Virtual Society has evolved from a transaction-based economy through an Electronic Data Interchange (EDI) informational-exchange economy into one based on Electronic Commerce (EC) relationships. There has been a shift from “first order” transactional, “second-order” informational into “third-order” relational value exchanges. These relational value exchanges have become central to success and competitive advantage in EC; however they require the user to disclose personally identifiable information. Users’ demand higher levels digital identity personalization of their digital identities. These two forces are at odds and this has been called the Personalization Privacy Paradox.

This is the first year for this minitrack. Six papers were submitted and three papers were accepted for one session.

The first paper entitled “Privacy Settings in Online Social Networks - Preferences, Perception, and Reality” addresses a novel approach using the participants’ Facebook profiles to study privacy settings in online social networks. The results suggest that the users have a lack of awareness and control over their profile settings.

The second paper “The Effects of Notice versus Awareness: An Empirical Examination of an Online User’s Privacy Risk Treatment” This study evaluates the effects of notices posted by the online social network host and threat awareness on an online user’s decision to treat risk through mitigation, avoidance, or acceptance. The findings indicate opposite effects of notice versus threat awareness on risk treatment. Whereas notice had a positive effect on acceptance, threat awareness had a negative effect on acceptance and a positive effect on avoidance.

The third paper “Xbox 360 Hoaxes, Social Engineering, and Gamertag Exploits” investigates personal and privacy setting in online gaming. This paper points out that many of these settings need to be easier for users to work with and need to be highlighted by the social networking organization or manufacture of the product.