



## Innovation Research Seminar

Dipl.-Oec. **Patrick Cichy**

### On the Evolution of Privacy Norms



**Summary:** Today, information disclosure decisions are characterized by their growing ubiquity and complexity. Endowed with limited cognitive resources, individuals therefore rely ever more on heuristic decision-making rather than on rational choice. We argue that collective privacy norms serve as such a heuristic that guides individuals in their disclosure decisions and gradually replaces the individual privacy calculus. To gain insights into the evolution of privacy norms over time, we trace their interplay with technological innovation by exploring 35 years of technology-related privacy discourse in The New York Times. When unpacking the dynamics of privacy norms and their salience for disclosure decision-making in such a way, privacy norms emerge as fragile social constructions that are increasingly vulnerable to collective myopia and purposive manipulation. Insights into the evolution, efficiency, and behavioral implications of privacy norms will transform the way we study and ought to protect privacy in the digital age.

When and where:

**11 June 2015**

2pm to 3.30pm

**TIM Social Area**

Kackertstraße 7

3<sup>rd</sup> Floor



Patrick  
Cichy online

**Speaker Bio:** Patrick Cichy is a research associate and doctoral student at the Innovation, Strategy and Organisation Group. He studied management and economics at the Ruhr-University Bochum and the Helsinki School of Economics. In his doctoral studies, Patrick Cichy examines the concept of privacy in the digital age. In particular, he sheds light on individuals disclosure decision-making in emerging contexts (e.g. connected cars and wearable technologies). Together with Professor Salge and Kohli, he presented his research at the International Conference on Information Systems (ICIS) 2014.

**Explorative Format:** Seminar participants are invited to discuss the presented research setting and contribute positive ideas for further development of the paper.