Privacy Awareness of Kwansei-Gakuin University Students: in regard of “Privacy Paradox”

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ABSTRACT

Some articles in Europe and America insist that there is a phenomenon called “privacy paradox”, which means the contradictions or gaps between privacy awareness and actual privacy concerning behaviors of people. This paper examines whether students at a Japanese university (Kwansei-Gakuin University) have such tendencies. We used a questionnaire survey and discovered “strong” privacy paradoxes between privacy awareness and behavior concerning surveillance cameras and the national identity number system, and “weak” privacy paradoxes between privacy awareness and social media use, desire to be a celebrity, desire to get married, internet dependence, and mobile dependence.

Key Words: privacy paradox, privacy awareness, social media, surveillance society