

Complex Privacy Model

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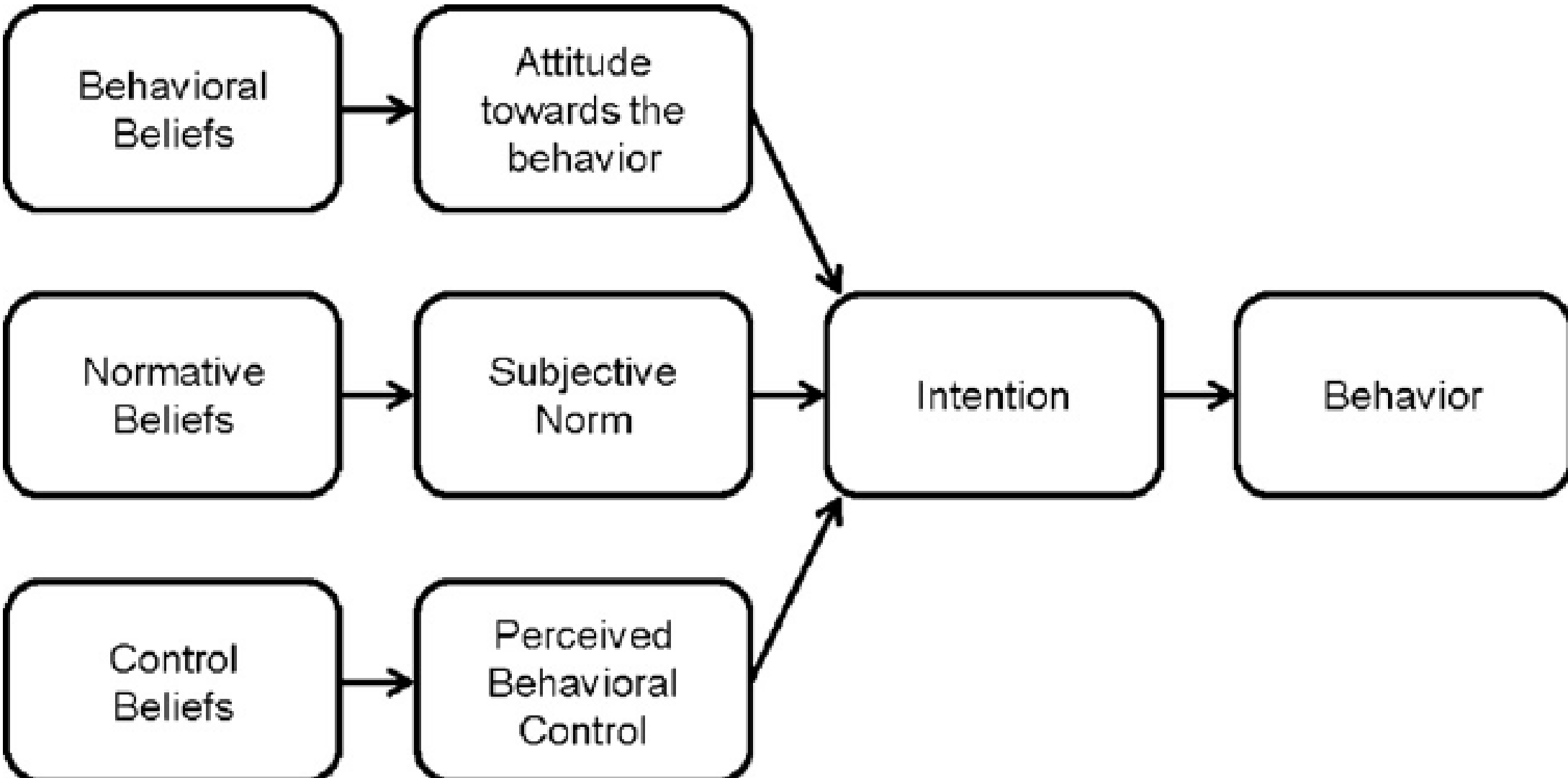
Behavioral theory

- Need to model privacy in order to understand it
- Environmental, personal and behavioural characteristics as the major determinants of behaviour
 - Threat, fear, response efficacy, self-efficacy, barriers, benefits, subjective norms, attitudes, intentions, cues to action or reactance etc.

Theory of planned behaviour

- Three impulses:
- 1) **behavioural** beliefs about the consequences, which produce positive or negative attitude towards the behaviour,
- 2) **normative** beliefs about the normative expectations of others, which result in social pressure, or subjective norm and
- 3) **control** beliefs about presence of factors that may facilitate or impede the behaviour, which implies the formation of intention.

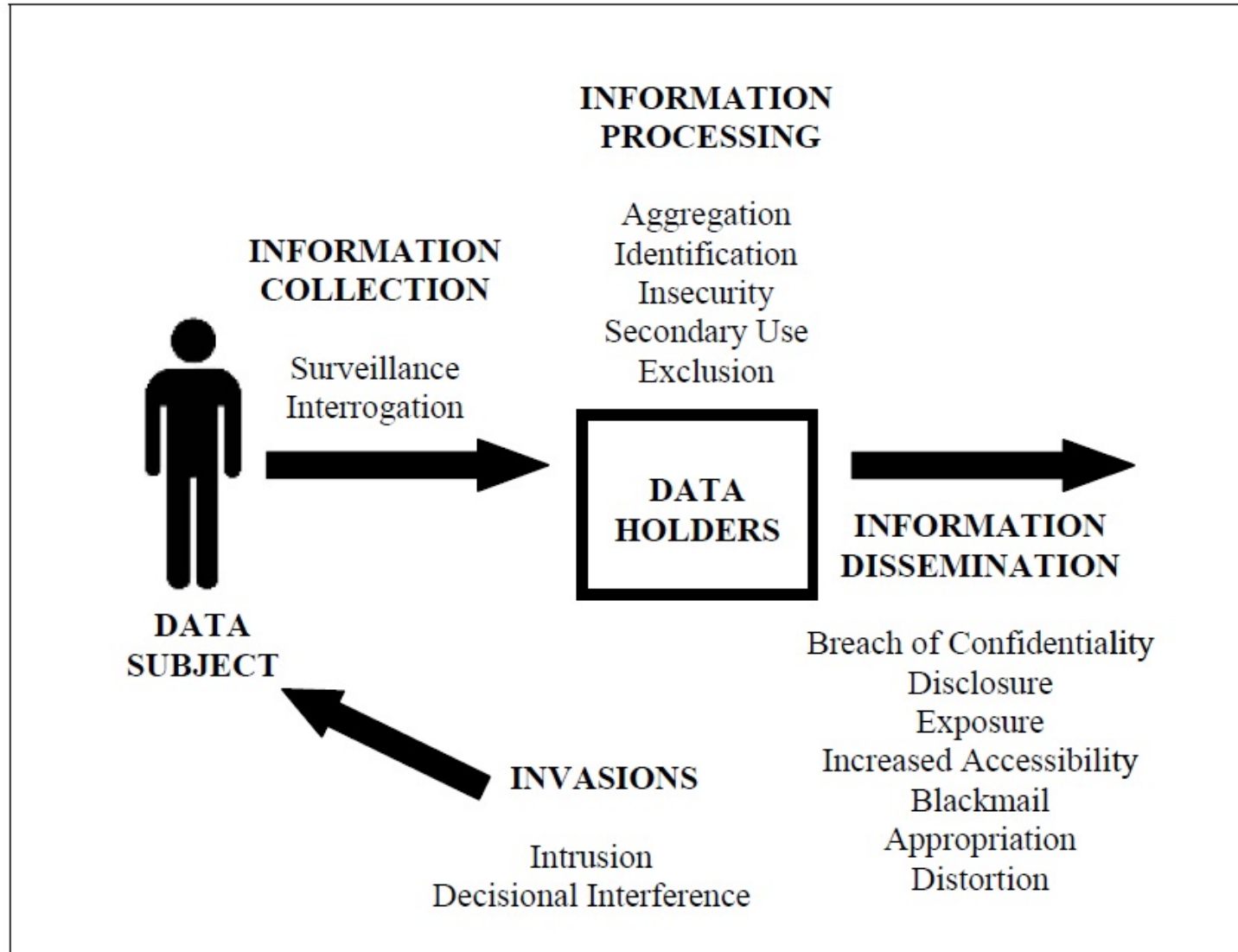
Theory of planned behaviour



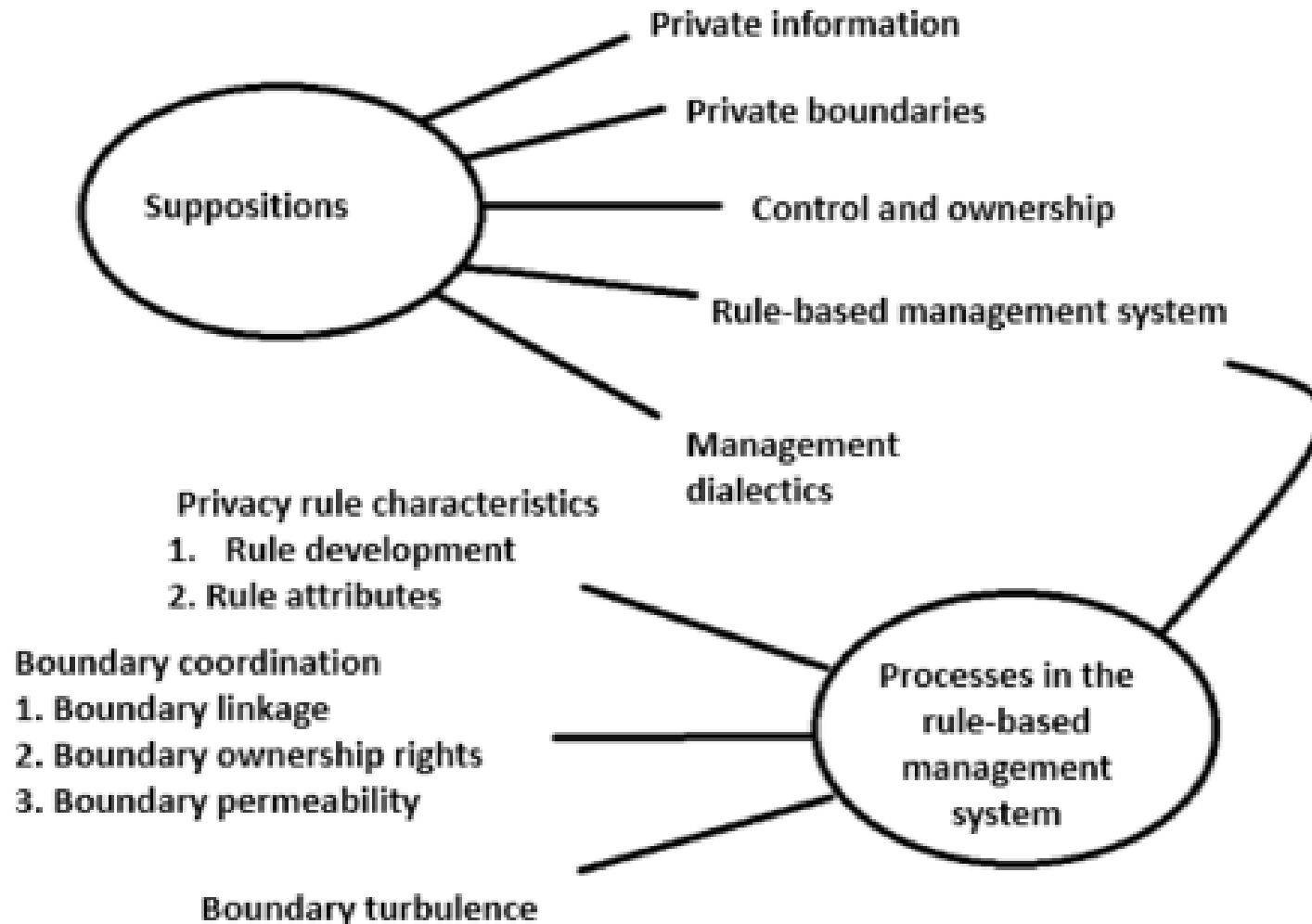
Nissenbaum: privacy as contextual integrity

- The right to the appropriate flow of information.
- Contexts are structured social settings with specific activities, roles, relationships, power structures, norms and rules.

Solove: Taxonomy of privacy

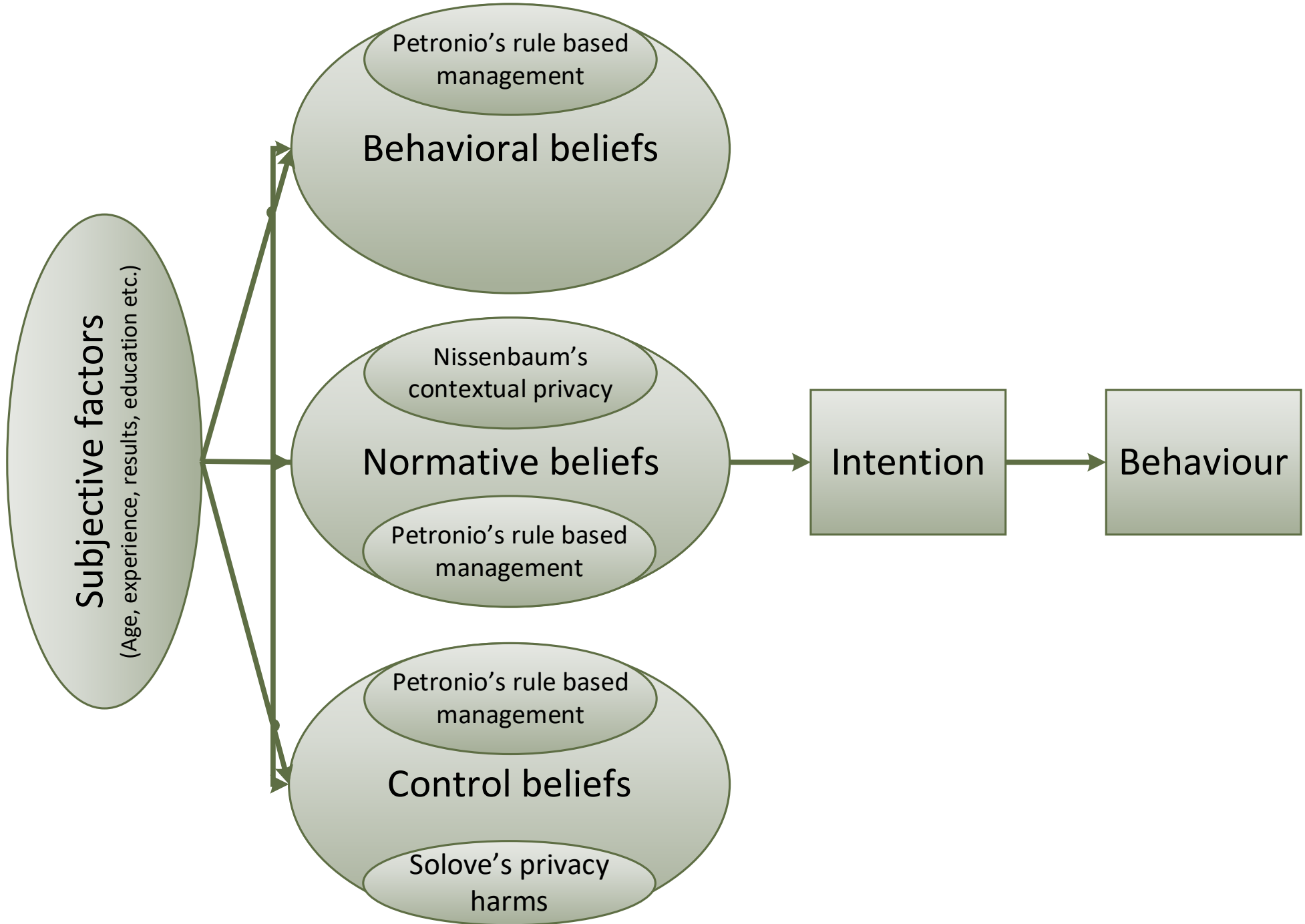


Petronio: Communication privacy



Application of the model to privacy

- **Nissenbaum** is looking for norms for every context → **normative** beliefs.
- **Petronio's** rule based management considers some boundary norms → **normative** beliefs.
- **Petronio's** treating of the private information of co-owners → **control** beliefs
- **Solove** gives us hints as to what type of harms could appear which provides us with a starting point in investigating the probability of the harms → **control** beliefs
- **Petronio's** privacy management could provide us with some guidelines regarding the attitude towards the results of the behaviour as we strive for something when we disclose private information to somebody → **behavioural** beliefs.
 - However, in many cases disclosing private information is not the aim of the behaviour, but the condition of some behaviour or its results only.



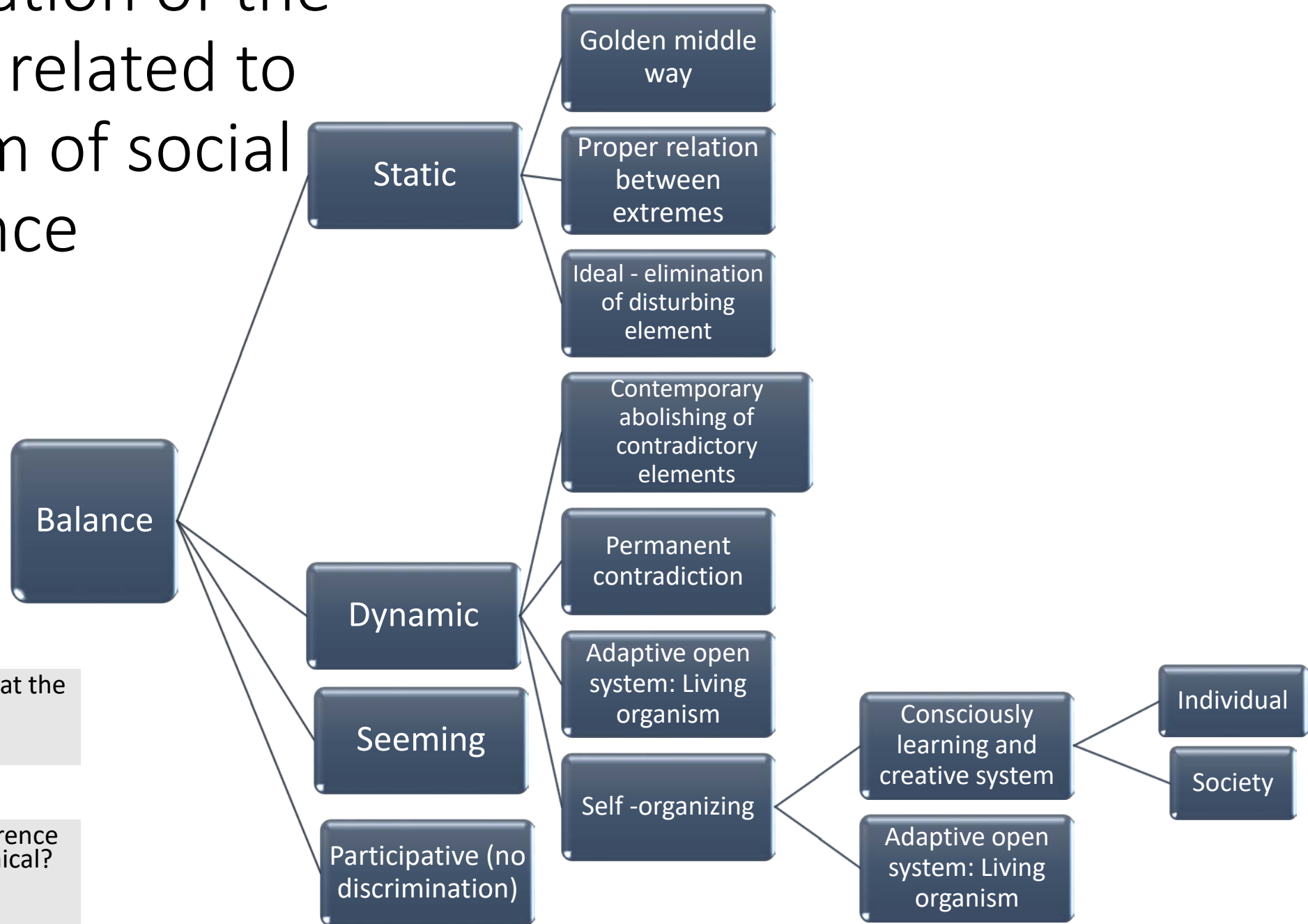
Sociological model limits

- It assumes the opportunities and resources have been acquired,
- Doesn't consider other factors that influence intention and motivation (fear, threat, experience),
- Leaves out environmental or economic factors,
- Presupposes a linear decision making process (no change in time is admitted)
- There are also other theories of behaviour:
 - Belief consists of perceived susceptibility (vulnerability to harms if the behaviour is not adopted), severity (seriousness of the risks), benefits, barriers (obstacles), cue to action (stimulus needed to trigger the behaviour), self-efficacy (confidence in the ability to perform the behaviour).
 - The social cognitive theory focuses on the social aspect of learning. Its behavioural models are reciprocal determinism, behavioural capability, observational learning, reinforcement, expectations (anticipated consequences) and self-efficacy.
 - The transtheoretical model describes the six stages of the process of behavioural change: precontemplation, contemplation, preparation, action, maintenance, and termination

Philosophical model limits

- It considers man's behaviour quite mechanistically. Either is man enslaved by necessity and has to act according to his beliefs or looks for instruments to fulfil them.
- Man is free in his activities and that his behaviour is both influenced and influences many other people and the final meaning of his behaviour is unknown to him, until somebody tells a story where his role would be defined.
 - How many stories are there?
- The interpretation of the part is influenced by the whole! Elements have a meaning in the story only.
 - Story as a type of balance of the parts

The interpretation of the behaviour is related to the paradigm of social balance



What if the balance is so complex that the elements can't understand it?

What are the reasons for the preference of one balance over the other? Ethical? Epistemological? Ontological?