Markus Tschersich

Privacy by Default
in the European Union Proposal
for Data Protection Regulation

Studies on the Impact of Restrictive Default
Privacy Settings on the Exchange of Personal
Information on Social Network Sites

Verlag Dr. Kovač
Hamburg
2015
Contents

I  Summary  1

Einführungsartikel  3

Markus Tschersich

II  Research Papers  57

PAPER I: Configuration Behavior of Restrictive Default Privacy Settings on Social Network Sites - Analyzing the Combined Effect of Default Settings and Interface Style  59

Markus Tschersich

PAPER II: Comparing the Configuration of Privacy Settings on Social Network Sites Based on Different Default Options  85

Markus Tschersich


Markus Tschersich, Reinhardt A. Botha

PAPER IV: Exploring the Impact of Restrictive Default Privacy Settings on the Privacy Calculus on Social Network Sites  131

Markus Tschersich, Reinhardt A. Botha

PAPER V: Pros and Cons of Privacy by Default - Investigating the Impact on Users and Providers of Social Network Sites  157

Markus Tschersich, Michael Niekamp