

## 台灣臉書使用者的隱私行為研究： 劍橋分析事件之後

陳憶寧、溫嘉禾

### 摘要

在Facebook和劍橋分析於2018年春曝光的個人資訊外洩事件後，全球使用者的隱私問題顯現。藉此機會，本研究以傳播隱私管理理論為架構，探討台灣使用者在此事件之後的隱私保護態度以及行為上如何採用相應的隱私保護策略。本研究在事件發生後的一個月內，委託台灣政治大學選舉研究中心蒐集503份網路有效問卷，經分析後發現，第一，多數自變項如使用動機、慣性使用程度、人際網絡大小、人口資料等，對隱私憂慮不具有顯著預測力，唯一與隱私憂慮有顯著負向關係的是臉書的每日使用時間；第二，經因素分析後可知台灣用戶的隱私保護策略共有四種：刪除舊內容、停止更新個人資訊(含行動裝置的即時同步)、緊縮內容可見度、取消追蹤動態；第三，結果顯示台

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灣用戶未出現隱私矛盾的現象，因為用戶的隱私憂慮與四類隱私保護行為皆存在顯著正向關聯；第四，某些人口統計變項有效地預測了隱私保護策略，尤其是在性別上，女性比男性更有採用停止更新個人資訊、緊縮內容可見度、取消追蹤動態等隱私保護策略的傾向；最後，在台灣的幾個政黨中，用戶對主流政黨的支持皆不具預測力，但是對小黨的支持則與停止更新個人資訊有顯著正向關聯。

關鍵詞：Facebook、劍橋分析、隱私策略、隱私憂慮、傳播隱私管理理論

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## **A Study of the Privacy Behavior of Taiwan Facebook Users after the Cambridge Analytica Scandal**

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### **Abstract**

The Facebook–Cambridge Analytica scandal in early 2018 exposed the previously little noticed loopholes in Facebook’s privacy policy and management, discomposing users worldwide. Taking this scandal as a departure point, our research adopts communication privacy management theory (CPM), aiming to delineate the privacy concerns of Taiwanese users on Facebook and their strategies to protect themselves against potential privacy infringements. The findings of our survey of 503 participants recruited via the Election Study Center, National Chengchi University, demonstrated that, first, among all the independent variables (user motives, habitual usage, network size, daily usage time, age, education, marital status, gender, political tendencies, and monthly family income), only daily usage time was negatively associated with privacy concern, while the others were insignificant. Second, our factor analysis revealed that Taiwanese users commonly employed four strategies of privacy protection: deletion of old content, cessation of personal information updates (including mobile device data synchronizations), content visibility restrictions,

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and unfollowing. Furthermore, no privacy paradox was witnessed because users' privacy concerns encouraged all four strategies. Finally, some demographic variables effectively predicted the strategies. Sex (males) was inversely related to the cessation of personal information updates, content visibility restrictions, and unfollowing. Contrary to our expectations, support for Taiwan's mainstream parties (e.g., Kuomintang, the primary opposition party; the Democratic Progressive Party, the ruling party; and the New Power Party, a rising political party) was extraneous, yet support for peripheral and relatively radical parties (e.g., the Taiwan Solidarity Union, the Chinese New Party) had a direct bearing on users' cessation of personal information updates on Facebook.

**Keywords:** Cambridge Analytica, communication privacy management, Facebook, privacy concerns, privacy strategies

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