



Information Privacy Concern Among Student of University

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Abstract Information privacy has become one of the main issue in today's digital world. With information privacy concern that develop in person, it may lead to control their personal information from being exposed to public or being misuse by unethical person. Information privacy concern can become high or low at certain situation and factor. One of the factor that will discussed in this study is awareness of privacy that a person have. Besides that, a factor that may influence the information privacy concern is website reputation that used by the person. This paper will study about the relationship between awareness of privacy and website reputation with influence information privacy concern. This study has been conducted in the Faculty of Information Management of UiTM by distributing questionnaire to 136 postgraduates student. The data was analyse using a SPSS tool to evaluate and determine the factor that influence information privacy concern. It is hope that the study can contribute to educate people about their information privacy.

Keywords Digital World, Influence, website Reputation, UiTM, SPSS

Introduction

Academic programmes in this faculty, supplemented by industry attachments, equip graduates with knowledge and skills to take on the challenging demands of managing information in various forms and in various types of organisations. Besides that, student of this faculty will be expose with current issue regarding on the information such as the risk of information privacy. Indirectly, this will raise up the concern on information privacy thus protect them from facing Any Threat Of Information Privacy. The evolution of technology nowadays has increase people to use internet. Based on Internet Users Survey 2018 produced by MALAYSIAN COMMUNICATIONS AND MULTIMEDIA COMMISSION (MCMC), from overall Malaysian population, 87.4 % is an internet user. Internet has been widely used as it become a medium in social engagement. Based on the survey, aside from communication, user participate online due to online banking and financial activities. The use of internet may expose user to information privacy issues due to all personal data has been captured and stored over the internet [1]. Besides that, the exchange of personal information through online communication channel will raises issue of information privacy [2]. Based on previous study, there are many factors that could contribute to the information privacy concern. One of the factors which relate to student of the faculty of Information Management is awareness on information privacy. In the class, the student will be exposed with the current issues regarding information such as information privacy and security. They may be exposed through discussion in the class, assignments or group projects. This exposure indirectly influences the information privacy concern among students. This study has a certain scope in which it involves the postgraduate students at UiTMPuncakPerdana Campus. It does not involve the information management students at other campuses in Malaysia and also it does not involve undergraduate students. There are 264 postgraduate students at the university and the researcher does not able to distribute the questionnaire to all postgraduate students due to time and cost limitation. Therefore, the researcher will collect the data from a define sample only that would be enough for generalization.



Objectives

- To evaluate the level of awareness on privacy among the students of the Faculty of Information Management.
- To evaluate the website reputation that normally used by the students of the Faculty of Information Management.
- To evaluate the level of information privacy concern among the students of the Faculty of Information Management.
- To study the relationship of awareness of privacy and website reputation privacy towards information privacy concern.

This study has a certain scope in which it involves the postgraduate students example at UiTM Malaysia. It does not involve the information management students at other campuses in Malaysia and also it does not involve undergraduate students. There are 264 postgraduate students at the university and the researcher does not able to distribute the questionnaire to all postgraduate students due to time and cost limitation. Therefore, the researcher will collect the data from a define sample only that would be enough for generalization.

Literature Review

The factor that influence information privacy concern also will be explain. The purpose of this review is to get a proper understanding of the domain which is later developed into a conceptual framework of the study. According to Mekovec and Vrcek [3], privacy can be defined in several way which is information privacy (an individual can decide who will have access to their information), physical privacy (refers to individual's control over who will have physical access to them, their private life or property), social privacy (an individual can make decisions, have opinions and can act and communicate without any constraints) and psychological privacy (refers to individual's needs for security and intimacy). However, in the context of Schwaig et al [4] privacy is the ability of an individual to control the conditions under which personal information is collected and how it is used. Based on previous study, information privacy is defined as the information that people reveal about themselves or their associations and include the conditions under which this type of information is revealed and how it is subsequently safeguarded [5]. This also supported by Mekovec and Vrcek, [2] where information privacy relates to an activity that individual can decide who will have access to their information. According to [6], information privacy can be in these dimension where it is reflect the right of individuals to determine what information about themselves to share with others, the right of individuals to know what information is being collected about them and the right of individuals to access data to maintain society and regulate government. Besides that, information privacy as an ability of individual to personally manage, monitor and control his/her information [1]. This statement also has been supported by Kua et al [7] where privacy refers to the ability of an individual to control the access others have to his/her personal information. Information privacy issue that arise nowadays has led to information privacy concern. Example of the issues are identity theft, sexual exploitation, online stalking, and cyber harassment. Not only that, information that been posted online, may become a permanent record which can affect user negatively in the future [8]. The risk of information privacy is related to the information disclosure either from the individual itself or maybe from third party agency. Scholars, privacy advocates and the media have been raising concerns about the risks associated with the disclosure of information privacy [9]. The risk of information privacy may happen to everyone regardless of age, status or culture. Previous research by Cullen [2] has clearly highlight that privacy of personal information is an important issue for all groups of people.

The level of information privacy concern may become increase or decrease depends on the factor that contributes. While at the same time, privacy concerns may have a negative impact on Internet users' online behaviour [3]. Besides that, research into online users' privacy concerns has shown a possible relationship between an individual's level of concern and their perception of their openness in the online environment [2]. It also supported by Taylor et al [10] where user with higher privacy concern were much more likely to remove their information from databases, engage in protective behaviours and have higher preferences for governmental regulations.



According to Gurung and Raja [11], privacy concerns refer to an individual's views of fairness within the context of information privacy. In addition, privacy concern is best described as a concern that individuals have about who have access to their private information and how such information will be used [8]. In business world, privacy concerns of consumers are one of the primary obstacles for consumers to participate in electronic commerce (e-commerce) transactions, which require them to disclose personal information [11]. According to Yeh et al [12], Information privacy concerns arise when a user subjectively perceives a threat resulting from his/her personal information being intruded upon in one or more of the following ways which is improper access, unpermitted collection, unauthorized secondary use and incorrect capture. In some cases, privacy disclosure can be referred to as the self-disclosure of personal [9]. In this era, user tend to upload their information online without anyone force them by using social network. Individuals are seen voluntarily exposing their personal information in various forms such as their phone number in online thus may expose them to the risk of information privacy. Two factor that influence information privacy concern that has been repeated by all the article reviewed which is awareness of privacy and website reputation. Based on the article reviewed, most of the research that studied information privacy concern are using quantitative research. A survey has been distributed in gather all data. In the research by Weinberger et al [13], they have distribute survey on 169 students in finding the relationship of the level of information privacy concern towards behaviour on the internet. Their studied has proved that there is relationship between awareness and privacy concern. According to Malhotra et al [14], user's awareness is referring on how the collected information is being used. In addition, research done by Heath et al [15] showed that awareness might inform and shape individual's belief regarding sharing their information. The authors have collected survey data from 273 respondents and use structural equation modeling techniques to analyze responses. In other article, it is clearly stated that awareness of information collection and usage beyond the original transaction are the main influences on the degree to which consumers have privacy concerns [11]. While, according to Tan et al [8], privacy concern is a person's awareness and assessment of risks related to privacy violations. Other than that, awareness of privacy implies individuals understanding and knowledge of practices that are used to manipulate personal information [3]. Based on the research written by Kuo et al [7], it proves that there is relationship between reputation and information privacy concern. They stated that website reputation has relate with the privacy policy. By having this privacy policy, user aware the collection of personal information by an organization in the website. Not only that, Li et al [9] has stated that website factor is one of the factor that can influence the information privacy concern thus will impact the willingness of the users to disclose their personal information. This can be seen clearly the relation in the figure 1 below.

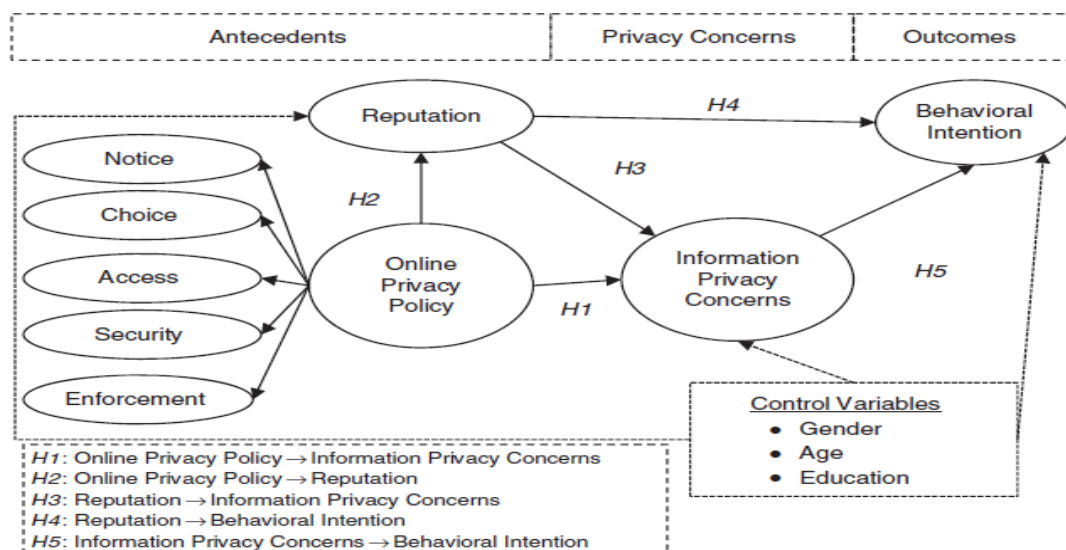


Figure 1: Theoretical Framework by Kuo et al [7]



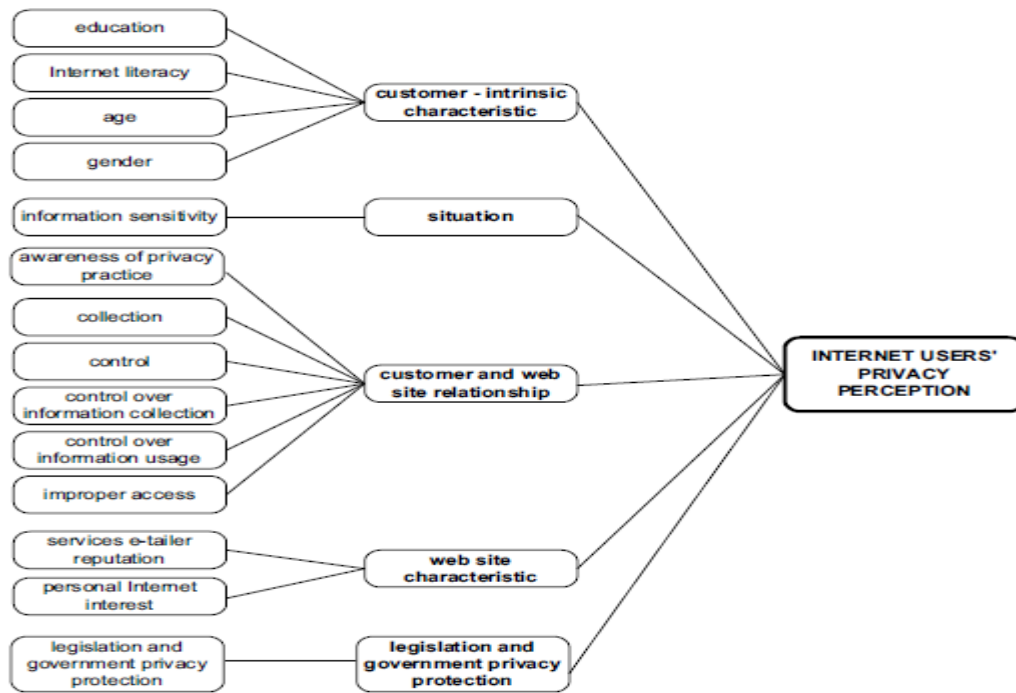


Figure 2: Theoretical Framework by Mekovec and Vrcek [3]

This research also refers to the past study that has been conducted by Malhotra et al [14]. Internet users information privacy concern (IUIPC) is based on three factor which are collection, control and awareness of privacy practices. Furthermore, based on the previous research by Heath et al [15], awareness might inform and shape an individual belief for sharing. This is mean that awareness have the influence towards privacy concern thus will determine either the user want to share their information or not.

Research Methodology

All the relevant elements pertaining to the method of the study. The discussions would start with the conceptual framework and its explanations on the nature of the relationship of the variables, and then followed by a set of hypotheses generated by the study, definition and measurement of the variables, the population of the study and sampling technique adopted for the study, the unit of analysis, discussions on how the data gathering instrument (questionnaire) is developed, and finally the discussions on the procedure of conducting the study.

Conceptual Framework

Figure below show the conceptual framework of this study

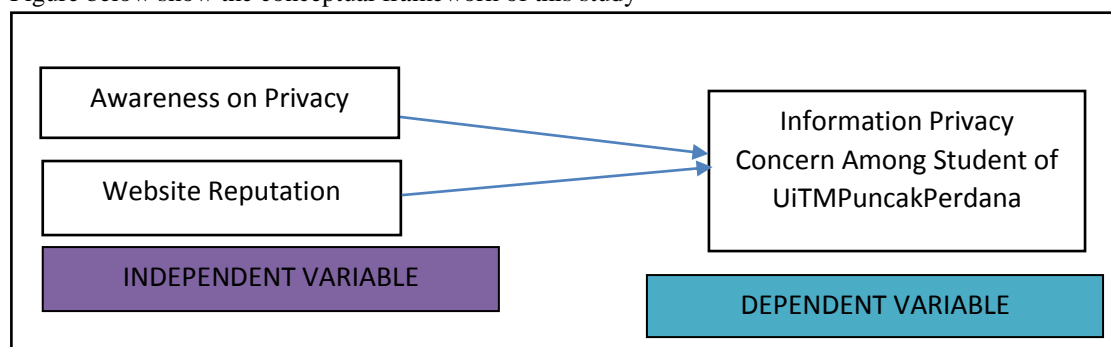


Figure 3: Conceptual Framework

The framework shows the relationship of an independent variable known as awareness on information privacy issue with a dependent variable known as factor that influence information privacy concern at the Faculty of Information Management UiTMPuncakPerdana Campus. In the context of this study, the researcher believes



that awareness on information privacy among the students of Faculty of Information Management could have impact on their information privacy concern. This is because, this conceptual framework has been developed based on the previous study by Mekovec and Vrcek [3], Malhotra et al [14] and Heath et al [15]. Students who are able to know information privacy issue definitely gain advantages over the students who are not know about them. Besides that, the researcher also believes that the reputation of website will influence information privacy concern. This is based on the previous research that has been conducted by Kuo et al [7], Mekovec and Vrcek [13] and Li et al [9].

Information Privacy Concern

Privacy concerns refer to an individual's views of fairness within the context of information privacy [11]. Information privacy also can be referred as individuals' concern about organizational information privacy practices, which had four dimensions, namely, collection, unauthorized secondary use, improper access and errors [16]. Privacy concern is a person's awareness and assessment of risks related to privacy violations [8]. Privacy concern is the concerns that individuals have about who have access to their private information and how such information will be used [8]. Users with more information privacy concerns would show less intention to share their personal information [12]. Malhotra et al [14] recognized that individuals differ regarding the acceptability of personal information collection practices, referred to as information privacy concerns. According to Tan et al [8] privacy concern is refer to the degree to which user believes using a system would result loss of control over their personal information. Therefore, in this context of study, a single dimension of level of information privacy concern is adopted. The measurement of information privacy concern is based on the willingness to provide personal information. All items were reflectively modeled and scaled in a five-point Likert form ranging from 1 (strongly agree) to 5 (strongly disagree). Gurung and Raja [11] stated that awareness of privacy is awareness of information collection and usage beyond the original transaction. While according to Mekovec and Vrcek [3] awareness of privacy reflecting awareness of privacy practice implies individuals' understanding and knowledge of practices that are used to manipulate personal information. Through education, people can gain more awareness on certain things. Therefore, awareness in this context of study is referring to awareness on how user's personal information is being collect, used and awareness on privacy issue.

Development of Data Gathering Instrument

This study will use questionnaire as the main data gathering instrument. The main objective of questionnaire in research is to obtain relevant information in most reliable and valid manner. This questionnaire is used to gather data from the respondents with the purpose to test the hypotheses and finally answer all the research questions of this study. Inside the questionnaire, there are 4 section which is section A, B, C and D. Section A is about the demographic data from the respondents. This section will require respondent to fill their basic information which is academic program, age, gender and semester. For section B will cover questions on the variable of information privacy concern. For section C consist of question to measure the level of awareness of privacy. While section D consist of question regarding website reputation. For section B, C and D uses scaling from 1 to 5 where 1 is strongly agree, 5 is strongly disagree. All the data that have successfully gathered are analyzed using appropriate statistical software. Before data analysis would be carried out, they have to be edited to ensure data are clean and ready to be input into the software. Analysis of the data consists of two levels i.e. descriptive level and the inferential level.

Descriptive level would describe the background of the respondents such as their academic programs, age and gender. This first level of information is important for the researcher to understand the big picture of the sample before a more specific analysis is conducted. Upon understanding the sample, a more specific analysis is done and an inferential data analysis is conducted. This analysis would enable the researcher to test all the hypotheses of the study and finally answer all the research questions. A suitable inferential analysis method would be adopted for this purpose. Lastly, the data will be present in form of Tables and Figures.



Data Analysis

A survey was being conducted by using questionnaire to discover responses from respondents. The total of 135 questionnaires has been received among targeted respondents and response was good, enable the justification process to be conducted steadily. This chapter has been divided into ten sections where the aim is to give the overview and details of the findings when the raw data is processed through a series of data analysis ranging from common method bias, data reduction, reliability issues, descriptive and inferential analysis.

Assessing Common Method Bias

In order to identify whether the data is experiencing common method bias, Harman's single factor test was executed. All items from all constructs under study were entered for analysis and constrained to only a single factor. The results showed that the single factor explained only 49.447%, less than the benchmark value of 50% of the total variance, implying that the collected data is free from the problem of common method variance.

Table 1: Common Method Bias

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.749	48.745	48.745	9.749	48.745	48.745

Extraction Method: Principal Component Analysis.

Table 2: Students Semester

Semester		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	46	18.5	33.8	33.8
	2	35	14.1	25.7	59.6
	3	30	12.0	22.1	81.6
	4	23	9.2	16.9	98.5
	5	1	.4	.7	99.3
	7	1	.4	.7	100.0
	Total	136	54.6	100.0	

The table 13 above shows the total value of the demographic profile for Students' Semester. The result shows that the frequency of semester 1 is 46 students which indicate for 33.8%. This has been reported that answered questionnaire were highly received from semester 1 students.

Conclusion

In this section, the discussion of the research findings was used to answer the research objectives. Mainly, the purpose of this research is to study the factor that influences information privacy concern. Data collection was conducted by distribute questionnaire to the student's email to 136 of postgraduates student of UiTMPuncakPerdana. The research objectives and the finding will be explain further below: The item to measure information privacy concern was named as IPC1, IPC2, IPC3, IPC4, IPC5 AND IPC 6. It was found that the item to measure the level of information privacy concern significant at .874 which is can be reliable. Item IPC1 is to measure the willingness of respondent to provide their personal information such as name, address and phone numbers on the website. It can be found that the average mean for IPC 1 was 2.83 which showed that 33.82% has agreed with this statement. Item IPC2 measures the willingness of respondent in providing financial information such as bank account numbers and credit card on the website. It can be found that the average mean for IPC2 was 2.79 showed that 49.26% of respondent was uncertain with this statement. Item IPC3 measures the willingness of respondent in providing myKad number on the website. This item has an average mean 2.76. Based on the results, about 44.12% was uncertain with this statement. Item IPC4 measures the willingness of respondent in providing personal information such as age, gender and birth date on the website where this item has an average mean 2.70. The average mean for IPC5 was 2.68. Item IPC5 measures the willingness of respondent in providing job status information on the website which has an average mean 2.07. Based on the results, most respondent tends to agree with this statement which it equivalent to 59.56% agree to



the statement. Based on the result, there are some recommendations that can be suggested for future research. In order to fully identify the factor of information privacy concern, the population need to be enlarge to other universities as well. This is because this study only focus on UiTMPuncakPerdana and involve with one faculty which Information Management faculty only. Besides that, the framework of this study can also be improvise in order to fully analyse the factor of information privacy concern. There are still various aspect need to look into. Future research of this topic may include more variable regarding factor of information privacy concern.

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