The influence of textual framing on individuals’ data disclosure

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Motivation:
One of the key research areas in information privacy is the investigation of different motivational and hindering factors that influence the decision of an individual to disclose personal data. A growing body of research has started to investigate the impact of textual framing on individuals’ data disclosure behavior. Prosocial framing, i.e., highlighting the benefits to others, may increase individuals’ willingness to share personal data in a prosocial context (e.g., online-healthcare communities, usage of Corona Warn Apps).

The thesis’ goal is to give an overview of all studies that investigated the impact of textual framing on individuals’ data disclosure. Of particular interest is to identify all factors and conditions that promote this effect in prosocial contexts. Furthermore, based on the founded factors and conditions, an outlook for further research opportunities should be given.

Entry-level literature: