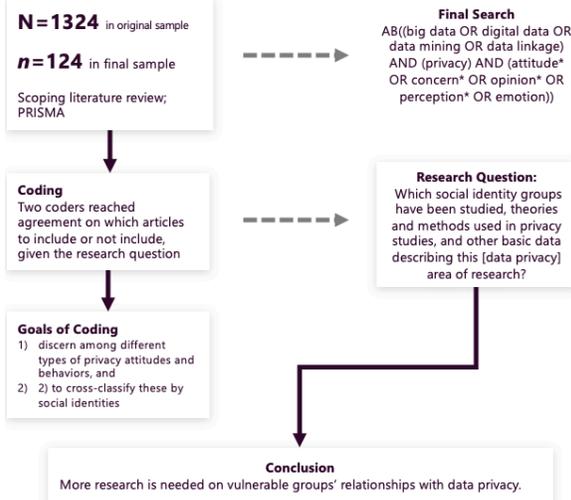
- 79% of Americans are concerned about their personal data use by companies
- 70% of Americans think their personal information is less secure today than in the past
- 60% of Black Americans vs. 43% of whites believe their online and phone activities are tracked by the government.
- In contrast, 50% of whites vs. 69% of Blacks feel they have control over who can access their information.

Overall, the PEW 2019 study shows stakeholders are concerned that harms, including personal data breaches affecting the most vulnerable individuals, outweigh the benefits (Auxier et al., 2019).

Theoretical Orientation

Context matters for privacy concerns, attitudes, and behaviors. Context includes the medium of data collection, data types, and identity characteristics of users. Such defined context influences privacy calculus and privacy paradox.

Methods



There are more studies on data privacy, yet **little is known** about the interface between data privacy and user's race/ethnicity and gender

Table 1. Frequency of demographics cited across studies

N = 124	%	Sample Demographic Data
64	51	Gender
13	10	Race/Ethnicity
Result Demographic Data		
24	19	Gender
10	8	Race/Ethnicity

Table 2. Studies by Year of Publication

N = 124	%	Year
86	69.4	2017 - 2021
25	20.2	2013 - 2016
9	7.3	2008 - 2012
4	3.2	2003 - 2007

Conclusions

Context matters for privacy concerns, attitudes, and behaviors. Context includes the medium of.

Reference

Auxier, B., Rainie, L., Anderson, M., Perrin, A., Kumar, M., & Turner, E. (2019). Americans and privacy: Concerned, confused and feeling lack of control over their personal information. Retrieved from Washington, D.C.:

Most studies do not report critical contextual demographic data needed and even fewer report results by demographic data

Toby Klein* & Kadesha Treco*
*Denotes equal authorship

