End-User Information Privacy Protection Behavior

This figure shows the relationship between our derived categories (in squared boxes) and the derived categories found in literature (on branches).

Frank Ebbers (2019), IFIP Summer School 2019

- **pre-disclosure**
  - preventive measures (Anderson and Agarwal, 2010)
  - anticipation period (Folkman and Moskowitz, 2004)
  - preventive strategy (Gurau and Ranchhod, 2009)
  - prevention mechanism (Jiang et al., 2002)
  - preventive strategies (Lampinen et al., 2011)
  - before (London Economics, 2010)
  - pre-usage (London Economics, 2010)
  - deflective (Lwin et al., 2016)
  - prevention-focused behaviors (Lwin et al., 2016)
  - threat appraisal (Moshki and Barki, 2016)
- **post-disclosure**
  - protective measures (Anderson and Agarwal, 2010)
  - post-impact period (Folkman and Moskowitz, 2004)
  - reactive strategy (Gurau and Ranchhod, 2009)
  - corrective strategy (Lampinen et al., 2011)
  - safeguarding (London Economics, 2010)
  - defensive (Lwin et al., 2016)
  - promotion-focused behaviors (Lwin et al., 2016)
  - coping appraisal (Moshki and Barki, 2016)
- **active**
  - active (Dolnicar and Jordaan, 2007)
  - active (Gurung and Jain, 2008)
  - active (Li et al., 2016)
  - active strategy (Gurau and Ranchhod, 2009)
  - offensive (Ochs et al., 2018)
- **passive**
  - passive (Dolnicar and Jordaan, 2007)
  - passive strategy (Gurau and Ranchhod, 2009)
  - passive (Gurung and Jain, 2008)
  - passive (Li et al., 2016)
  - passive (Matzner et al., 2016)
  - defensive (Ochs et al., 2018)
- **learning and informing**
  - monitor (Büchi et al., 2016)
  - avoidance mechanism (Jiang et al., 2002)
  - detection mechanism (Jiang et al., 2002)
  - informative (META Group, 2005)
  - information seeking (Metzger 2007)
  - support-seeking (Moshki and Barki, 2016)
  - threat appraisal (Moshki and Barki, 2016)
- **avoidance**
  - deflective behavior (Lwin et al., 2016)
  - denial (Moshki and Barki, 2016)
  - escape (Moshki and Barki, 2016)
  - Exklusionspraktiken (Ochs et al., 2018)
  - System herunterfahren (Ochs et al., 2018)
- **Delegation**
  - Delegation (Ochs et al., 2018)
- **information publishing**
  - limit the circulation of information (Baruh et al., 2017)
  - limit information sharing (Boerman et al., 2018)
  - limit self-disclosure (Boerman et al., 2018)
  - deflective behavior (Lwin et al., 2016)
  - problem-solving (Moshki and Barki, 2016)
  - Vernetzungspraktiken (Ochs et al., 2018)
  - information provision (Son and Kim, 2008)
  - individual self-protection (Xu et al., 2012)
  - refrain (Youn, 2009)
- **Using privacy protection tools**
  - adoption of privacy protective measures (Baruh et al., 2017)
  - block cookies (Büchi et al., 2016)
  - privacy protection tools (META Group, 2005)
- **Using transparency tools**
  - detection mechanism (Jiang et al., 2002)
  - privacy management tools (META Group, 2005)
  - transparency enhancing tools (Murmann and Fischer-Hubner, 2018)
  - transparency tools (Fritsch, 2007)
- **privacy calculus reconciliation**
  - reconcile (Yap et al., 2012)
- **trust in external authorities**
  - privacy initiatives (Mendel et al., 2012)
- **trust in industry self-regulation**
  - Industry Self-Regulation (Büchi et al., 2016)
  - Industry Self-Regulation (Xu et al., 2012)
- **trust in proxy control**
  - exoterische Praktiken (Ochs et al., 2018)
  - Fremdkontrolle (Ochs et al., 2018)
  - proxy control agency (Xu et al., 2012)
  - seek (approach strategy) (Youn, 2009)
  - support-seeking (Moshki and Barki, 2016)
- **Rely on legislation**
  - Government regulation (Xu et al., 2012)
- **trust in a specific company**
  - Trust as major issue in information provision (Teo et al., 2004)
- **Rely on jurisdiction**
  - Vertrauen in das Rechtssystem (ROLAND-Gruppe, 2019)
- **Confidence in privacy enhancing technologies**
  - reliance on PET (ENISA, 2016)
  - have confidence in some protective measures (Boerman et al., 2018)
- **Non-usage**
  - Nicht-Nutzung (Ochs et al., 2018)
  - discontinuance of service use (Moshki and Barki, 2016)
- **selective usage**
  - Selektive Nutzung (Ochs et al., 2018)
  - Temporär Offline (Ochs et al., 2018)
- **refusal**
  - refusal (Son and Kim, 2008)
  - withdraw (Yap et al., 2012)
  - withhold (Lwin et al., 2007)
  - withholding information (Metzger, 2007)
- **falsifying and incompletion**
  - fake (Büchi et al., 2016)
  - Opacity tools (Fritsch, 2007)
  - prevention (Jiang et al., 2002)
  - fabricate (Lwin et al., 2007)
  - deflective behavior (Lwin et al., 2016)
  - falsifying (Metzger, 2007)
  - Avatarbildung (Ochs et al., 2018)
  - perturbation (Shin et al., 2012)
  - misrepresentation (Son and Kim, 2008)
  - feint (Yap et al., 2012)
  - perception management (Yap et al., 2012)
  - fabricate (Youn, 2009)
- **obfuscation and camouflage**
  - camouflage (Brunton and Nissenbaum, 2015)
  - obfuscation (Brunton and Nissenbaum, 2015)
  - camouflage (Fritsch, 2007)
  - opacity tools (Fritsch, 2007)
  - deflective behavior (Lwin et al., 2016)
  - perturbation (Shin et al., 2012)
  - decoy (Yap et al., 2012)
  - feint (Yap et al., 2012)
  - misinform (Yap et al., 2012)
  - sabotage (Yap et al., 2012)
  - subterfuge (Yap et al., 2012)
- **Selective Data Disclosure**
  - limit circulation of information (Baruh et al., 2017)
  - Selektive Dateneingabe (Ochs et al., 2018)
- **Encryption**
  - Verschlüsselung (Ochs et al., 2018)
- **Social Encryption**
  - soziale Verschlüsselung (Ochs et al., 2018)
- **audience segregation**
  - Audience Segregation (Ochs et al., 2018)
- **neutralize**
  - neutralize (Yap et al., 2012)
  - blacken-out (Kung et al., 2017)
- **Change default settings**
  - changing platform privacy settings (Büchi et al., 2016)
  - changing privacy settings (Boerman et al., 2018)
- **private activities**
  - ask companies to delete personal information (Büchi et al., 2016)
  - defensive (Lwin et al., 2016)
  - filling a complaint (Moshki and Barki, 2016)
  - opposition (Moshki and Barki, 2016)
  - private action (Son and Kim, 2008)
  - taking legal actions (Matzner et al., 2016)
- **Communicate negative word-of-mouth**
  - negative word-of-mouth (Son and Kim, 2008)
  - negative word-of-mouth (Moshki and Barki, 2016)
- **removal**
  - removal (Son and Kim, 2008)
- **public activities**
  - public action (Son and Kim, 2008)
  - starting a litigation (Moshki and Barki, 2016)
  - support-seeking (Moshki and Barki, 2016)
- **Indirect complaints**
  - complaining indirectly to third-party organizations (Son and Kim, 2008)
- **Direct complaints**
  - complaining directly to online companies (Son and Kim, 2008)
- **Deleting traces**
  - curative (London Economics, 2010)
  - deleting previously shared content (Matzner et al., 2016)
  - Browserverlauf/Cookies/Cache löschen (Statista, 2017)
  - neutralize (Yap et al., 2012)
- **non-technical**
  - general caution (Buchanan et al., 2007)
  - non-technical example (Fritsch, 2007)
  - veraussetzungsarme Privatheitspraktiken (Ochs et al., 2018)
- **technical**
  - Adopting PET (Moshki and Barki, 2016)
  - protect (Lwin et al., 2007)
  - technical (Xu et al., 2012)
  - technical example (Fritsch, 2007)
  - technical protection of privacy (Buchanan et al., 2007)
  - veraussetzungsreiche Privatheitspraktiken (Ochs et al., 2018)