Factors Influencing Privacy Control Practices of Users of Mobile Devices and Smartphones

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ABSTRACT

Mobile technology has accelerated the pace at which people access, acquire, and generate data. Users' cell phones are now rich repositories of memories and content that chronicle their lives. A staggering archive of personally identifiable information exists about cell users. The continued growth of digital information combined with mobile technology has created privacy and security challenges for users of mobile devices and smartphones. Users of mobile devices and smartphones download and use applications developed by different organizations with different levels of control that enables users to access and manage their data. Recent discussion and concerns about privacy on social media platforms, such as Facebook, Twitter, Instagram, and others, suggested that developers must do more to protection users' information. The discussion also highlighted the importance of regulations. In recent years, regulations, such as GDPR, which grant privacy-enhancing tools (PETs) to increase users' control levels was enacted. However, the implementation of such regulations and the use of PETs does not always translate to practicing controls by the users of mobile devices. The use of controls involves human factors that are governed by awareness, knowledge, and practice. There is a need to investigate the issues that influence user use of privacy controls. Although there have been multiple attempts investigating the use of technology to achieve user privacy, it is imperative to evaluate the influence of regulations and other human and social factors influencing user practices of control. This study aimed at understanding the factors that influence the personal data control practices of users. A quantitative survey will be developed to collect information from undergraduate students in two academic institutions, one in the United States of America and one in Saudi Arabia. The findings will be used to expand our understanding of student information privacy control practices of mobile devices and smartphones. The result could be used to inform the design and development of mobile applications and privacy control measures.

ALISE RESEARCH TAXONOMY TOPICS

information privacy; information rights; information literacy; mobile systems; social software

AUTHOR KEYWORDS

information behavior; privacy concerns; GDPR; privacy-enhancing tools; theory of planned behavior