

Supplementary Table 2 - Studies Included in the Systematic Review and Meta-Analyses (k = 166)

Authors (Year)	Country	Sample Size	Median Age	Population	Data collection	Privacy Concern / Privacy Literacy Measure	Privacy Protective Measure	Platform	STROBE %
Akhter (2012)	USA	1097		General	Online	Privacy Concern	Money spent online	E-Commerce	66,67
Aldas-Manzano et al. (2009)	Spain	511	25-34	General	Offline	Privacy Concern	Online banking use	Online banking	80,00
Almadhoun, Dominic & Woon (2014)	Malaysia	372	18-24	Student	Online	Privacy Concern	Willing to share information	SNS	60,00
Almadhoun, Dominic & Woon (2011)	Malaysia	66	18-24	Student	Online	Privacy Concern	Information sharing in SNS	SNS	73,33
Amos, Zhang & Pentina (2014)	China	221	25-34	General	Online	Privacy Concern (Xu et al., 2011)	Privacy protective behavior	SNS	63,33
Anderson & Agarwal (2011)	USA	1089	45+	General	Online	Internet Privacy Concern (Dinev & Hart, 2006)	Willingness to disclose health information	Health information	76,67
Andreassen & Snekkenes (2008)	Norway	784	35-44	General	Online	Security awareness	Privacy protective Behavior	Web-usage	66,67
Angst & Agarwal (2009)	USA	366	45+	General	Online	CFIP (Smith et al., 1996)	Likelihood of adopting electronic-health records	Health information	73,33
Bansal, Zahedi & Gefen (2007)	USA	367		Student	Online	Internet Privacy Concern (Dinev & Hart, 2006)	Intention to disclose information (Malhotra et al., 2004)	Health information	70,00
Bansal, Zahedi & Gefen (2010)	USA	367	18-24	Student	Online	Privacy Concern (Awad & Krishnan, 2006; Dinev & Hart, 2006; Malhotra et al., 2004)	Intent to disclose health information to the website (Malhotra et al., 2004)	Health information	73,33
Bansal, Zahedi & Gefen (2016)	USA	367	18-24	Student	Online	Internet Privacy Concern (Dinev & Hart, 2006)	Intention to disclose (Malhotra et al., 2004)	Finance, E-commerce, Health	60,00
Bartsch & Dienlin (2016)	Germany	424	18-24	Student	Online	Social Privacy Literacy	SNS Use; Privacy regulation experience; Social privacy behavior	SNS	73,33
Baruh & Cemalcilar (2014)	USA	1244	45+	General	Online	Multidimensional Privacy Orientation Scale	Self-disclosure to a friend/ stranger (Miller et al., 1983); General online privacy protection (adapted from Park, 2011); Facebook privacy protection in social concerns; Facebook privacy protection in system settings	SNS	76,67
Beldad (2016)	Netherlands	295	18-24	Student	Offline	Privacy risk perception; Information privacy valuation**	Privacy setting use in SNS	SNS	80,00

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Bonson-Ponte, Carvajal-Trujillo & Escobar-Rodríguez (2015)	Spain	451	25-34	General	Online	Internet Privacy Concern (Ray et al., 2011); Perceived Privacy (Kim et al., 2008)**	Purchase intentions (Kim et al., 2008)	E-Commerce	70,00
Brecht et al. (2011)	Germany	1111	18-24	Student	Online	Privacy Concern; Privacy Awareness; Internet Literacy	Intention to use Anonymity Software	Web-usage	73,33
Buchanan et al. (2007)	UK	1706	35-44	Student	Online	Online Privacy Concern, Westin Privacy Segmentation, IUIPC (Malhotra et al., 2004)	Privacy Protective Behavior	Web-usage	80,00
Buettner (2015)	Germany	253	25-34	General	Online	Privacy Concern (Xu et al., 2011)	Intention to use SNS (Venkatesh et al., 2003; Venkatesh & Bala, 2008)	SNS	76,67
Burns & Roberts (2013)	Australia, USA, UK, New Zealand, Hong-Kong, Greece, Norway, Singapore	150	25-34	General	Online	Privacy Concern Scale (Buchanan et al., 2007)	General Caution Scale (Buchanan et al., 2007); Technical Protection Scale (Buchanan et al., 2007)	Web-usage	70,00
Castaneda & Montoro (2007)	Spain	440	18-24	Student	Offline	Internet General Privacy Concern (Culnan, 1993)	Intention to disclose information	E-Commerce	73,33
Chai et al. (2009)	USA	285	0-17	Student	Offline	Information Privacy Anxiety	Information Privacy Protection Behavior	Web-usage	83,33
Chai, Das & Rao (2008)	USA	43		Student	Online	IUIPC (Malhotra et al., 2004)	Bloggers' information sharing behavior	Web-usage	60,00
Chai, Das & Rao (2011)	USA	446		General	Online	IUIPC (Malhotra et al., 2004); Privacy Concerns in Blogs	Knowledge sharing behavior (Davenport & Prusak, 2000; Hsu et al., 2007)	SNS	73,33
Chellapa & Sin (2005)	USA	243		General	Offline	Privacy Concern (Chellapa, 2001; Jarvenpaa et al., 2000; Thibaut & Kelley, 1959)	Likelihood of personalized system usage	E-Commerce	70,00
Chen (2013)	USA	222	18-24	Student	Offline	Internet Privacy Concern (Dinev & Hart, 2006)	SNS Site use (Ellison et al., 2007)	SNS	76,67
Cheung, Lee & Chan (2015)	Hong-Kong	405	18-24	Student	Online	Perceived Privacy Risk (Malhotra et al., 2004)	Self-disclosure in SNS (Krasnova et al., 2010)	SNS	83,33

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Choi & Jiang (2013)	Singapore	60	18-24	Student	Offline	Internet Privacy Concern (Dinev & Hart, 2006)	Online predicament responses	SNS	73,33
Christofides, Muise & Desmarais (2012)	Canada	256	0-17	Student	Offline	Knowledge of privacy settings	Information Control on Facebook (Christofides et al., 2009)	SNS	70,00
D'Alessandro, Girardi & Tiangsoongnern (2012)	USA	134		General	Online	Privacy concern (Miyazaki & Fernandez, 2000; 2001)	Online purchase (Gattiker et al., 2000; Miyazaki & Fernandez, 2001)	E-Commerce	70,00
Dienlin & Trepte (2015)	Germany	595	25-34	General	Online	Privacy Concern (Buchanan et al., 2007)	Disclose information on Facebook (Tufekci, 2008; Acquisti & Gross, 2006; Taddei & Contena, 2013)	SNS	63,33
Dillon, Buchanan & Al-Otaibi (2014)	New Zealand	200	18-24	Student	Online	Privacy Risk	Online shopping intention	E-Commerce	80,00
Dinev & Hart (2006)	USA	369	25-34	General	Offline	CFIP (Smith et al., 1996)	Willingness to provide information	E-Commerce	73,33
Dinev et al. (2006)	USA, Italy	1311	25-34	General	Offline	Internet Privacy Concern (Dinev & Hart, 2006)	E-commerce Use	E-Commerce	73,33
Drennan, Mort & Previte (2006)	USA	69	18-24	Student	Online	Privacy Suspicious Scale; Perceived Risk Scale; Privacy Awareness Scale	Privacy Active Scale	E-Commerce	76,67
Dwyer, Hiltz & Passerini (2007)	USA	117	18-24	Student	Online	Internet Privacy (Buchanan et al., 2007)	Information sharing within SNS	SNS	76,67
Eastlick, Lotz & Warrington (2006)	USA	477	25-34	General	Offline	Privacy Concern Scale (Milne & Boza, 1998)	Intent to purchase online	E-Commerce	80,00
Ernst (2014)	Germany	415	18-24	Student	Offline	Perceived Privacy Risk (adapted from Chen, 2013; Featherman & Pavlou, 2003; Krasnova et al., 2010)	Actual System Use (Davis et al., 1989)	SNS	60,00
Faqih (2016)	Jordan	261	25-34	General	Offline	Privacy Measure (Casalo et al., 2007)	Intent to purchase online (adapted from Davis, 1989; Lin, 2007; Pavlou, 2003)	E-Commerce	76,67
Feng & Xie (2014)	USA	622	0-17	General	Offline	Privacy Concern	Level of SNS use; Implementation of privacy-setting strategies; Facebook profile visibility	SNS	80,00
Fodor & Brem (2015)	Germany	235	18-24	General	Online	IUIPC (Malhotra et al., 2004); CFIP (Smith et al., 1996)	Intention to use LBS	LBS	70,00
Fogel & Nehmad (2009)	USA	205	18-24	Student	Offline	Internet Privacy Concern (Dinev & Hart, 2004)	SNS Use	SNS	73,33

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George (2002)	USA	1194	35-44	General	Online	Online privacy and security Questionnaire - Attitude towards internet purchasing**; Internet experience	Intent to purchase online, Online purchase	E-Commerce	80,00
George (2004)	USA	193	18-24	Student	Online	Unauthorized secondary use of personal information (Culnan, 1993)	Attitude towards online purchase (Taylor & Todd, 1995)	E-Commerce	70,00
Gerlach, Widjaja & Buxmann (2015)	Germany	1116	35-44	General	Online	IUIPC (Malhotra et al., 2004)	Willingness to disclose personal information (Krasnova et al, 2009; 2010)	Web-usage	76,67
Gibbs, Ellison & Lai (2011)	USA	562	35-44	General	Online	Personal security concerns (Spitzberg & Hoobler, 2002)	General Disclosiveness Scale (Wheeles, 1978; Wheeles & Grotz, 1976)	SNS	70,00
Giovanis, Biniaris & Polychronopoulos (2012)	Greece	212	35-44	General	Offline	Perceived security and privacy risk (Tan & Theo, 2000; Wang et al., 2003); IT experience	Behavioral intention to use online banking (Davis, 1989; Davis et al., 1989)	Online banking	80,00
Gupta & Dhama (2015)	India	246	18-24	General	Online	Perceived privacy**	Information sharing	SNS	63,33
Hajli & Lin (2014)	USA	405	18-24	Student	Online	Privacy Risk (Pavlou et al., 2007; Yin & Cheng, 2011)	Intention to Share information (Venkatesh et al., 2012); Information Sharing (Chai et al., 2011; Davenport et al., 2000; Hsu et al., 2007)	Web-usage	73,33
Hanafizadeh & Khedmatgozar (2012)	Iran	554	25-34	General	Both	Privacy Concern (Aldas-Manzano et al., 2009; Zhao et al., 2008)	Intention to use online banking (adapted from Al-Somali et al., 2009; Lee, 2009; Prompattanapakdee, 2009; Yiu et al., 2007)	Online banking	76,67
Heirman, Walrave & Ponnet (2013)	Belgium	1042	0-17	Student	Offline	CFIP (Smith et al., 1996)	Intent to disclose information for commercial incentive	Web-usage	66,67
Hidayanto, Saifulhaq & Handayani (2012)	Indonesia	110	18-24	General	Online	Privacy Concern	Intention to transact	E-Commerce	60,00
Hsu (2006)	China, Netherlands, Taiwan, USA	400		Student	Online	CFIP (Smith et al., 1996)	Willingness to provide information	Web-usage	63,33
Hui, Teo & Lee (2007)	Singapore	109	18-24	Student	Online	CFIP (Smith et al., 1996)	Intent to disclose information	E-Commerce	80,00

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James, Nottingham & Kim (2013)	USA	324	18-24	Student	Offline	Perceived digital risk; Countermeasure awareness	Encryption practice; Software countermeasure practice; Access control practice; Risk mitigation practice	Web-usage	60,00
Jiang, Heng & Choi (2013)	Singapore	251	18-24	Student	Online	IUIPC (Malhotra et al., 2004)	Self-disclosure (adapted from Wheelless & Grotz, 1976); Misrepresentation (developed from Nichols & Greene, 1997)	SNS	76,67
Jin (2013)	USA	314	18-24	Student	Online	Privacy Concern	Private disclosure; Twitter use; Intensity of Twitter use	SNS	76,67
Joinson et al. (2010)	UK	759	35-44	General	Online	Privacy Concern (Buchanan et al., 2007)	Behavioral self-disclosure measure; Privacy Behavior (Buchanan et al., 2007)	Web-usage	76,67
Jung et al. (2012)	USA	391	18-24	Student	Online	Internet Privacy Concern (Dinev & Hart, 2006); SNS Experience	Usage continuance intention (Venkatesh et al., 2003)	SNS	80,00
Kansal (2014)	India	150	18-24	General	Offline	Privacy Concern (Sheehan & Hoy, 1999); Experience with internet	Consumer information sharing behavior (adapted from Dinev & Hart, 2006; Phelps et al., 2000; Sheehan & Hoy, 1999; Xie et al., 2006); Online purchase behavior scale (Dinev & Hart, 2005; Lwin et al., 2007)	E-Commerce	66,67
Katos (2012)	Greece	376	45+	General	Offline	Internet Privacy Concern (Dinev et al., 2008)	Intention to use online shopping (adapted from Venkatesh & Davis, 2000; Dinev et al., 2008); Actual transaction (Gefen et al., 2000)	E-Commerce	83,33
Kesharwani & Bisht (2012)	India	619	18-24	Student	Offline	Perceived risk (Dash & Saji, 2007)	Behavioral intention to use online banking (Venkatesh & Bala, 2008)	Online banking	76,67
Kezer et al. (2016)	USA	518	45+	General	Online	Multidimensional Privacy Orientation Scale (Baruh & Cemalcılar, 2014); Online privacy literacy	Information disclosure behavior on Facebook; Privacy Protection behavior on Facebook	SNS	76,67
Khan, Swar & Lee (2014)	South Korea	289	35-44	General	Online	Privacy Concern (Tsoi & Chen, 2011)	Intent to use SNS (adapted from Gefen & Straub, 2000; Carter & Belanger, 2005)	SNS	76,67
Khatibi, Haque & Karim (2006)	Malaysia, China, India	360	25-34	General	Both	Privacy Concern	Future Purchase Frequency; Future online spending	E-Commerce	70,00
Kim, Chung & Ahn (2014)	Korea	653		Both	Offline	Privacy Concern (Fogel & Nehmad, 2009)	Self-disclosure (Park et al., 2009)	SNS	80,00

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Knijnenburg & Kobsa (2013)	USA	491	25-34	General	Online	IUIPC (Malhotra et al., 2004)	Disclosing information	Web-usage	73,33
Knijnenburg, Kobsa & Jin (2013)	USA	154	25-34	General	Online	IUIPC (Malhotra et al., 2004)	Disclosing information	E-Commerce	66,67
Kobsa, Cho & Knijnenburg (2016)	USA	381		General	Online	System-Specific Privacy Concern (Malhotra et al., 2004; Knijnenburg & Kobsa, 2013); General Online Privacy Concern (Knijnenburg & Kobsa, 2013; Malhotra et al., 2004; Smith et al., 1996)	Disclosing information	Web-usage	66,67
Koohikamali, Gerhart & Mousavizadeh (2015)	USA	303	18-24	Student	Online	Privacy Concern (Chen, 2013; Buchanan et al., 2007; Xu & Teo, 2004)	Disclose location information	LBS	63,33
Korzaan & Boswell (2008)	USA	230	18-24	Student	Online	CFIP (Smith et al., 1996)	Behavioral intentions (to protect privacy) (Stewart & Segars, 2002)	Web-usage	70,00
Krasnova et al. (2010)	Germany	259		Student	Online	Perceived Privacy Risk (Malhotra et al., 2004)	Self-disclosure	SNS	76,67
Krasnova, Kolesnikova & Gunther (2009)	Germany	237	25-34	Student	Online	Privacy Concerns (based on Dinev & Hart, 2006)	Self-disclosure (based on Krasnova et al., 2010)	SNS	60,00
Krasnova, Veltri & Gunther (2012)	USA, Germany	331	18-24, 25-34	Student	Online	Internet Privacy Concerns (adapted from Dinev & Hart, 2006)	Self-disclosure (based on Krasnova et al., 2010)	SNS	63,33
Krohn, Xueming & Hsu (2002)	USA	219	18-24	Student	Offline	Privacy Concern (Korgaonkar & Wolin, 1999)	Online purchase	E-Commerce	66,67
Ku, Chen & Zhang (2013)	USA, Taiwan	225		Student	Online	Perceived privacy concerns (Xu et al., 2008)	SNS Use Continuance Intention (Li et al., 2006)	SNS	80,00
Kumar, Mohan & Holowczak (2008)	USA	120		Student	Online	Online privacy concern (Stewart & Segars, 2002); Awareness of Security Measures	Intent to use firewall	Web-usage	70,00
Lankton (2013)	USA	322		Student	Offline	Internet Privacy Concern (Dinev & Hart, 2006); Privacy Risks (Dinev & Hart, 2006); Internet experience	SNS Usage Continuance Intention (Venkatesh et al., 2003); Change privacy settings; Limit number of friends; Differentiate friends	SNS	66,67
Lee (2009)	Taiwan	368	35-44	General	Online	Security risk (Featherman & Pavlou, 2003)	Intent to use online banking (Cheng et al., 2006)	Online banking	73,33

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Lee et al. (2015)	Korea	370	35-44	General	Offline	Information Privacy Concern (Dinev & Hart, 2004)	Information providing intention (Malhotra et al., 2004); Information disclosure; Information misrepresentation intention (Malhotra et al., 2004)	E-Commerce	70,00
Li & Chang (2012)	Taiwan	222	18-24	Student	Online	Privacy Concern (Pavlou et al., 2007)	Behavioral intention to use Cloud computing (Venkatesh & Bala, 2008; Venkatesh et al., 2003)	Cloud computing	66,67
Li & Sarathy (2006)	USA	164		Student	Online	IUIPC (Malhotra et al., 2004)	Willingness to provide information (Malhotra et al., 2004; MacKenzie & Spreng, 1992)	E-Commerce	60,00
Li & Sarathy (2007)	USA	182	18-24	Student	Offline	IUIPC (Malhotra et al., 2004)	Intention to disclose information (Malhotra et al., 2004; MacKenzie & Spreng, 1992)	E-Commerce	70,00
Li & Slee (2014)	Netherlands	160	25-34	General	Offline	CFIP (Smith et al., 1996)	Opt-in behavior (to disclose health information)	Health information	66,67
Li & Unger (2012)	Germany, USA	169	18-24, 25-34	General	Offline	Privacy Concern (Chellappa & Sin, 2005)	Willingness to provide information (Awad & Krishnan, 2006); Privacy protection (Awad & Krishnan, 2006; Belanger et al., 2002)	Web-usage	73,33
Li (2014)	USA	110	25-34	General	Offline	CFIP (Smith et al., 1996); Website privacy concern (Pavlou et al., 2007)	Behavioral intention to Disclose Information (Bansal et al., 2010; Gefen & Straub, 2000)	E-Commerce	83,33
Li et al. (2014)	USA	192	25-34	General	Online	Perceived privacy risk (Malhotra et al., 2004); IUIPC (Malhotra et al., 2004)	Intention to use standalone personal health record systems (Malhotra et al., 2004; MacKenzie & Spreng, 1992)	Health information	80,00
Li, Pavlou & dos Santos (2013)	Netherlands	301	25-34	General	Online	IUIPC (Malhotra et al., 2004)	Intention to Register	Web-usage	70,00
Li, Sarathy & Xu (2010)	USA	182	18-24	Student	Online	IUIPC (Malhotra et al., 2004)	Behavioral intention to Disclose Information (Malhotra et al., 2004)	E-Commerce	70,00
Li, Sarathy & Xu (2011)	USA	175	18-24	Student	Online	IUIPC (Malhotra et al., 2004); Privacy Risk Beliefs (Malhotra et al., 2004)	Behavioral intention to Disclose Information (Malhotra et al., 2004)	E-Commerce	70,00
Liao et al. (2009)	China	670	25-34	General	Online	Privacy Concern	Behavioral intention to use online banking	Online banking	70,00
Liao, Liu & Chen (2011)	Taiwan	459	18-24	General	Offline	Internet Privacy Concern (Dinev & Hart, 2006); Internet Literacy (Dinev & Hart, 2006)	Intent to transact (Dinev & Hart, 2006)	E-Commerce	70,00

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Lin & Liu (2012)	Taiwan	207	25-34	General	Online	Privacy Concern (adapted from Ganesan, 1994; Jarvenpaa & Leidner, 1999; Dinev & Hart, 2006)	Information disclosure in SNS (adapted from Gefen et al., 2003); Intensity of SNS use (adapted from Gefen et al., 2003)	SNS	70,00
Lin (2016)	Taiwan	555	18-24	Student	Offline	Perceived risk	SNS Use Continuance Intention; SNS Usage Behavior; Perceived privacy self-protection	SNS	70,00
Liou et al. (2015)	Taiwan	727	18-24	General	Online	Information privacy concern (Pavlou et al., 2007)	Information sharing behavior (Chai & Kim, 2012)	SNS	76,67
Liu, Ang & Lwin (2013)	Singapore	780	0-17	Student	Online	Questionnaire for Privacy Concern (Lwin et al., 2007)	Personally identifiable information disclosure	SNS	76,67
Lo & Riemenschneider (2010)	USA	80	25-34	General	Online	Internet Privacy Concern (Dinev & Hart, 2006); Internet Literacy (Dinev & Hart, 2006)	Intent to disclose personal information	SNS	76,67
Lutz & Strathoff (2014)	Switzerland	1002	35-44	General	Offline	Privacy Concern	Privacy protective behavior	Web-usage	66,67
Lwin, Wirtz & Williams (2007)	USA, Canada, EU countries	807		General	Online	Online privacy concern (adapted from Cranor, Reagle & Ackerman, 1999; Milne & Boza, 1999; Sheehan & Hoy, 2000)	Fabricate (adapted from Fox et al., 2000); Protect; Withhold (adapted from Sheehan & Hoy, 1999)	E-Commerce	63,33
Malandrino, Scarano & Spinelli (2013)	Italy	36	25-34	Student	Offline	Privacy Concern	Privacy behavior	Web-usage	63,33
Malhotra, Kim & Agarwal (2004)	USA	449	35-44	Student	Offline	IUIPC (Malhotra et al., 2004)	Intent to give personal information (MacKenzie & Spreng, 1992)	E-Commerce	73,33
McCloskey (2003)	USA	138	18-24	Student	Offline	Concern about security and privacy	Online purchase	E-Commerce	66,67
McKnight, Lankton & Tripp (2011)	USA	391	18-24	Student	Offline	Internet Privacy Concerns (Dinev & Hart, 2006)	Information disclosure; SNS Use Continuance Intention	SNS	76,67
Metzger (2007)	USA	213	18-24	Student	Offline	Concern for privacy and security (adapted from Fox, 2000; Jarvenpaa & Tractinsky, 1999; Miyazaki & Fernandez, 2001; Swaminathan et al., 1999); Internet experience	Information disclosure or withhold; Likelihood of falsifying information	E-Commerce	76,67

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Min & Kim (2015)	South Korea	362	35-44	General	Online	Internet Privacy Concerns (Dinev & Hart, 2006)	Intention to give personal information (Li et al., 2011); Continuous intention to use SNS (Bhattacharjee, 2011)	SNS	80,00
Miyazaki & Fernandez (2001)	USA	160	25-34	General	Offline	Open-ended Concern questions coded	Online purchase quantity	E-Commerce	76,67
Mohajerani, Shahrekordi & Azarlo (2015)	Iran	161		General	Offline	Privacy and Security Concerns	Intent to use E-Government	E-Government	70,00
Mohamed & Ahmad (2011)	Malaysia	340		Student	Offline	Information Privacy Concern; Privacy Awareness Scale	SNS Privacy Setting Measure	SNS	70,00
Moscardelli & Divine (2007)	UK	671	0-17	Student	Offline	Privacy Concern (Sheehan & Hoy, 1999)	Privacy protective behavior (Sheehan & Hoy, 1999)	Web-usage	66,67
Musleh, Marthandan & Aziz (2015)	Palestine	287	18-24	General	Offline	Perceived privacy**	Intention to shop online	E-Commerce	60,00
Norberg, Horne & Horne (2007)	USA	55	18-24	Student	Offline	Privacy Risk	Intention to disclose information; Disclosing information	Web-usage	60,00
Oz (2014)	USA	373	18-24	Student	Online	Privacy Awareness	Use of Facebook privacy settings	SNS	76,67
Paine et al. (2007)	Russia, Germany, and others	530	25-34	General	Online	Privacy Concern	Privacy Actions	Web-usage	83,33
Park, Jun & Lee (2015)	USA, Korea	977	25-34	General	Online	Privacy Concern (Xin et al., 2012)	Intensity of SNS use (adapted from Ellison et al., 2007)	SNS	76,67
Pavlou, Huigang & Xue (2007)	USA	521	35-44	General	Online	CFIP (Smith et al., 1996)	Intent to Transact (Ajzen, 1991)	E-Commerce	76,67
Pope & Lowen (2009)	USA, Canada	2001		General	Offline	Attitude toward privacy concern	Privacy protective behavior	E-Commerce	66,67
Potoglu, Palacios & Feijoo (2015)	UK	502	35-44	General	Online	Privacy Concern (Kamaguru & Cranor, 2005)	General Caution Scale (Buchanan et al., 2007); Technical Protection Scale (Buchanan et al., 2007)	E-Commerce	76,67
Quinn (2016)	USA	353	18-24	Student	Online	Privacy Concern (Buchanan et al., 2007; Young & Quan-Haase, 2009; Tufekci, 2008)	Privacy protective activities (Young & Haase, 2009; Buchanen et al., 2007)	SNS	73,33
Rezaei & Amin (2013)	Malaysia	318	18-24	General	Online	Privacy Concern (Yu-Hui & Stuart, 2007)	Repurchase intention (Chiu et al., 2009)	E-Commerce	66,67

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Rezaei, Amin & Ismail (2014)	Malaysia	219	18-24	Student	Online	Privacy Concern (Chen & Barnes, 2007)**; Internet literacy (Dinev & Hart, 2005)	Online Repatrorage intention (Reynolds et al., 2012; Xhiu et al., 2009)	E-Commerce	73,33
Salleh et al. (2014)	Malaysia	486	18-24	Student	Offline	Privacy Concern (Fogel & Nehmad, 2009; Xu et al., 2008)	Information Disclosure Behavior (Lo, 2010)	SNS	76,67
Samavi, Consens & Chignell (2014)	Canada	30	35-44	General	Offline	Privacy Concern	Willingness to read privacy agreements	Health information	73,33
Schwaig et al. (2013)	USA	425		General	Offline	Privacy Concern (Stewart & Segars, 2002)	Behavioral intentions to protect privacy	Web-usage	73,33
Sheehan (1999)	USA	881	25-34, 35-44	General	Online	Evaluation of scenarios that influence privacy concern	Evaluation of Privacy Activities	Web-usage	73,33
Shih et al. (2012)	Taiwan	323	25-34	Student	Offline	Privacy Concern (Joinson, 2005; 2007)	Past Privacy Behavior (Joinson, 2005; 2007); Self-disclosure online (Joinson, 2005; 2007)	Web-usage	63,33
Shin & Kang (2016)	Singapore	746	0-17	Student	Offline	Privacy Concern (Pew Internet's Teen's Privacy Survey, 2012)	Willingness to disclose personally identifiable information; Actual information disclosure	SNS	76,67
Shin (2010)	USA	323		Student	Online	Privacy Concern (Buchanan et al., 2007; Metzger, 2004)	Intention to use SNS (Davis, 1989)	SNS	83,33
Shukla (2014)	UK	251	25-34	General	Online	Privacy Concern	Purchase intentions (Kim et al., 2008)	E-Commerce	76,67
Smit, van Noort & Voorveld (2014)	Netherlands	2022	45+	General	Online	Online privacy concerns (Baek & Morimoto, 2012); Knowledge about online behavioral advertising (adapted from McDonald & Cranor, 2010; Turow et al., 2009); Knowledge about cookies (adapted from McDonald & Cranor, 2010)	Coping with online behavioral advertising, cookies and privacy	Web-usage	66,67
Smith, Mendez & White (2014)	USA	286	35-44	General	Online	Privacy Concern (Dinev & Hart, 2004)	Facebook vigilance; Facebook exposure	SNS	73,33
Son & Kim (2008)	USA	523	35-44	General	Online	Internet Privacy Concern (Dinev & Hart, 2006)	Privacy Protective Behaviors (Malhotra et al., 2004; Singh, 1988; Smith et al., 1996)	Web-usage	86,67
Spake, Finney & Joseph (2011)	USA	766	18-24	Student	Offline	CFIP (Smith et al., 1996)	Online purchase	E-Commerce	76,67

Authors (Year)	Country	Sample Size	Median Age	Population	Data collection	Privacy Concern / Privacy Literacy Measure	Privacy Protective Measure	Platform	STROBE %
Spiekerman, Grossklags & Berendt (2001)	Germany	206		Student	Offline	Attitudes about online privacy (Ackerman, Cranot & Reagle, 1999)	Voluntary address provision	E-Commerce	70,00
Staddon et al. (2012)	USA	1075	45+	General	Online	Internet privacy concern; Facebook privacy concern	SNS Use	SNS	73,33
Steijn, Schouten & Vedder (2016)	Netherlands	1714	25-34	General	Offline	Concern regarding privacy	SNS Use	SNS	80,00
Stern & Salb (2015)	USA	334	18-24	Student	Online	Privacy Risk	Profile disclosure (Krasnova et al., 2009); Online social network use; Privacy setting use in SNS	SNS	66,67
Stieger et al. (2013)	USA, Europe, Asia, and others	631	25-34	General	Online	Privacy Concern Scale (Buchanan et al., 2007)	Facebook use	SNS	73,33
Sun et al. (2015)	China	164	18-24	Student	Online	Privacy risks (Zhou, 2013)	Intention to disclose (Xu et al., 2009)	LBS	73,33
Taddei & Contena (2013)	Italy	647	25-34	Student	Online	Privacy Concern (Krasnova et al., 2010)	Self-disclosure (Krasnova et al., 2010)	Web-usage	66,67
Taddicken (2014)	Germany	2739		General	Online	Adapted Scale for Online Privacy Concern and Protection (Taddicken, 2010)	Self-Disclosure on the Social Web	Web-usage	73,33
Tanaka & Kodate (2014)	Japan, Germany	1000	35-44, 45+	General	Online	Privacy Awareness (Featherman & Pavlou, 2003)	Social media subscription	SNS	66,67
Taneja, Vitrano & Gengo (2014)	USA	249	18-24	Student	Offline	Privacy Risk (Xu et al., 2008)	Intent to use privacy controls (Bulgurcu et al., 2010)	SNS	73,33
Taylor, Davis & Jillapalli (2009)	USA	394	18-24	Student	Online	Internet Privacy Concern (Dinev & Hart, 2006)	Behavioral intentions (Liu, Marchewka & Ku, 1992)	E-Commerce	60,00
Thakur & Summey (2005)	USA	200	45+	General	Offline	Knowledge of the Security Tools	Intent to disclose information	Web-usage	66,67
Topaloglu (2012)	Turkey	299	25-34	General	Offline	Privacy Concern (Suki et al., 2001)	Intent to purchase online (To et al., 2007; Kim, Cho, & Rao, 2000)	E-Commerce	63,33
Tufekci (2008)	USA	704	18-24	Student	Offline	General Online Privacy Concern	Facebook use, Myspace Use	SNS	70,00
Van Slyke et al. (2006)	USA	1000	18-24	General	Online	CFIP (Smith et al., 1996)	Willingness to Transact (Jarvenpaa et al., 2000)	E-Commerce	76,67
Vijayarathy (2004)	USA	281	45+	General	Offline	Privacy concern (Taylor & Todd, 1995)	Intent to purchase online (Taylor & Todd, 1995)	E-Commerce	70,00

Authors (Year)	Country	Sample Size	Median Age	Population	Data collection	Privacy Concern / Privacy Literacy Measure	Privacy Protective Measure	Platform	STROBE %
Vitak (2012)	USA	364	25-34	Student	Online	SNS Posting concerns	General Disclosiveness Scale (Wheeles, 1978; Wheeles & Grotz, 1976)	SNS	76,67
Von Stetten, Wild & Chrennikow (2011)	Germany	760	25-34	General	Online	Privacy Concerns (based on Angst & Agarwal, 2009)	Intention to use SNS; Use of SNS	SNS	70,00
Wakefield (2013)	USA	301	35-44	General	Online	IUIPC (Malhotra et al., 2004)	Intentions to disclose personal information (McKenzie & Spreng, 1992)	Web-usage	70,00
Wang & Liu (2014)	China	204		General	Both	IUIPC (Malhotra et al., 2004)	Information disclosure intention; Purchasing intent (Zeithaml et al., 1996)	E-Commerce	80,00
Wang & Midha (2012)	USA	81		Student	Offline	CFIP (Smith et al., 1996); Social Privacy Concerns	Self-disclosure intention (Phelps et al., 2000)	Health information	63,33
Wang & Tian (2005)	Taiwan	126	18-24	Student		Perceived Web Risk; Web Skills	Intent to Use Online Auction	E-Commerce	60,00
Ward, Bridges & Chitty (2005)	Australia	315	18-24	Student	Online	Privacy Concern	Willingness to provide information	Web-usage	83,33
Wilson, Proudfoot & Valacich (2014)	USA	244	18-24	Student	Online	General Privacy Concern (Smith et al., 1996); Site-specific privacy concern (Li, 2014)	Intention to use Facebook (Kim et al., 2008)	SNS	73,33
Wisniewski, Lipford & Bello-Ogunu (2015)	USA	116	25-34	General	Online	Privacy Concern (Xu et al., 2011)	Intensity of Facebook Use (Ellison et al., 2007)	SNS	76,67
Xu, & Gupta (2009)	Singapore	176		Student	Online	CFIP (Smith et al., 1996)	Intention to use LBS (Venkatesh et al., 2003)	LBS	83,33
Youn & Hall (2008)	USA	395	0-17	Student	Offline	Privacy Concern	Privacy Protection Behaviors (Sheehan, 1999; Milne et al., 2004; Sheehan & Hoy, 1999)	Web-usage	63,33
Youn (2005)	USA	326	0-17	Student	Offline	Susceptibility to perceived risk; Severity of Risk	Willingness to provide information; Coping behaviors to Handle Privacy Risk	Web-usage	83,33
Youn (2009)	USA	144	0-17	Student	Offline	Privacy Concern (adapted from Milne & Boza, 1999; Phelps, Nowak & Ferrell, 2000; Phelps, D'Souza & Nowak, 2001); Privacy Knowledge (Nowak & Phelps, 1992, 1995)	Privacy protective behaviors (Adapted from Sheehan & Hoy, 1999; Milne & Culnan, 2004; Milne, Rohm & Bahl, 2004; Youn, 2005; Moscardelli & Divine, 2007)	Web-usage	80,00
Zeng, Wu & Chen (2009)	Taiwan	1249	18-24	General	Online	Information Privacy (Smith & Milberg, 1996)	Intent to share personal information (Liu et al., 2005)	SNS	76,67

Authors (Year)	Country	Sample Size	Median Age	Population	Data collection	Privacy Concern / Privacy Literacy Measure	Privacy Protective Measure	Platform	STROBE %
Zhao, Lu & Gupta (2012)	China	368	18-24	General	Online	Internet Privacy Concern (Dinev & Hart, 2006)	Intent to disclose location-based information (Xu et al., 2009)	LBS	76,67
Zhou (2013)	China	278	18-24	General	Offline	Privacy Concern (Son & Kim, 2008)	Intention to use LBS (adapted from Lee, 2005)	LBS	73,33
Zimmer et al. (2010)	USA	236	18-24	Student	Online	IUIPC (Malhotra et al., 2004)	Intent to disclose	Web-usage	70,00
Zlatolas et al. (2015)	Slovenia	661	25-34	General	Online	Privacy Concern (Dinev & Hart, 2004; Wu et al., 2012; Xu et al., 2008, 2012); Privacy Awareness (Xu et al., 2008)	Self-disclosure (Chen, 2013; Krasnova et al., 2009; Wu et al., 2012)	SNS	83,33
Zviran, Neuman & Hocksman (2004)	Israel	217		General	Online	Degree of online privacy concern (Bartel & Grubbs, 1999, 2000); Web Skills (Novak et al., 2000)	Privacy Protective Behavior; Volume of online spending	Web-usage	60,00

Note: CFIP: Concern for Information Privacy; LBS: Location-based services; IUIPC: Internet Users' Information Privacy Concern; STROBE: Quality assessment percentage based on Strengthening the reporting of observational studies in epidemiology (STROBE) checklist; ** indicates measures that are reverse coded