

“Data Protection Attitudes. Comparative study of Europe and Latin America”

This PhD project, addresses how political culture influence users' behaviour online. Scholars indicate that privacy is interconnected with culture patterns (Cockcroft & Rekker, 2016). According to Milberg et. al (1995) it seems very likely that associations between cultural values and privacy exist. One interdisciplinary focus which combines psychological-cross communication provides an account of cultural dimensions in different nationalities, and how these are expected to exhibit opposing attitudes or different cognitive structures into categories (Geert H, Hofstede, 2001).

In the study of privacy, Westin's survey findings suggest that individuals are mostly pragmatic, meaning they are more open to give away information. Scholars throughout the years have tried to refute this evidence, mainly because in practice people behave differently that what surveys indicate (Jin Park, 2008). Individuals may be open to giving away information because they do not comprehend that they are doing so (Hoofnagle & Urban, 2014). Behavioural economists, have found that it is more likely for individuals to give away information when they receive something in exchange (Acquisti, 2004).

This comparative study will focus on users in Mexico and Spain. It will result in an online game simulation on user privacy behaviour. This tool is aimed to be both educational and will allow the comparison between users from two countries. I expect users from a country which is more individualistic to be more exposed in regard to their privacy behaviour. This work will contribute in the field of data protection and behaviour in a comparative perspective.

Keywords: privacy, online behaviour, data protection, political culture, game simulation.