Why Do We Reveal or Withhold Private Information?

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Challenge

- Internet users leave their digital footprints on myriad information systems each day

- But it is still **unclear** how they assess the security of online systems and reveal their private information online

- Some scholars explain that users carefully evaluate the benefits and risks of information disclosure, following the "**privacy calculus**" perspective
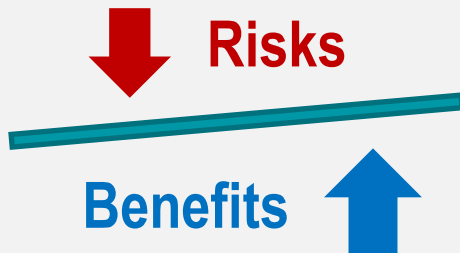
- However, given the cognitively demanding nature of many online transactions, we question the calculus proposition

Our Approach

Interface Cue(s) → **Cognitive Heuristics** → **Information Disclosure**

- Users' information disclosure behaviors are driven by cues in online/mobile interaction contexts, which trigger cognitive heuristics about the safety and security of specific online transactions

- The overarching goal of this project is to advance our understanding of various heuristics involved in online decision-making

Intellectual Merit & Broad Impacts

- The identification of heuristics related to online privacy/security can be transformational in advancing our knowledge about the many paradoxes that confront researchers, such as the privacy paradox

- Our discoveries will also have direct applicability to computing systems in making privacy and security notices simpler and more psychologically accessible