

TAIWANESE UNIVERSITY STUDENTS’ SMARTPHONE USE AND THE PRIVACY PARADOX

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INTRODUCTION



Smartphones,
with a high proportion of
users in Taiwan due to
the growing social media
market.



Personalized advertising,
generated by the
synchronization of data
and personal searches
allowing personal
relevance in the ads.



Privacy concerns,
whose stimulation does
not affect the strong
relevance as a business
strategy due to the weak
configuration of the privacy
system.

OBJECTIVES Y METHODOLOGY

1

Understand the reasons for using smartphones.

2

Outline your regular smartphone use and reaction to advertisements.

3

Analyze privacy management.

4

Identify appropriate pedagogies.



Survey of more than 150 undergraduate and graduate students about:

- Using the smartphone.
- Motivations for its use.
- Advertising relevance.
- Attention to announcements.
- Privacy concerns.
- Protective behavior.

RESULTS



The relevance of advertising has a direct effect on attention.



It is inversely associated with concerns for privacy and protective behaviors.



Privacy concerns and protective behaviours had a negative effect on the regular use of smartphones.



The care that Taiwanese academics show for privacy issues does not increase in proportion to age.



CONCLUSIONS



There are no signs of decreased smartphone use due to privacy concerns.



It is important to promote privacy education and raise awareness of the risks that reckless online privacy management poses to users.



Future research on the privacy paradox by comparing its relationship to cultural and regional aspects.

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