PRIVACY AND THE DESIRE TO DISCLOSE

Erin Carbone & George Loewenstein

Social and Decision Sciences
Carnegie Mellon University

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DISCLOSURE IN THE DIGITAL AGE
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Willingness to disclose (e.g., Acquisti, John, and Loewenstein, 2012, 2013; John, Acquisti, and Loewenstein, 2011)
Willingness to disclose (as means to end) (e.g., Acquisti, John, and Loewenstein, 2012, 2013; John, Acquisti, and Loewenstein, 2011)
Disclosure in the digital age

Willingness to disclose (as means to end)
(e.g., Acquisti, John, and Loewenstein, 2012, 2013; John, Acquisti, and Loewenstein, 2011)

Desire to Disclose (as end itself)
(e.g., Tamir & Mitchell, 2012; Tamir, Zaki, & Mitchell, 2015)
RESEARCH OBJECTIVES

• What types of information evoke the strongest desire to disclose?
• What individual characteristics and motives drive the desire to disclose?
STUDY 1: “DYING” TO DISCLOSE

Have you ever felt like you were “dying” to tell someone something?

- Yes: 78%
- No: 22%

(n=240)
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(n=240)

Could sharing this information have been damaging to you?
- Yes: 43%
- No: 57%
(n=188)

Did you end up telling anyone?
- Yes: 77%
- No: 23%
(n=188)
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<tr>
<th>Coded Responses</th>
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</tr>
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<tbody>
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<td>Self</td>
<td>134</td>
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Coded Responses

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<tbody>
<tr>
<td>Self</td>
<td>134</td>
<td>19%</td>
</tr>
<tr>
<td>Other</td>
<td>106</td>
<td>74%</td>
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- Self: 81% Positive, 26% Negative
- Other: 19% Positive, 74% Negative
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Study 1: “Dying” to Disclose

Coded Responses

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<td></td>
</tr>
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<td>106 (74%)</td>
</tr>
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Identity/ Beliefs
Work/ Finances
Family
Friendship
Romance
Health
Gossip/ Trivia
STUDY 2: UNDERLYING MOTIVES

Have you ever...

- felt [proud/ashamed] about a decision you made that was morally [admirable/questionable]?
- received strong [praise/criticism] from a boss regarding your work performance?
- heard through a mutual acquaintance that a close friend said something [complimentary/hurtful] about you?
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Did you have a desire to tell someone else about this?

-5: intense, overwhelming desire to withhold
5: intense, overwhelming desire to share

Did you end up sharing this information?

Yes/No

Battery of Traits and Motives

0: Strongly disagree
10: Strongly agree
STUDY 2: UNDERLYING MOTIVES

- Drivers of desire to share (DTS) vary by valence

  - Desire to share positive information driven by:
    - **Rehearsal** (e.g., “When something important happens in my life, it doesn’t feel quite real until I tell someone else about it.”)
    - **Self-enhancement** (e.g., “It is very important to me that other people have a positive opinion of me.”)

  - Desire to share negative information driven by:
    - **Emotion regulation** (e.g., “I feel a sense of relief when others are aware that something is troubling me.”)
    - **Trust** (e.g., “As long as I am not convinced otherwise, I assume that people have only the best intentions.”)
STUDY 2: UNDERLYING MOTIVES

I sometimes catch myself sharing too much information with others.

Scale: 0 (Does not describe me at all); 10 (Describes me perfectly)

(n=562)
Thank you!

ecarbone@andrew.cmu.edu