The School of Psychology invites you to a Special Seminar with

Dr. Eyal Pe’er

Carnegie-Mellon University

On:

“ The susceptibility of self-disclosure: How we choose to disclose (or withhold) personal information”

Thursday, December 27th 2012, at 10:00
Faculty room, IDC Herzliya Campus

Novel information technologies have vastly expanded our ability to share personal information with others. These technologies satisfy, and fuel, our innate desires for communication, interaction, and self-representation. However, they also raise complex new issues of privacy. Surrounded by tools that make permanent broadcasts of sensitive information so effortless, finding the right balance between our need for privacy and our desire for disclosure gets harder: especially online, our social behavior may be prone to errors and biases, leading to outcomes we may later regret. In this talk, I will present a range of examples of research on privacy and self-disclosure decisions. Specifically, I show how the decision to disclose personal, sensitive, or even incriminating personal information is susceptible to the effects of contextual factors (such as framing or reference dependence), procedural aspects (such as reversibility) and motivation (e.g., impression management). Additionally, I show how previously disclosed personal information could be used to influence people’s opinions and behaviors. I conclude by discussing the implications of privacy decision-making research to individuals, organizations (especially online retailers and social networks) and public policy.

You are invited!