

To Share or Not to Share: The Role of Privacy Intervention Strategies in Metaverse Data Disclosure

Denise Pape
University of Goettingen
Waldemar Toporowski
University of Goettingen

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Abstract

This study investigates the impact of privacy intervention strategies on data sharing willingness in the metaverse. It explores the dichotomy between personalization and privacy, examining how users balance between the perceived benefits and the inherent risks of data sharing. The research utilizes the Privacy Calculus Model to analyze consumer behavior, differentiating two types of data: low and high sensitivity data. The findings reveal that monetary incentives and relational capital framing increase the willingness to share both less sensitive and more sensitive data. Notably, relational capital framing effectively encourages revealing sensitive information, underscoring the metaverse's focus on social and emotional ties. Our results also show that these strategies boost trust in the metaverse provider, further enhancing willingness to share data. These insights are key to crafting strategies that promote data sharing in virtual spaces, balancing user experience and privacy.

Subject Areas: *Consumer Behaviour, Decision-Making, Diffusion of Innovations, Electronic Commerce and Internet Marketing, Information Systems*

Track: Digital Marketing & Social Media