

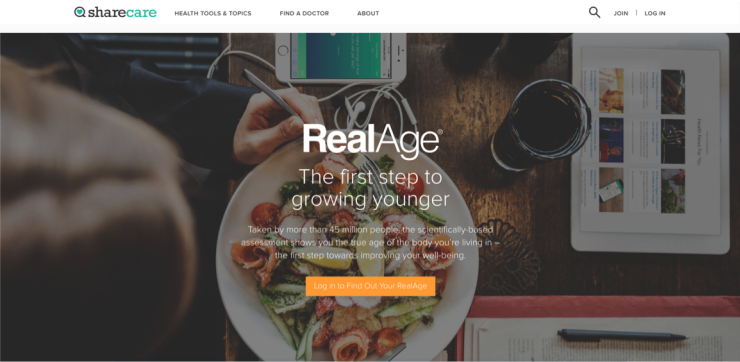
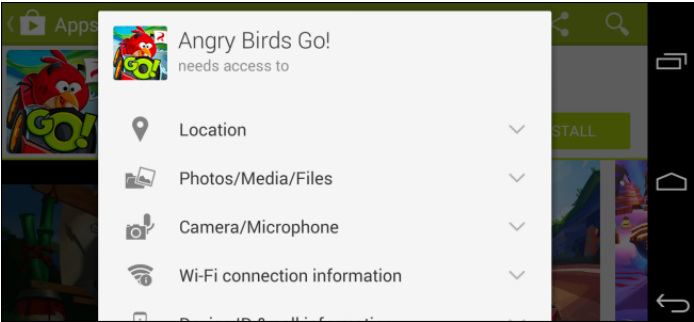
PRIVACY AND THE DESIRE TO DISCLOSE

Erin Carbone & George Loewenstein

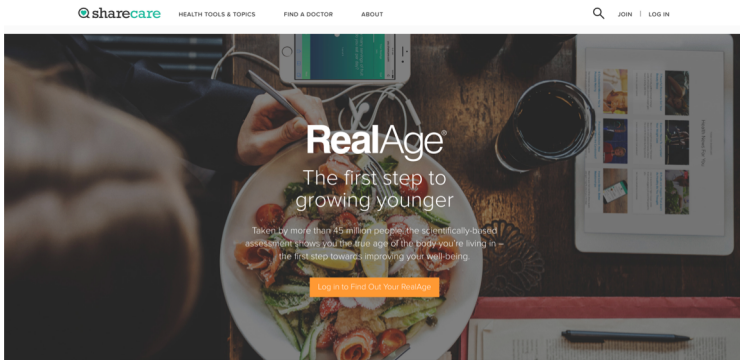
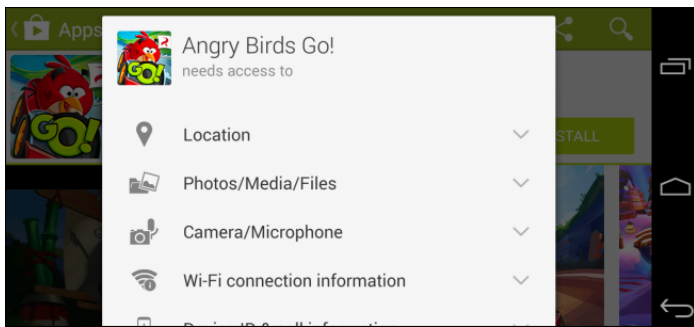
Social and Decision Sciences
Carnegie Mellon University

November 18, 2019

DISCLOSURE IN THE DIGITAL AGE

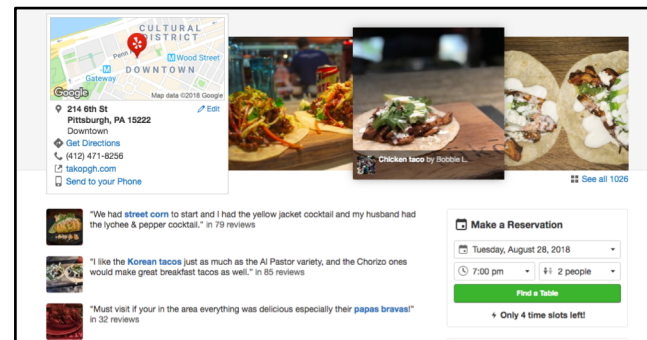
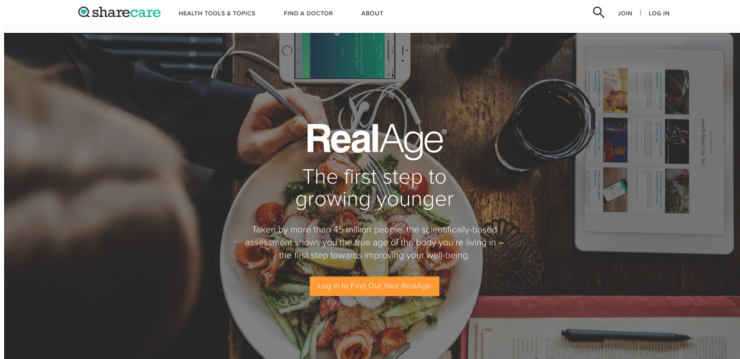
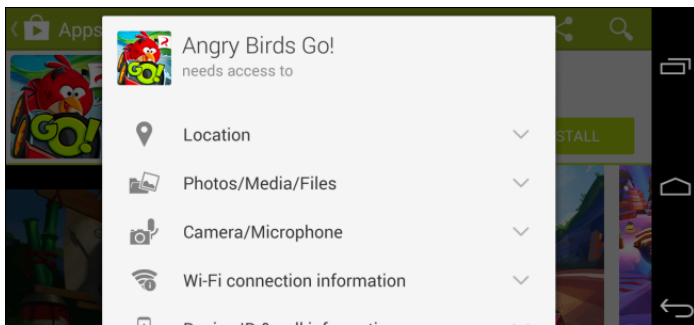


DISCLOSURE IN THE DIGITAL AGE



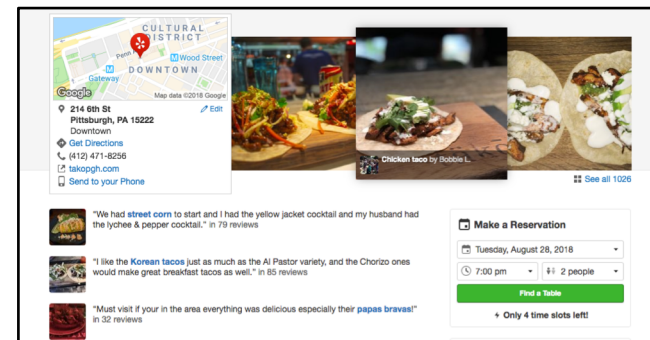
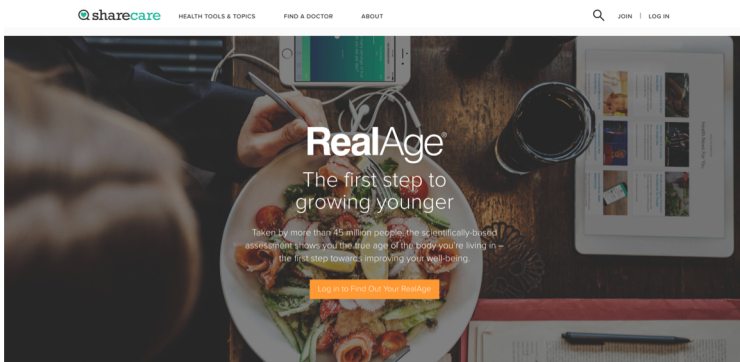
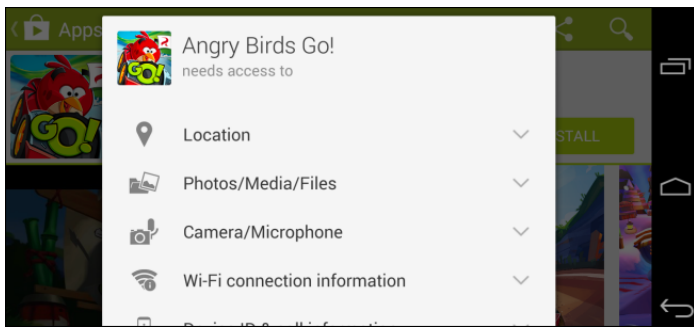
Willingness to disclose
(e.g., Acquisti, John, and Loewenstein, 2012,
2013; John, Acquisti, and Loewenstein, 2011)

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)

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%

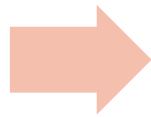
(n=240)

STUDY 1: “DYING” TO DISCLOSE

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- **No: 22%**

(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%**

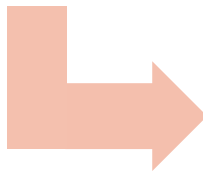
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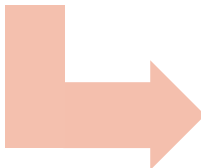
Please describe the first such instance that comes to mind.

STUDY 1: “DYING” TO DISCLOSE

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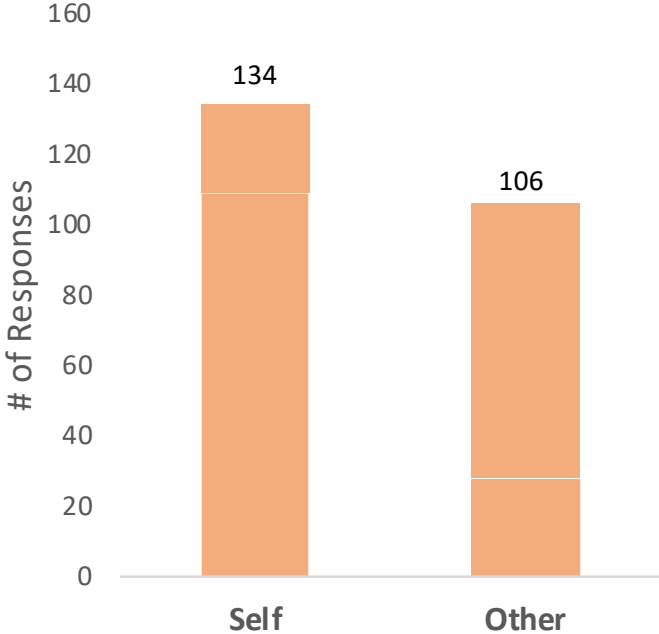
- **Yes: 78%**
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(n=240)



Please describe the first such instance that comes to mind.

Coded Responses

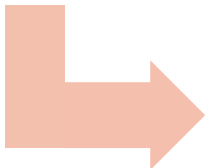


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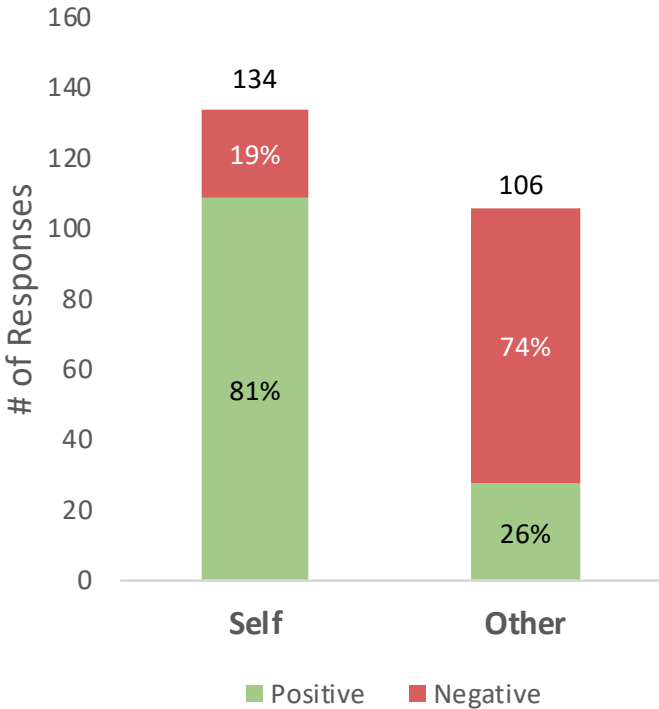
- Yes: 78%
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(n=240)



Please describe the first such instance that comes to mind.

Coded Responses

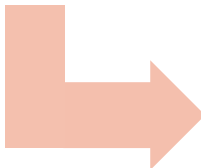


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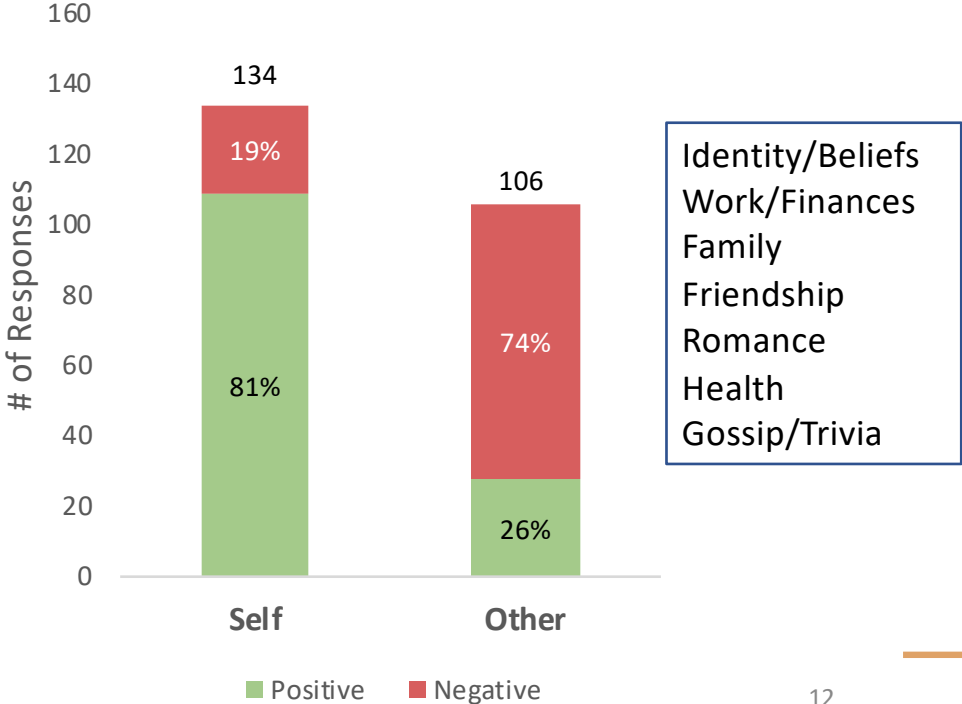
- **Yes: 78%**
- **No: 22%**

(n=240)



Please describe the first such instance that comes to mind.

Coded Responses



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

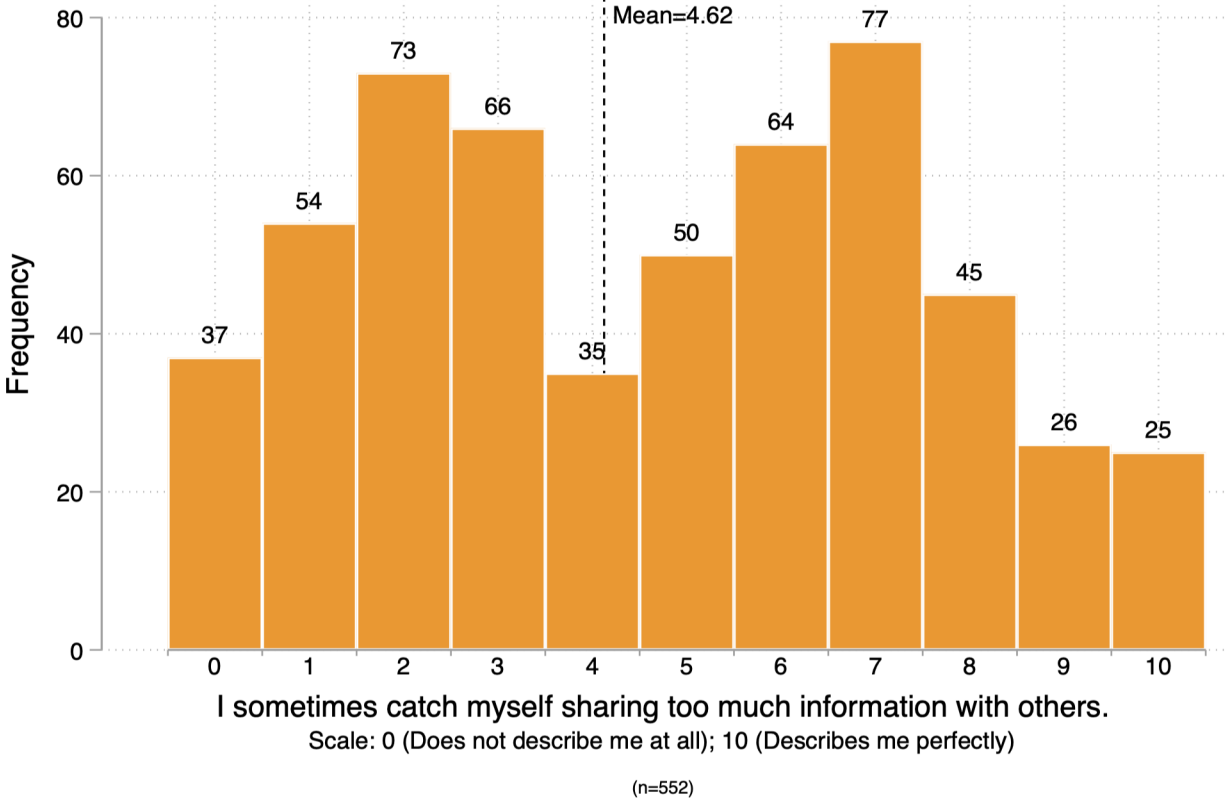
Battery of Traits and Motives

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



THANK YOU!

ecarbone@andrew.cmu.edu
