

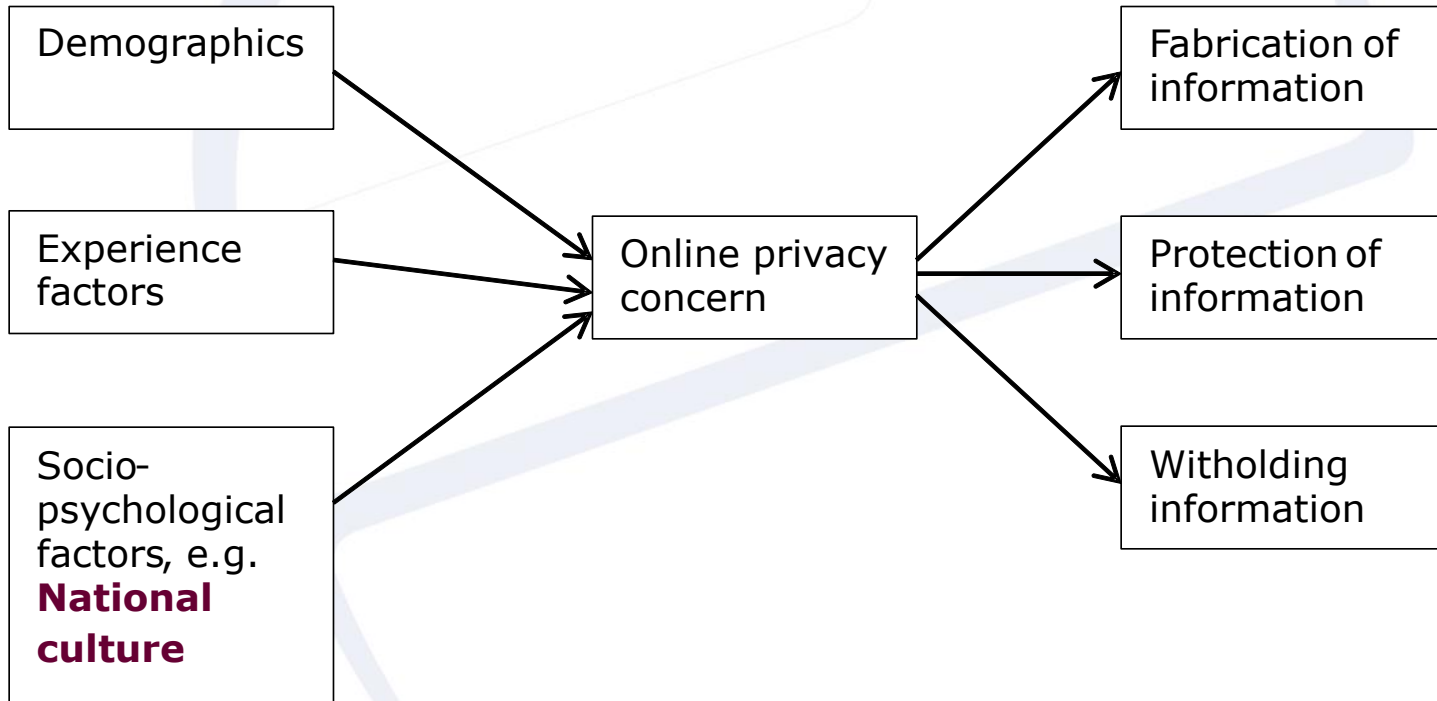
*Citizens' Perspectives on Surveillance, Security and Privacy:  
Controversies, Alternatives and Solutions*

Jelena Budak & Edo Rajh

**Citizens' privacy concerns:  
does national culture matter?**

Wien, 13-14 November 2014

# Extended model of online privacy concern



# Regions in Croatia - 21 counties



Source: [www.mapsofworld.com](http://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

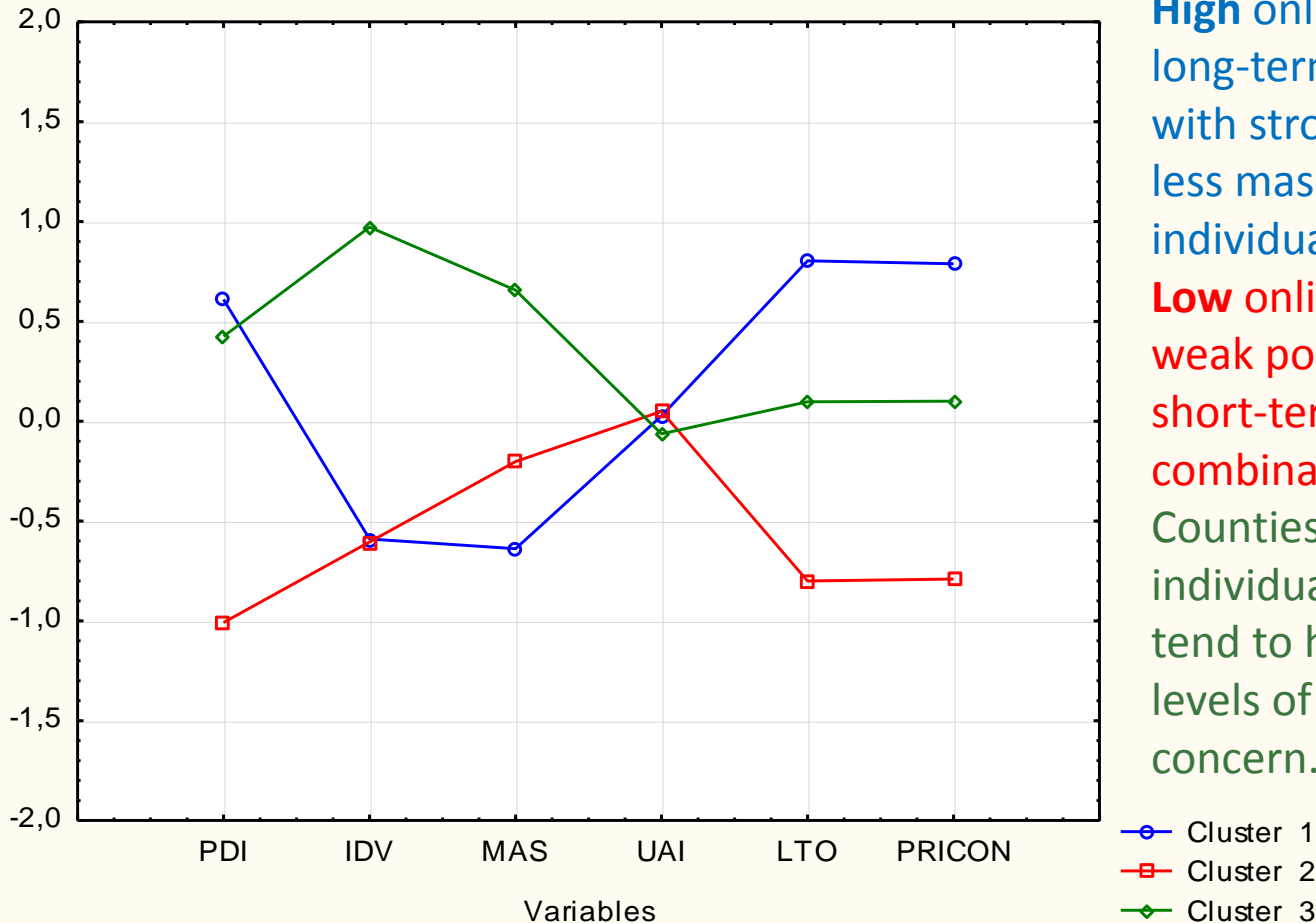
Measure	Description	Range	Value
<b>PDI</b>	Hofstede's <b>Power Distance</b> Index	0-100	<b>41</b>
<b>IDV</b>	Hofstede's <b>Individualism</b> Index	0-100	<b>68</b>
<b>MAS</b>	Hofstede's <b>Masculinity</b> Index	0-100	<b>14</b>
<b>UAI</b>	Hofstede's <b>Uncertainty Avoidance</b> Index	0-100	<b>88</b>
<b>LTO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

# Correlation

	PRICON
PDI	<b>0.38</b>
IDV	0.08
MAS	-0.07
UAI	0.06
LTO	<b>0.38</b>

# Results-groups of counties

Plot of Means for Each Cluster



**High** online privacy concern: long-term oriented counties with strong power distance, less masculinity and less individualism

**Low** online privacy concern: weak power distance and short-term orientation in combination with collectivism  
Counties with higher levels of individualism and masculinity tend to have about **average** levels of on-line privacy concern.



# 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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