

de Gids (37, No. 3)



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Reviews

*A must buy book if you need to adding benefit. It is actually rally fascinating throgh studying time. Your way of life span will likely be transform as soon as you complete looking over this publication.
(Ms. Bernice Rolfson)*

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RareBooksClub. Paperback. Book Condition: New. This item is printed on demand. Paperback. 26 pages. OCLC Number: (OCoLC)48083568 Subject: Consumer protection -- United States. Excerpt: . . . trusting behavior online. Trusting behavior online includes buying and selling goods, banking, getting health information, communicating via email or instant messaging with strangers, joining support groups and making friends and dates online. The surveys seem also to suggest that what we as Americans say in response to a survey question may be different from what we actually do. Two-thirds of American Internet users having expressed serious information privacy concerns have, nevertheless, engaged in at least one trusting activity online, such as purchasing a book online. Moreover, while the majority of Americans have a negative visceral reaction to online tracking and profiling, a relatively few take steps to shield their identities. For example, one survey reports that only 1 in 10 Internet users has set his or her browser to reject cookies. This brings me to another observation. Surveys suggest that Americans as a whole lack knowledge as to when, how and for what purpose information about them is collected and used. For example, according to one survey, 56 percent of Internet users do not know what a cookie is. Yet another survey reports that 48 percent of Americans who regularly surf the World-Wide-Web admit to paying little or no attention to matters such as online tracking and profiling. And, finally, one of the more interesting survey results is that as most Americans are anxious about the loss of control over their personal information, they want rules, but they reject the notion that the Government and/or Internet companies are the best stewards of their personal information privacy. When asked who would do the best job setting those rules, 50 percent said Internet users themselves...



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