

# Affect & Feeling as Information: Exploring Privacy Related Attitudes and Behaviors

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The exposure to risks to privacy may take place at an early stage of digital interactions, during the application sign-up process. It is at such an early stage when the user makes a pivotal privacy decision and consent to the service providers' data collection and processing practices. However, as privacy is not a primary task, users frequently disregard data processing information presented in the text of privacy policy.

In this talk, we present an overview of our ongoing work investigating factors influencing privacy attitudes and behaviors at an early stage of interaction. This work builds on the existing privacy-decision models enhanced by the affect-as-information and feeling-as-information theories. We discuss our new study incorporating these theoretical concepts into the experimental design.

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