Mobile Applications and Access to Personal Information: A Discussion of Users' Privacy Concerns

Completed Research Paper

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Abstract

Mobile applications (apps) have become highly popular and are creating new economic opportunities for app providers, developers, software companies, and advertisers. Due to the access to personal information, mobile apps may pose a threat to users' privacy, which can incite users not to install or to uninstall mobile apps. In the last twenty years, concerns for information privacy (CFIP) have been investigated by several studies, which adapted CFIP to an online and to a mobile context. Our extended approach for mobile users' information privacy concerns (MUIPC) analyzes four dimensions of access to personal information, i.e., personal identity, location, device content, and system and network settings. By conducting an online survey with 474 participants, we test the influence of these dimensions on MUIPC with a structural equation model (SEM). Three dimensions are found to be significantly influential. The results are discussed and implications for research and practice are given.

Keywords: Mobile applications, access to personal information, privacy concerns, online survey, multivariate analysis methods