

**Abstract:** This research examines the extent to which mobile app developers can influence user privacy decision-making and disclosure behavior. According to Communication Privacy Management (CPM) theory, people believe they own their personal information and have the right to control how or with whom they share this information. In practice, individuals manage their privacy system and the boundaries between the public and private domain. Users make privacy disclosure decisions in accordance to their individual characteristics, as well the perceived contextual factors where the request to disclose is initiated. This study proposes an empirical investigation of these issues by developing a new mobile app (concentration game) to manipulate specific privacy features. Through a lab experiment, we will compare the impact of two design elements: app transparency and user control, and their interaction, on users' privacy concerns and their disclosure decisions. Findings will show whether enhancing user's sense of ownership in apps that are transparent regarding data practices helps in developing more privacy-protective mobile apps. The results of this study can lead to the articulation of novel privacy-related user interface guidelines, as well as the enrichment of the literature in privacy sensitive designs.

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