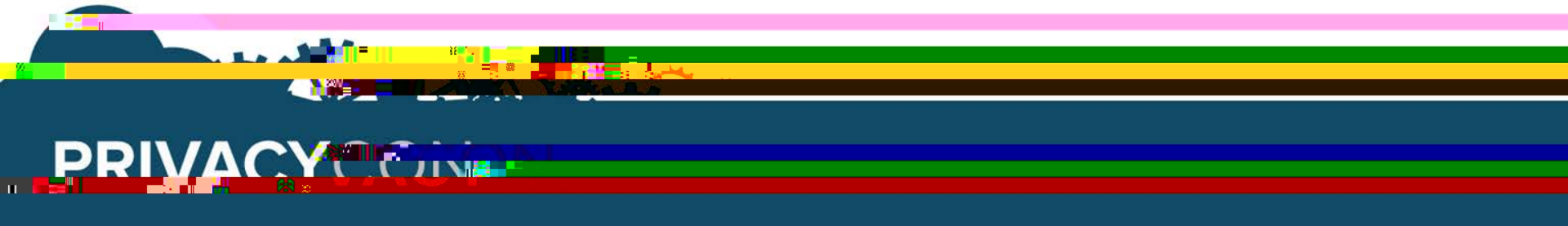
Empirical Measurements of Perceived Privacy Risk

New Findings on Privacy Risk

New scale is introduced to control the perceived likelihood of privacy risk in user surveys. Observations of scale:

- As likelihood increases, people are less willing to share their personal data
- As societal benefits increase, people are more willing to share their personal data



What is Risk?

- Bauer (1960) defined risk as comprised of two dimensions: uncertainty and adverse consequences
- NIST (2015) defines risk “as a function of the likelihood that an adverse outcome multiplied by the magnitude of the adverse outcome should it occur”
  - *Risk* = *Likelihood* x *Impact*
- Empirical risk research in judgement and decision sciences (1970-) distinguishes *revealed preferences*, and *expressed preferences,* or so-called *perceived risk*

R. A. Bauer “Consumer Behavior as Risk Taking,” *American Marketing Association*, R. S. Hancock (ed.), Chicago, IL: American Marketing Association, 389 398, 1960.

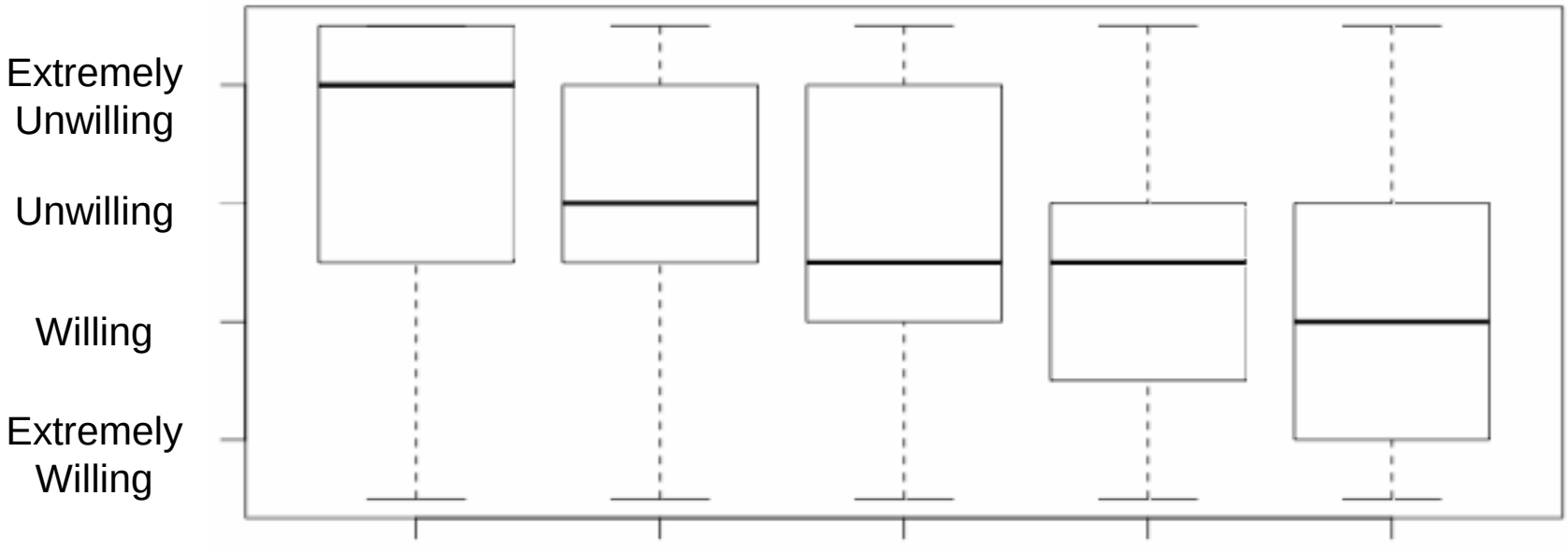
Factorial Vignette

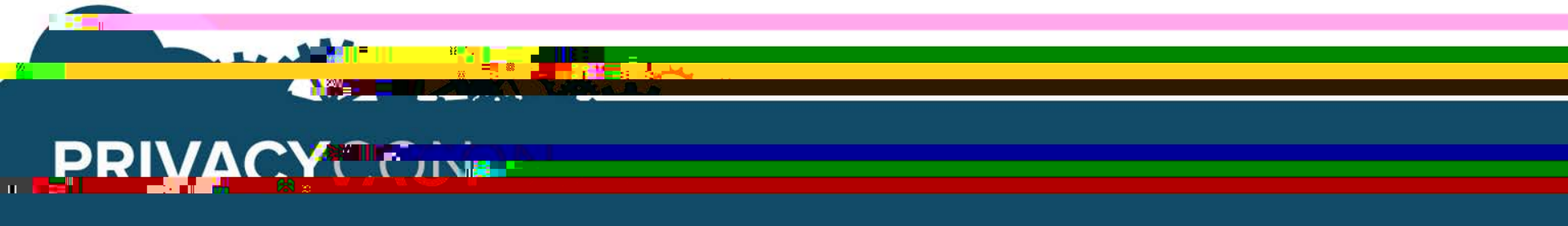
Please rate your willingness to share your information below with the Federal government, for the purpose of **[insert data purpose]**.

When choosing your rating for the information types below, consider the **[insert risk likelihood]** and the purpose above.

	Extremely Willing	Very Willing	Willing	Somewhat Willing	Somewhat Unwilling	...
Age Range	○	○	○	○	○	
Home Address	○	○	○	○	○	

Risk Likelihood

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