

Prof. Dr. Thomas Widjaja
Chair of Business Information Systems

Information Privacy in the age of Artificial Intelligence

Supervisor Korbinian Stadler (korbinian.stadler@uni-passau.de)
Type Bachelor's / Master's Thesis
Language German / English

Motivation

Experiences enabled by Artificial Intelligence (AI) have become ubiquitous in consumers lives, primarily due to the proliferation of digital platforms, which often have AI capabilities at their core. Such offerings have the potential to significantly improve the user experience, for instance through customised recommendations. However, the great capabilities for knowledge extraction/generation also entail significant potential for damage in the event of misuse. Numerous scandals are testament to this issue; from the Cambridge Analytica scandal of 2018, where Facebook data was used for user profiling and election interference, to the more recent case of Clearview AI, which was fined for processing more than 30 billion publicly accessible images into a facial recognition database.

Although information privacy has been studied extensively in the past, much of the seminal literature predates the emergence of key technological developments such as digital platforms, social media, and smartphones. This thesis aims to compile an overview of the literature on information privacy concerns, trace how information systems have evolved since, and examine how these changes have affected the occurrence of information privacy concerns. Lastly, interviews or a survey will be used to verify the theoretical findings.

Objectives

- Summarise the information systems literature on Information Privacy Concerns with a structured literature review
- Elaborate how technological developments over the past two decades have changed the occurrence of Information Privacy concerns
- Analyse what concerns users have in relation to Information Privacy when using AI, by either conducting interviews or a survey

Literature

- Smith, H. J., Dinev, T., & Xu, H. (2011). Information Privacy Research: An Interdisciplinary Review. *Management Information Systems Quarterly*, 35(4), 989–1015. <https://doi.org/10.2307/41409970>
- Xu, H., & Dinev, T. (2022). Guest Editorial: Reflections on the 2021 Impact Award: Why Privacy Still Matters. *Management Information Systems Quarterly*, 46(4), xx–xxxii.
- Menard, P., & Bott, G. J. (2025). Artificial intelligence misuse and concern for information privacy: New construct validation and future directions. *Information Systems Journal*, 35(1), 322–367. <https://doi.org/10.1111/isj.12544>