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 AND 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 behaviors.

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 behaviors 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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