

**Supplementary Table 3 – Cultural Differences as Moderators of Effect Size**

<b>Moderator</b>	<b>Association between</b>	<b>k</b>	<b>Estimate</b>	<b>se</b>	<b>z</b>	<b>95 % CI</b>		<b>Q<sub>E</sub></b>
						<b>LL</b>	<b>UL</b>	
Individualism / Collectivism	Privacy Concerns - Online Service Use Intentions	33	0.124	0.127	0.978	-0.124	0.372	1414.95*** (df = 32)
	Privacy Concerns - Information Sharing Intentions	37	0.084	0.106	0.795	-0.123	0.291	649.05*** (df = 35)
	Privacy Concerns - SNS Use Intentions	10	0.066	0.221	0.297	-0.367	0.498	249.63*** (df = 8)
	Privacy Concerns - Protective Measures Use Intentions	8	0.102	0.325	0.313	-0.535	0.738	155.58*** (df = 6)
	Privacy Concerns - Online Service Use	13	0.143	0.174	0.821	-0.199	0.485	239.21*** (df = 12)
	Privacy Concerns - Information Sharing	37	0.007	0.071	0.091	-0.133	0.146	575.32*** (df = 36)
	Privacy Concerns - SNS Use	15	0.001	0.106	0.010	-0.206	0.208	134.22*** (df = 13)
	Privacy Concerns - Protective Measures Use	31	0.018	0.114	0.155	-0.207	0.242	669.82*** (df = 34)
	Privacy Literacy - Online Service Use Intentions	6	-0.250	0.252	-0.994	-0.744	0.243	72.26*** (df = 4)
	Privacy Literacy - Information Sharing	4	-0.013	0.191	-0.066	-0.387	0.361	28.37*** (df = 1)
	Privacy Literacy - Protective Measures Use	10	0.318	0.316	1.007	-0.302	0.938	619.65*** (df = 8)
	Information Sharing - Protective Measures Use	6	-0.116	0.220	-0.529	-0.546	0.314	107.23*** (df = 4)
	Privacy Concerns - Privacy Literacy	18	0.170	0.100	1.705	-0.025	0.365	229.81*** (df = 16)
Long-term / Short-term Orientation	Privacy Concerns - Online Service Use Intentions	33	0.196	0.125	1.567	-0.050	0.441	1288.61*** (df = 32)
	Privacy Concerns - Information Sharing Intentions	37	-0.158	0.095	-1.656	-0.344	0.029	675.37*** (df = 35)
	Privacy Concerns - SNS Use Intentions	10	0.129	0.198	0.649	-0.260	0.517	249.12*** (df = 8)
	Privacy Concerns - Protective Measures Use Intentions	8	-0.071	0.249	-0.284	-0.558	0.417	151.60*** (df = 6)
	Privacy Concerns - Online Service Use	13	-0.274	0.161	-1.700	-0.589	0.042	235.91*** (df = 12)
	Privacy Concerns - Information Sharing	37	0.054	0.069	0.790	-0.080	0.188	563.37*** (df = 36)
	Privacy Concerns - SNS Use	15	0.022	0.083	0.269	-0.140	0.185	151.77*** (df = 13)
	Privacy Concerns - Protective Measures Use	31	0.061	0.085	0.714	-0.106	0.227	681.76*** (df = 34)
	Privacy Literacy - Online Service Use Intentions	6	0.243	0.190	1.279	-0.129	0.616	48.78*** (df = 4)
	Privacy Literacy - Protective Measures Use Intentions	3	0.044	0.162	0.269	-0.274	0.361	3.19 (df = 1)
	Privacy Literacy - Protective Measures Use	10	0.326	0.221	1.473	-0.108	0.759	306.87*** (df = 8)
	Information Sharing - Protective Measures Use	6	0.250	0.172	1.453	-0.087	0.588	76.64*** (df = 4)
	Privacy Concerns - Privacy Literacy	18	0.051	0.115	0.448	-0.174	0.276	335.96*** (df = 16)

**Supplementary Table 3 - Cultural Differences as Moderators of Effect Size *continued.***

<b>Moderator</b>	<b>Association between</b>	<b><i>k</i></b>	<b><i>Estimate</i></b>	<b><i>se</i></b>	<b><i>z</i></b>	<b>95 % <i>CI</i></b>		<b><i>Q<sub>E</sub></i></b>
						<b><i>LL</i></b>	<b><i>UL</i></b>	
Low/High Power Distance	Privacy Concerns - Online Service Use Intentions	33	0.147	0.127	1.154	-0.102	0.395	1406.22*** ( <i>df</i> = 32)
	Privacy Concerns - Information Sharing Intentions	37	0.079	0.099	0.798	-0.115	0.273	658.50*** ( <i>df</i> = 35)
	Privacy Concerns - SNS Use Intentions	10	0.066	0.221	0.297	-0.367	0.498	249.63*** ( <i>df</i> = 8)
	Privacy Concerns - Protective Measures Use Intentions	8	0.102	0.325	0.313	-0.535	0.728	155.58*** ( <i>df</i> = 6)
	Privacy Concerns - Online Service Use	13	0.066	0.150	0.437	-0.229	0.361	236.15*** ( <i>df</i> = 12)
	Privacy Concerns - Information Sharing	37	0.039	0.070	0.558	-0.098	0.176	569.70*** ( <i>df</i> = 36)
	Privacy Concerns - SNS Use	15	0.001	0.106	0.010	-0.206	0.208	134.22*** ( <i>df</i> = 13)
	Privacy Concerns - Protective Measures Use	31	-0.080	0.109	-0.735	-0.293	0.133	665.50*** ( <i>df</i> = 34)
	Privacy Literacy - Online Service Use Intentions	6	-0.250	0.252	-0.994	-0.744	0.243	72.26*** ( <i>df</i> = 4)
	Privacy Literacy - Information Sharing	4	-0.013	0.191	-0.066	-0.387	0.361	28.37*** ( <i>df</i> = 1)
Privacy Literacy - Protective Measures Use	10	0.318	0.316	1.007	-0.312	0.938	619.65*** ( <i>df</i> = 8)	
Information Sharing - Protective Measures Use	6	-0.116	0.220	-0.529	-0.546	0.314	107.23*** ( <i>df</i> = 4)	
Privacy Concerns - Privacy Literacy	18	0.170	0.100	1.705	-0.025	0.365	229.81*** ( <i>df</i> = 16)	
Low/High Masculinity	Privacy Concerns - Online Service Use Intentions	33	-0.166	0.128	-1.294	-0.417	0.085	1377.11*** ( <i>df</i> = 32)
	Privacy Concerns - Information Sharing Intentions	37	-0.050	0.123	-0.401	-0.291	0.192	658.27*** ( <i>df</i> = 35)
	Privacy Concerns - SNS Use Intentions	10	-0.066	0.221	-0.297	-0.498	0.367	249.63*** ( <i>df</i> = 8)
	Privacy Concerns - Protective Measures Use Intentions	8	-0.102	0.325	-0.313	-0.738	0.535	155.58*** ( <i>df</i> = 6)
	Privacy Concerns - Online Service Use	13	-0.297	0.157	-1.897	-0.604	0.010	224.48*** ( <i>df</i> = 12)
	Privacy Concerns - Information Sharing	37	0.064	0.077	0.825	-0.087	0.214	575.51*** ( <i>df</i> = 36)
	Privacy Concerns - SNS Use	15	0.054	0.093	0.585	-0.127	0.236	146.62*** ( <i>df</i> = 13)
	Privacy Concerns - Protective Measures Use	31	0.062	0.107	0.580	-0.147	0.271	680.47*** ( <i>df</i> = 34)
	Privacy Literacy - Online Service Use Intentions	6	0.243	0.190	1.279	-0.129	0.616	48.78*** ( <i>df</i> = 4)
	Privacy Literacy - Information Sharing	4	0.013	0.191	0.066	-0.361	0.387	28.37*** ( <i>df</i> = 1)
Privacy Literacy - Protective Measures Use	10	0.526	0.272	1.930	-0.008	1.059	253.43*** ( <i>df</i> = 8)	
Information Sharing - Protective Measures Use	6	0.116	0.220	0.529	-0.314	0.546	107.23*** ( <i>df</i> = 4)	
Privacy Concerns - Privacy Literacy	18	0.100	0.113	0.885	-0.121	0.321	329.98*** ( <i>df</i> = 16)	

Supplementary Table 3 - Cultural Differences as Moderators of Effect Size *continued.*

Moderator	Association between	<i>k</i>	Estimate	<i>se</i>	<i>z</i>	95 % CI		<i>Q<sub>E</sub></i>
						<i>LL</i>	<i>UL</i>	
Low/High	Privacy Concerns - Online Service Use Intentions	33	0.102	0.130	0.787	-0.152	0.357	1398.24*** ( <i>df</i> = 32)
Uncertainty	Privacy Concerns - Information Sharing Intentions	37	0.033	0.107	0.306	-0.177	0.242	629.15*** ( <i>df</i> = 35)
Avoidance	Privacy Concerns - SNS Use Intentions	10	-0.129	0.198	0.649	-0.517	0.260	249.12*** ( <i>df</i> = 8)
	Privacy Concerns - Protective Measures Use Intentions	8	0.071	0.249	0.284	-0.417	0.558	151.60*** ( <i>df</i> = 6)
	Privacy Concerns - Online Service Use	13	-0.044	0.159	-0.279	-0.356	0.267	234.25*** ( <i>df</i> = 12)
	Privacy Concerns - Information Sharing	37	-0.073	0.071	-1.016	-0.213	0.067	563.43*** ( <i>df</i> = 36)
	Privacy Concerns - SNS Use	15	0.028	0.084	0.327	-0.138	0.193	151.60*** ( <i>df</i> = 13)
	Privacy Concerns - Protective Measures Use	31	-0.232	0.096	-2.428*	-0.419	-0.045	643.29*** ( <i>df</i> = 34)
	Privacy Literacy - Online Service Use Intentions	6	-0.222	0.182	-1.224	-0.578	0.134	56.86*** ( <i>df</i> = 4)
	Privacy Literacy - Protective Measures Use Intentions	3	-0.044	0.162	-0.269	-0.361	0.274	3.19 ( <i>df</i> = 1)
	Privacy Literacy - Information Sharing	4	-0.013	0.191	-0.066	-0.387	0.361	28.37*** ( <i>df</i> = 1)
	Privacy Literacy - Protective Measures Use	10	-0.028	0.218	-0.129	-0.456	0.400	622.26*** ( <i>df</i> = 8)
	Information Sharing - Protective Measures Use	6	0.178	0.273	0.652	-0.356	0.712	96.64*** ( <i>df</i> = 4)
	Privacy Concerns - Privacy Literacy	18	-0.081	0.105	-0.773	-0.286	0.124	339.59*** ( <i>df</i> = 16)

\*  $p < .05$ ; \*\*  $p < .01$ ; \*\*\*  $p < .001$ .

*Note.* For some analyses, studies did not vary for the moderator, thus we could not conduct moderation analyses for those associations.

Individualism / Collectivism variable is dummy coded as 1 = Individualism, 2 = Collectivism. Long-term Orientation variable is dummy coded as 1 = Long-term orientation, 2 = Short-term orientation. Power Distance variable is dummy coded as 0 = Low Power Distance, 1 = High Power Distance, Masculinity is dummy coded as 0 = Low Masculinity, 1 = High Masculinity, Uncertainty Avoidance is dummy coded as 0 = Low Uncertainty Avoidance, 1 = High Uncertainty Avoidance. CI = confidence interval, Estimate = estimate for  $\rho$  when transformed to Fisher's  $z$  is used as the dependent variable,  $k$  = number of studies included, *LL* = lower limit, *Q<sub>E</sub>* = test for heterogeneity, *se* = Standard error, *UL* = upper limit,  $z$  =  $z$ -value