Table of Contents

Preface .................................................................................................................................................. xiv
Acknowledgment ................................................................................................................................ xx

Section I
Background

Chapter I
Google: Technological Convenience vs. Technological Intrusion ......................................................... 1
Andrew Pauxtis, Quinnipiac University, USA
Bruce White, Quinnipiac University, USA

Chapter II
A Taxonomic View of Consumer Online Privacy Legal Issues, Legislation, and Litigation .............. 16
Angelena M. Secor, Western Michigan University, USA
J. Michael Tarn, Western Michigan University, USA

Chapter III
Online Privacy, Vulnerabilities, and Threats: A Manager’s Perspective.............................................. 33
Hy Sockel, DIKW Management Group, USA
Louis K. Falk, University of Texas at Brownsville, USA

Section II
Frameworks and Models

Chapter IV
Practical Privacy Assessments ............................................................................................................. 57
Thejs Willem Jansen, Technical University of Denmark, Denmark
Søren Peen, Technical University of Denmark, Denmark
Christian Damsgaard Jensen, Technical University of Denmark, Denmark
Chapter V
Privacy and Trust in Online Interactions ................................................................. 85
Leszek Lilien, Western Michigan University, USA
Bharat Bhargava, Purdue University, USA

Chapter VI
Current Measures to Protect E-Consumers’ Privacy in Australia ...................... 123
Huong Ha, Monash University, Australia
Ken Coghill, Monash University, Australia
Elizabeth Ann Maharaj, Monash University, Australia

Chapter VII
Antecedents of Online Privacy Protection Behavior: Towards an Integrative Model... 151
Anil Gurung, Neumann College, USA
Anurag Jain, Salem State College, USA

Section III
Empirical Assessments

Chapter VIII
Privacy Control and Assurance: Does Gender Influence Online Information Exchange? 165
Alan Rea, Western Michigan University, USA
Kuanchin Chen, Western Michigan University, USA

Chapter IX
A Profile of the Demographics, Psychological Predispositions, and Social/Behavioral Patterns of Computer Hacker Insiders and Outsiders ......................................................... 190
Bernadette H. Schell, University of Ontario Institute of Technology, Canada
Thomas J. Holt, The University of North Carolina at Charlotte, USA

Chapter X
Privacy or Performance Matters on the Internet: Revisiting Privacy Toward a Situational Paradigm ................................................................. 214
Chiung-wen (Julia) Hsu, National Cheng Chi University, Taiwan

Section IV
Consumer Privacy in Business

Chapter XI
Online Consumer Privacy and Digital Rights Management Systems .................. 240
Tom S. Chan, Southern New Hampshire University, USA
J. Stephanie Collins, Southern New Hampshire University, USA
Shahriar Movafagh, Southern New Hampshire University, USA
Chapter XII
Online Privacy and Marketing: Current Issues for Consumers and Marketers .................................................. 256
Betty J. Parker, Western Michigan University, USA

Chapter XIII
An Analysis of Online Privacy Policies of Fortune 100 Companies ............................................................... 269
Suhong Li, Bryant University, USA
Chen Zhang, Bryant University, USA

Chapter XIV
Cross Cultural Perceptions on Privacy in The United States, Vietnam, Indonesia, and Taiwan .......... 284
Andy Chiou, National Cheng Kung University, Taiwan
Jeng-chung V. Chen, National Cheng Kung University, Taiwan
Craig Bisset, National Cheng Kung University, Taiwan

Section V
Policies, Techniques, and Laws for Protection

Chapter XV
Biometric Controls and Privacy ......................................................................................................................... 300
Sean Lancaster, Miami University, USA
David C. Yen, Miami University, USA

Chapter XVI
Government Stewardship of Online Information: FOIA Requirements and Other Considerations .......................................................... 310
G. Scott Erickson, Ithaca College, USA

Chapter XVII
The Legal Framework for Data and Consumer Protection in Europe .............................................................. 326
Charles O’Mahony, Law Reform Commission of Ireland, Ireland
Philip Flaherty, Law Reform Commission of Ireland, Ireland

Chapter XVIII
Cybermedicine, Telemedicine, and Data Protection in the United States ...................................................... 347
Karin Mika, Cleveland State University, USA
Barbara J. Tyler, Cleveland State University, USA
Chapter XIX
Online Privacy Protection in Japan: The Current Status and Practices ........................................ 370
J. Michael Tarn, Western Michigan University, USA
Naoki Hamamoto, Western Michigan University, USA

Compilation of References ............................................................................................................ 388
About the Contributors .................................................................................................................. 429
Index ........................................................................................................................................ 436