

Citizens' Perspectives on Surveillance, Security and Privacy: Controversies, Alternatives and Solutions

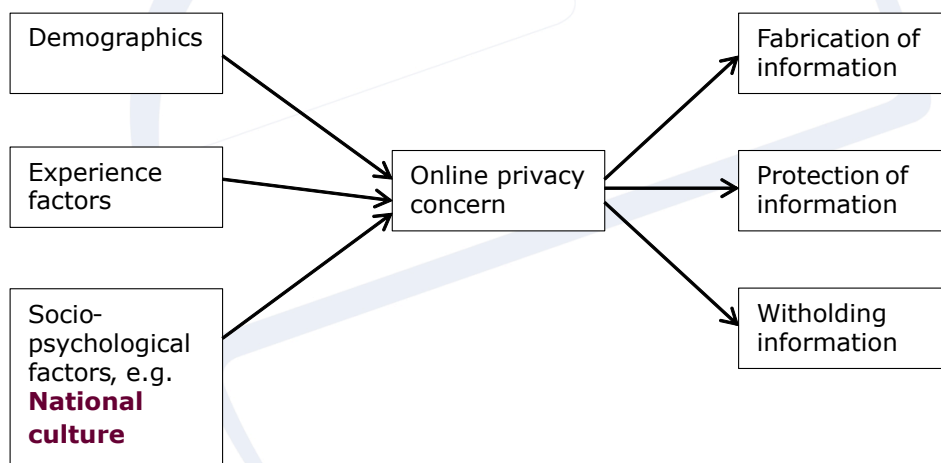
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Citizens' privacy concerns: does national culture matter?

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Extended model of online privacy concern



Regions in Croatia - 21 counties



Source: www.mapsofworld.com

Dimensions of national culture

Hofstede's (1980) dimensions of national culture

- **Power Distance:** the extent to which the less powerful members of society accept that power is distributed unequally.
- **Individualism vs. Collectivism:** distinguishes cultures that value individual effort over the collective work.
- **Masculinity** in a society denotes assertiveness, contrasted to the **femininity** associated to modest behaviour .
- **Uncertainty Avoidance:** the extent to which the members of a culture feel threatened by ambiguous or unknown situation.
- **Long-Term Orientation** stands for fostering of virtues toward future rewards, in particular perseverance and thrift.

Value Survey Module-94 by Hofstede (1994) applied in the survey we conducted in 09/2014 at 1500 Croatian citizens

Measuring privacy concern

- „Privacy survey” we have conducted at 500 Croatian citizens (Budak et al. 2013)
- 3 items from the questionnaire, related to the individual level of on-line privacy concern used:
 - Information I send over the Internet (e-mail, Facebook and other) could be misused.
 - The usage of computers and ICT increases the possibility of personal data manipulation.
 - I am concerned with the volume of personal information and data stored on computers that might be misused.
- Online privacy concern index PRICON constructed

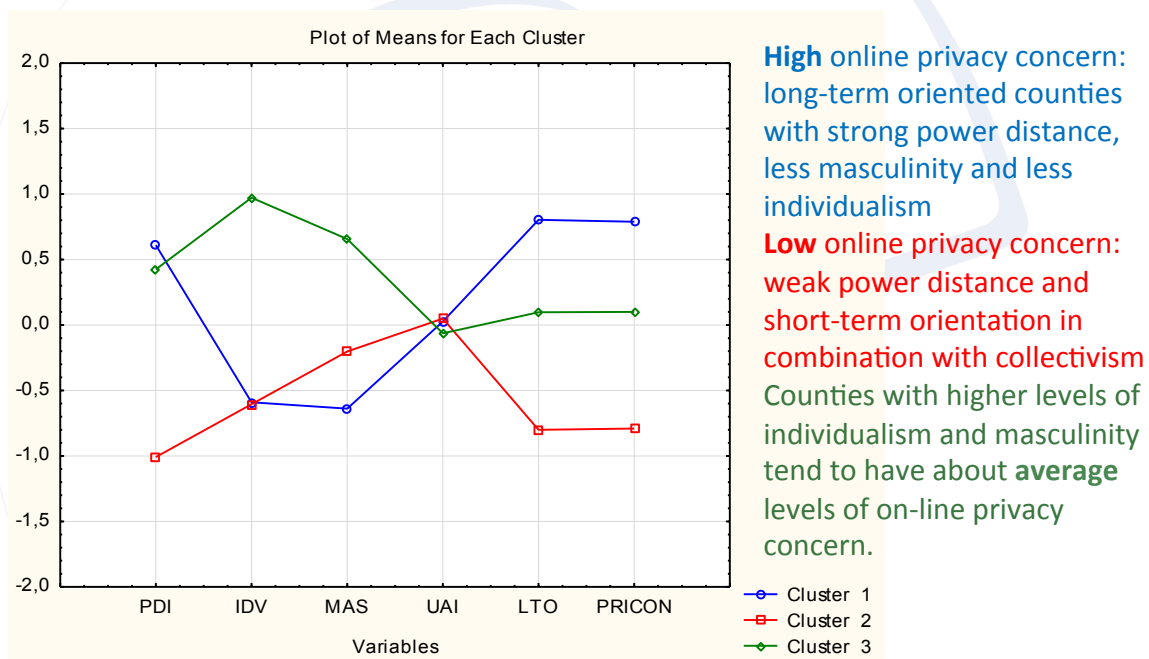
Croatian society set of values

Measure	Description	Range	Value
PDI	Hofstede's Power Distance Index	0-100	41
IDV	Hofstede's Individualism Index	0-100	68
MAS	Hofstede's Masculinity Index	0-100	14
UAI	Hofstede's Uncertainty Avoidance Index	0-100	88
LTO	Hofstede's Long-term Orientation index	0-100	45
PRICON	Online Privacy Concern Index	1-5	4.26

Correlation

	PRICON
PDI	0.38
IDV	0.08
MAS	-0.07
UAI	0.06
LTO	0.38

Results-groups of counties



Conclusions and future research

- national culture matters for the on-line privacy concern
- we will proceed with including some dimensions in the model as antecedents of online privacy concern, e.g.
- Hofstede's Power Distance and Long-term Orientation
- alternative measures of culture might be used instead of Hofstede's

Thank you for your attention

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