

OSTROM WORKSHOP COLLOQUIUM SERIES

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“Integrating Privacy, Personal Disclosure, and Social Exchange Theory: An Experimental Test”



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12:00–1:00 PM • Ostrom Workshop, 513 N. Park

Information privacy researchers have drawn on several theoretical frameworks in their empirical work examining personal disclosure in digital environments, primarily: articulating privacy as control; privacy in interpersonal dynamics; and privacy as contextual integrity. A common element missing from this literature is an accounting of social structure—a consideration of how structural factors affect one’s decision to disclose in relationships between individuals and the companies to whom they share their personal information. This paper fills a gap in the privacy literature by using a relational framework—social exchange theory (SET)—to explore how structural factors affect individuals’ decisions to disclose their personal information to companies. Using the exchange of personal information for access to a service as the basis for analysis, I use the predictive aspects of SET to understand the role relational factors such as power, fairness, trust, and benefits play in affecting personal disclosure decisions. I examine the ways in which the relationship between the discloser and the recipient, and in particular the distribution of power within the relationship, affects individuals’ decisions to disclose by presenting the results of a controlled survey experiment designed to test the effect of manipulating an individual’s negotiative power both on one’s propensity to disclose.

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[Jennifer King](#) is the Director of Consumer Privacy at the Center for Internet and Society at Stanford Law School. An information scientist by training, Dr. King is a recognized expert and scholar in information privacy. She examines the public’s understanding and expectations of online privacy and the policy implications of emerging technologies. Her research sits at the intersection of human-computer interaction, law, and the social sciences, focusing on social media, genetic privacy, mobile platforms, the Internet of Things (IoT), and digital surveillance.

Presentations are open to the public and are live streamed (see our website for URL and papers). You are welcome to bring your lunch. For questions, contact Allison Sturgeon (sturgeon@iu.edu; 812/855–3151).