

# 1. Cracking the Privacy Paradox: Towards a Realistic Privacy Behavior Scale (PrBeS) - [Masters]

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Despite a growing number of individuals expressing heightened concerns about their privacy amid negative publicity regarding privacy breaches, they paradoxically continue to disclose more information than ever before [1]. This discrepancy between privacy concern (an attitude) and information disclosure (a behavior) is well known among privacy researchers and often referred to as the “**privacy paradox**” [2,3]. However, assessing privacy attitude is usually done relying on some existing privacy scales (e.g., Westin's privacy index [4], Privacy Behavior Scale (PBS) [5], Internet Users' Information Privacy Concerns (IUIPC) Scale [6], Privacy Concerns Scale (PCS) [7], and Online Privacy Concerns Scale (OPCS) [8]), which might be subject to some construct bias, they are not measuring what is supposed to measure. More specifically, these scales provide valuable insights into individuals' attitudes and actions regarding the protection of their personal information, yet they seem to fail to accurately measure individuals' privacy attitudes. This thesis aims to tackle this problem by investigating existing privacy behavior scales/indexes, identifying their strengths and weaknesses, and proposing a novel privacy behavior scale (PrBeS). The scale will be evaluated by privacy experts and by an experiment with potential end users.

## References

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