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Exploring the perspective of Generation Z on personal risk management

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ABSTRACT

Every business aspires to be successful, and one critical pillar is incorporating effective risk management strategies. These strategies help minimize potential risks that may arise during the business's day-to-day operations. However, it is equally essential for individuals, particularly employees, to manage the risks in their daily activities. In light of this, this study extensively investigated the correlation between personality traits, privacy concerns, and personal risk management practices. Study design/methodology/approach: The study utilized Structural Equation Modeling Partial Least Squares (SEM PLS) to analyze the statistical data and draw more profound insights. Findings: The study found that an individual's approach to personal risk management is influenced by their personality traits, including agreeableness, conscientiousness, openness to experience, and privacy concerns. Interestingly, the only personality trait that positively and significantly impacted an individual's capability to manage financial risks was openness to experience. Research limitations/implications for practice: Regulators and academics should explore methods to increase public awareness of personal data protection. Recent research shows that Generation Z is only moderately concerned with privacy, indicating aneed for more awareness efforts. Campaigns, incorporating personal risk and privacy into education curricula, and publishing research findings can help raise awareness about these critical issues. However, education alone may not be sufficient to effect behavioral changes related to privacy risks. Originality/value of the results: The study's findings highlight the need for individuals to understand these factors, which are critical in effective personal risk management. Therefore, it is crucial to integrate personal risk management practices into organizations' overall risk management framework. This will equip individuals with the necessary skills to manage their risks effectively, leading to a safer and more secure working environment.

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INTRODUCTION

Risk management is a critical aspect of modern life, applicable to individuals and organizations. Despite the increasing awareness of risk management, the focus has

primarily been on managing risks in the context of businesses and organizations. However, personal risk management (PRM) has recently gained attention, especially regarding financial and pension risks.

Nonetheless, researchers have also started exploring personal safety and health risks. It is crucial to acknowledge that technological advancements and human development have given rise to specific risks requiring management, such as cybersecurity and privacy. Therefore, it is essential to consider all potential risks and implement appropriate risk management strategies to mitigate them efficiently. According to a recent study (Hong et al., 2021) on a sample of 2417 individuals in Hong Kong, internet privacy concerns are influenced by four key dimensions: environmental, individual, information management, and interaction management. This study focuses on the individual dimension, specifically how personality traits impact privacy concerns.

This study delves into individual personality and its connection with privacy concerns, an area that has received limited research attention. Specifically, the focus is on Generation Z (Mckinsey.com, 2023), individuals born between 1997 and 2010 known for their high levels of online activity, including the ability to conduct transactions digitally. Examining how personal risk management affects privacy concerns when engaging in online transactions is essential due to the inherent risks involved. This research aims to establish a relationship model between these three variables, which will be analyzed using the Partial Least Square (PLS) method. Ultimately, the findings of this study will provide valuable insights into how personality traits impact personal risk management and privacy concerns in Generation Z.

Literature Review and Hypothesis Development

Personality refers to the unique and complex characteristics that define an individual's behavioral, cognitive, and emotional patterns. It encompasses a wide range of traits and tendencies that shape how a person interacts with their environment and the people around them. These traits may be observable and measurable, such as extraversion, conscientiousness, or openness to experience, or they may be more subjective and difficult to define, such as creativity, empathy, or moral values. A complex interplay of genetic, environmental, and cultural factors determines an individual's personality. As individuals experience personal growth and encounter different life events, their personalities can evolve and change over time. They acknowledge the multifaceted nature of personality development and various influences' role in shaping an individual's character (Barrera-Verdugo et al., 2023; Mendoza et al., 2023).

There are multiple approaches to personality assessment, but the Big 5 Personality Traits framework is the most commonly utilized among researchers (Dufault, MacDonald & Schermer, 2023; Gong et al., 2023; Hřebíčková et al., 2023; Junglas, Johnson & Spitzmüller 2008; Mendoza et al. 2023; Wartberg et al. 2023).

According to various studies(Junglas et al. 2008; Kinyanjui & Sum 2023; Mendoza et al. 2023), the Big 5 Personality traits include Agreeableness, Conscientiousness, Neuroticism, Extraversion, and Openness to Experience. These traits suggest that personality is not fixed but instead falls on a spectrum, with individuals possessing these

characteristics to varying degrees (Mendoza et al., 2023; Remilly, Mauvieux & Drigny, 2023). Research conducted in Indonesia has shown that high levels of conscientiousness can negatively impact risk tolerance (Hidayat & Faturohman, 2022).

The perception of risk is a personal interpretation of uncertainty, meaning there is no universally recognized method for quantifying it (Lee & Jan, 2023). Risk management involves recognizing, evaluating, creating, executing, and overseeing plans to reduce or transfer risks to a suitable level (Paz et al., 2023; Putra & Soewito, 2023).

Information privacy risk pertains to how individuals perceive the potential harm of sharing personal information online (Lin & Armstrong 2019). On the other hand, privacy risk management is a systematic approach to risk management that evaluates a system's possible impact on privacy and promotes trust (Gonzalez-Granadillo et al., 2021).

Risk management involves various activities, such as identifying potential hazards, analyzing their impact, assessing the risk level, and evaluating appropriate mitigation strategies (Paz et al., 2023). This critical process is essential for maintaining acceptable levels of risk. It involves ongoing efforts to identify and mitigate potential risks. Risk assessment is a critical component of this practice and falls under the umbrella of risk management (Paz et al., 2023).

According to Zhou and Liu (2023), a potential loss of privacy can occur when personal information is shared. Lin and Armstrong (2019) define privacy concerns as individuals' worries about how to use the information. This study's privacy concerns refer to how internet users handle their personal information online (Zhou & Liu, 2023). Internet use has integrated into Generation Z's daily routines, and the risks to their privacy are significantly heightened (Heinrich & Gerhart, 2023). A prior research study has indicated that personality traits commonly referred to as the 'Big Five', namely agreeableness, extraversion, emotional stability, openness to experience, and conscientiousness, have the potential to impact an individual's concern for privacy (Junglas et al. 2008).

Mutschmann, Hasso, and Pelster (2022) have researched the association between personality and risk management. The study found a correlation between personality traits and how individuals assess the risks they encounter. The big five personality traits play a crucial role in shaping one's perspective on risk. As per the research conducted by Mendoza et al. (2023), personality grouping significantly influences the way individuals approach risk management. According to additional research, personality traits and characteristics appear to take precedence over emotions in determining one's attitude towards risk (Brooks & Williams, 2021). Further study revealed that risk propensity in risk-taking behavior cannot be captured solely by Big Five personality traits, but cognitive traits are essential components (Rashid & Boussabiane, 2021).

A comprehensive review of the literature (Alamri, Crowley, and Richardson, 2023) revealed the criticality of managing cyber risks in the present-day internet-dependent society. Similarly, Parsons et al. (2023) highlighted the crucial role played by individuals in cyber risk management. Additionally, research (Demertzi, Demertzis, and Demertzis, 2023) indicated that while the Industrial Internet of Things enhances production processes, it poses severe threats to human privacy. A study conducted on 1538 members of Generation

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Z in China showed that a higher awareness of personal risk leads to increased concern for privacy or privacy concern (CFP) and online data protection (Zhou & Liu, 2023). In their study of e-commerce, Lin and Armstrong (2019) found a positive correlation between concerns about information privacy and beliefs about the risks associated with information privacy.

The thorough above discussions examine the formulations to develop four hypotheses for this research. The hypothesis serves as a statement that outlines the anticipated research results and is based on the information gathered through extensive research and discussions. The hypothesis will guide the research, providing a framework for the data analysis, resulting in meaningful conclusions.

H1: Personality significantly and positively influences Personal Risk Management.
H2: Personality significantly and positively influences concern for privacy or privacy concern.
H3: Concern for privacy or privacy concern significantly and positively influences Personal Risk Management.
H4: Personality has a significant and positive influence on Personal Risk Management through Concern for privacy or privacy concern.

Research Model

Figure 1 visually represents a comprehensive research model that has been developed based on drawing upon the findings from prior research. The model encapsulates a conceptual framework that serves as the foundation for the research study, incorporating various theoretical and empirical perspectives to provide a holistic understanding of the subject matter.

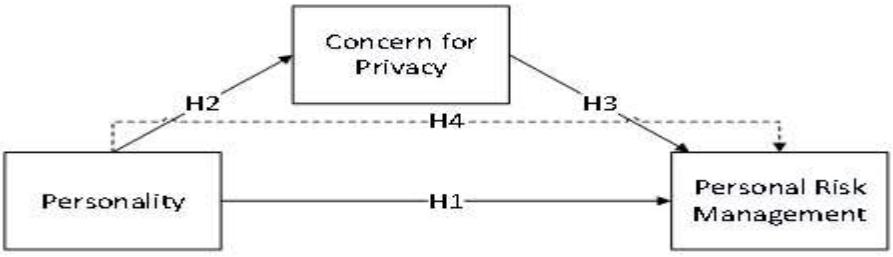

Figure 1: Research Model. Source: Design from researchers (2023)

METHOD

The study delves into Generation Z's behavior and attitudes towards transactions, who have grown up with the Internet and online transactions as their norm. Due to the broad scope of this generation and the nature of online activities, it is challenging to determine a precise number of potential participants in this study. A research sample of 385 respondents was selected using biostatistical measurements as outlined in the study by Shete et al. (2020) to address this challenge. This approach ensures that the sample is representative of the larger population and can provide meaningful insights into the research questions.

For this study, data was collected through the distribution of digital questionnaires that were explicitly designed to target individuals belonging to Generation Z. To validate

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the accuracy of the target respondents, a set of questions was created that grouped the individuals who filled in the questionnaire by asking about their year of birth group. Only those individuals who belong to Generation Z were included as respondents in this study. Furthermore, to ensure that the respondents were genuine and met the desired criteria, it was verified that they had never completed this questionnaire before and had previous experience with online shopping. After conducting these validations, 466 respondents were obtained for the study.

Data Processing Method

In this research project, data processing is crucial to analyzing the collected data through structural equation modeling. This modeling technique assesses the relationships between different research variables and tests whether the data collected is appropriate for the proposed research model. The structural equation model is thoroughly tested to ensure reliability and validity. It accurately represents the research variables and their relationships.

Once the structural equation model is validated, the next step is to test the hypothesis by analyzing the causal relationships between the research variables. It is imperative to test the validity and reliability of the model to ensure the accuracy and trustworthiness of research findings. This step is critical in maintaining the credibility of our research, and we must undertake it with the utmost care. The causal nature of the relationships between the research variables can be verified by conducting hypothesis testing, essential for drawing meaningful conclusions from the research data.

RESULTS AND DISCUSSION

Respondents Profile

Table 1 provides a comprehensive breakdown of the characteristics of the respondents based on their gender and age. The table offers valuable insights into the various demographic factors influencing the participants' responses. From the table, one can see a detailed representation of the age ranges and gender distribution of the participants, which can be used to draw meaningful conclusions and insights regarding the research findings.

Table 1. Respondents characteristics.

Item	n	%
Gender		
Male	170	36.5%
Female	296	63.5%
Age 18-25	466	100%

Source: processed statistics data (2023)

Result

The primary objective of this study is to establish a correlation between personality traits and personal risk management, with a specific focus on privacy-related concerns. Researchers have predominantly relied on the big five personality model, which comprises five core traits: Agreeableness, Conscientiousness, Neuroticism, Extraversion, and Openness to Experience (Junglas et al., 2008; Mendoza et al., 2023). According to the Big 5

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model, personality traits exist on a spectrum, and every individual possesses them to varying degrees, determining their rank on a scale between the two extremes (Mendoza et al., 2023).

To examine the influence of relationships on personal risk management, the first step of this research involved evaluating which of the two spectrums of the five personality indicators has the most significant impact. Structural Equation Modeling (SEM), a statistical tool that can estimate the model simultaneously, was employed for the test to ensure greater accuracy in theory testing (Shiau, Sarstedt, & Hair, 2019).

The initial testing phase involved conducting a Measurement Model Analysis to assess the relationship between the indicators used to measure and the constructs they measure. This evaluation was carried out by examining the reliability and validity of the measurements. Construct validity was assessed through convergent validity using loading factor values, with standard values above 0.7 (Hair et al., 2019; Said & Iskandar, 2020). The findings of this preliminary test are presented in Figure 2.

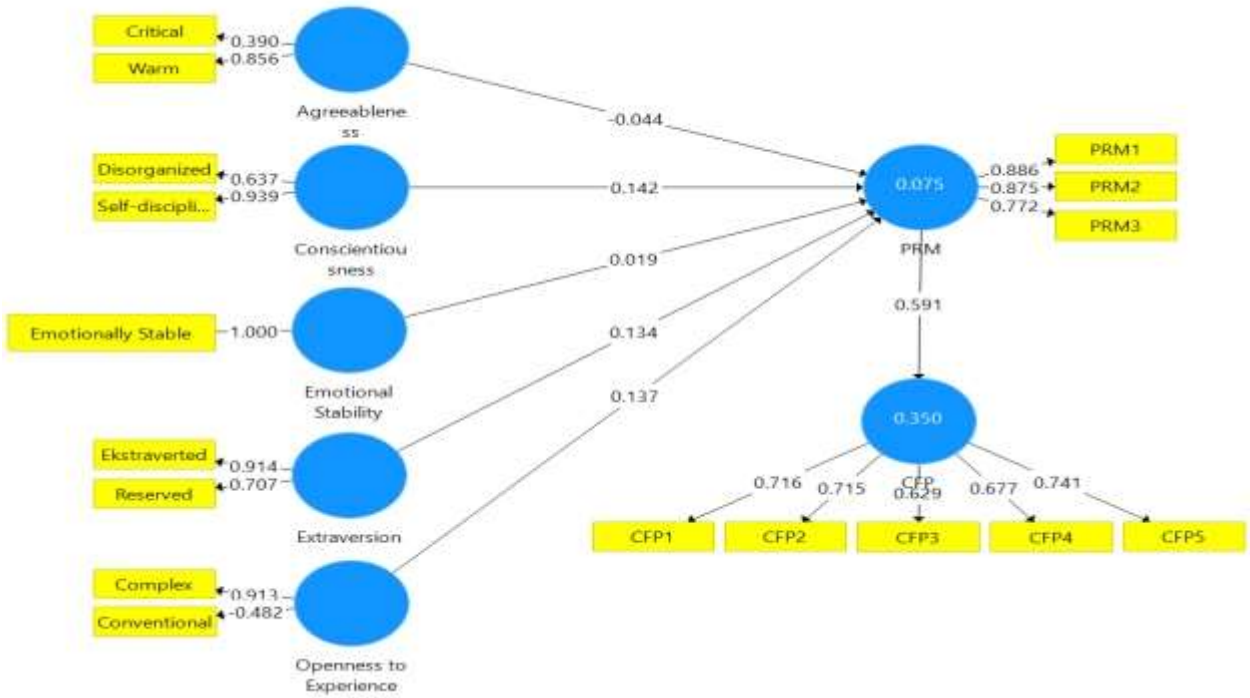

Figure 2. Results of First Stage Loading Factor Testing. Source: Processed statistics data (2023)

Table 2. Personality Traits Indicator Table

Personality Traits	Indicator	Indicators with a loading factor value above 0.7
Agreeableness	Warm-critically	warm
Conscientiousness	Reckless - disciplinary	discipline
Emotional Stability	emotions	emotions
Extraversion	Extrovert-introvert	Extrovert-introvert

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Personality Traits	Indicator	Indicators with a loading factor value above 0.7
Openness to Experience	Conventional-experience	Conventional-experience

Source: processed statistics data (2023)

Once the initial processing is complete, the subsequent stage involves undertaking a Measurement Model Analysis to examine the model. At this point, any indicators with a loading factor score of less than 0.7 are identified and excluded from the equation. This is essential in guaranteeing the accuracy and dependability of the results presented in Figure 3. By eliminating the indicators with low loading factor values, the analysis becomes more targeted, leading to outcomes that are better aligned with the intended purpose of the analysis.

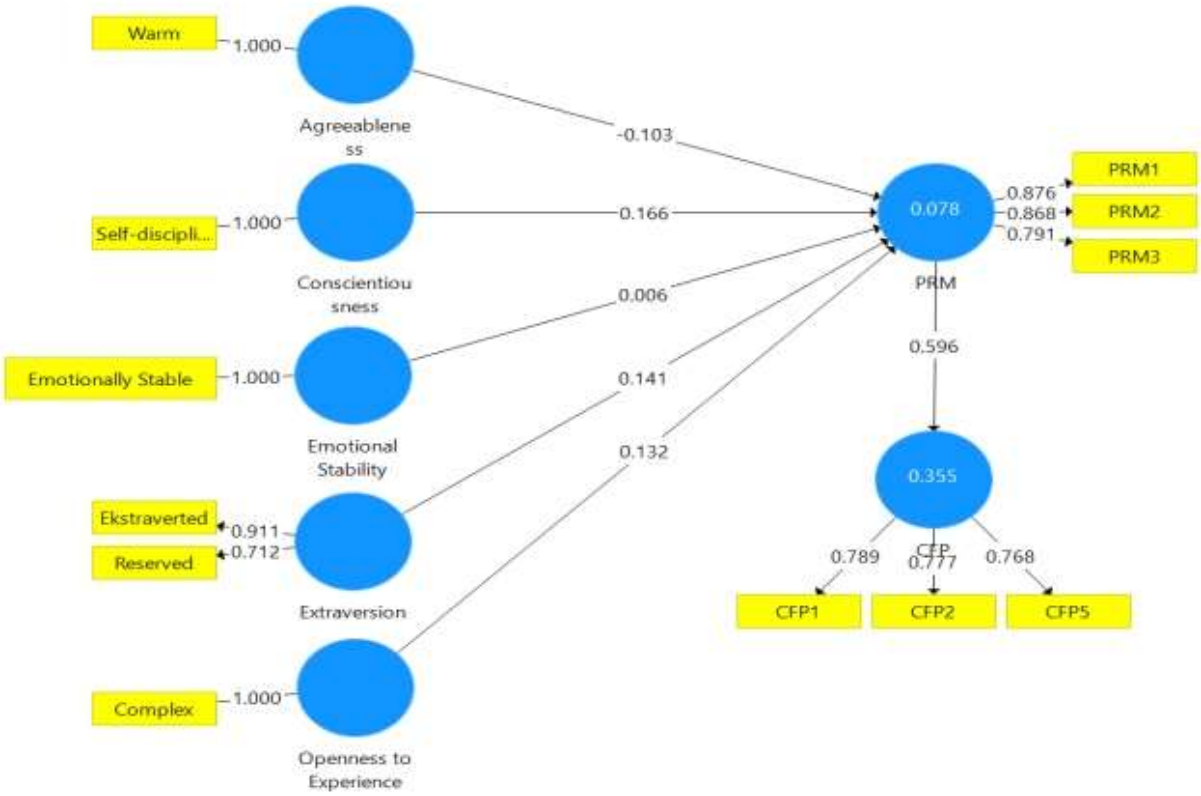

Figure 3. Second Stage of Loading Factor Test Results. Source: processed statistics data (2023)

After fine-tuning the personality indicators, the subsequent phase involved performing a Partial Least Squares (PLS) analysis. The initial examination conducted during the PLS analysis is referred to as the outer model test. This assessment scrutinizes the Loading factor, Average Variance Extracted (AVE), and composite reliability. The loading factor is deemed to meet the research standards if it exceeds 0.7, as per Hair's research (2019). In this study, the loading factor testing results have met the requirements, which is above 0.7. The values of privacy concern indicators for CFP1, CFP2, and CFP5 in sequence

are 0.778, 0.767, and 0.78. The values of personal risk management indicators for PRM1, PRM2, and PRM3 in sequence are as follows: 0.879, 0.868, and 0.788. The values of the big five personality indicators for Warm, Discipline, Emotion, Introvert, Extrovert, and New Experience are as follows: 1.000, 1.000, 1.000, 1.000, and 1.000.

The Average Variance Extracted (AVE) test was conducted to evaluate the research's convergent validity. This test aims to determine the level of correlation between the research constructs. The results of the AVE test can be found in Table 4. The AVE values in the table are considered satisfactory if they are above 0.5, according to the study by P Panca, Jamin Ariana, and Arismayanti in 2017. Furthermore, a composite reliability score that surpasses 0.7 is deemed to meet the stipulated criteria. The composite reliability values for each indicator of Agreeableness, Conscientiousness, Emotional Stability, Extraversion, Openness to Experience, PRM, and concern for privacy or privacy concern are as follows: 1.000, 0.819, 1.000, 1.000, 1.000, 1.000, and 0.883. Meanwhile, the Average Variance Extracted (AVE) for each indicator of Agreeableness, Conscientiousness, Emotional Stability, Extraversion, Openness to Experience, PRM, and concern for privacy or privacy concern are as follows: 1.000, 0.601, 1.000, 1.000, 1.000, 1.000, and 0.716.

Following the completion of the previous test, the next step involved assessing the structural model's collinearity (VIF), R2 value, and Q2 value (Hair et al. 2019) to determine its effectiveness. The VIF reference value used in this assessment is considered ideal when it is less than 3. If the value falls between 3 and 5, it is considered likely that there are collinearity issues present in the model. Furthermore, if the value is greater than 5, collinearity issues are likely present. The reference values for R2 are 0.75, 0.5, and 0.25, representing substantial, medium, and weak model strength, respectively. On the other hand, Q2 assesses the model's ability to predict, with a Q2 value above 0.025 being considered medium and above 0.5 having a high predictive value. The result of the VIF value for each indicator of CFP1, CFP2, CFP5, Discipline, Extrovert, Emotion, Warm, Introvert, PRM1, PRM2, PRM3, New Experience, respectively, are as follows: 2.532, 2.515, 1.087, 1.000, 1.000, 1.000, 1.000, 2.104, 2.000, 1.452, and 1.000.

The result of the structural model is measured through adjusted R square for Personal Risk Management, which is 0.389, while for concern for privacy or privacy concern, it is 0.028. The effect sizes for each indicator of Agreeableness, Conscientiousness, Emotional Stability, Extraversion, Openness to Experience and Concern for privacy or privacy concern to measure Personal Risk Management respectively are as follows: 0.015, 0.017, 0.002, 0.010, 0.004, and 0.541. Meanwhile, the effect size measured by each indicator of Agreeableness, Conscientiousness, Emotional Stability, Extraversion, and Openness to Experience Concern for privacy or privacy concern are as follows: 0.001, 0.003, 0.011, 0.004, and 0.011.

Hypothesis test

In the realm of Partial Least Squares Structural Equation Modeling (PLS-SEM), hypothesis testing is accomplished through path coefficient testing. This involves analyzing the strength and direction of the latent variables' relationships within the model. The benchmark for the path coefficient is a p-value lower than 0.05, indicating that the

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connection between the variables is statistically significant at a 95% confidence level. Path coefficient testing is critical to PLS-SEM analysis, empowering researchers to verify their hypotheses and draw valuable insights from their data.

Table 3. Path Coefficient Table

Variable	P Values	Conclusion
Agreeableness -> CFP	0.478	Rejected
Agreeableness -> PRM	0.011	Accepted
CFP -> PRM	0	Accepted
Conscientiousness -> CFP	0.282	Rejected
Conscientiousness -> PRM	0.008	Accepted
Emotional Stability -> CFP	0.02	Accepted
Emotional Stability -> PRM	0.279	Rejected
Extraversion -> CFP	0.23	Rejected
Extraversion -> PRM	0.045	Accepted
Openness to experience -> CFP	0.031	Accepted
Openness to experience -> PRM	0.174	Rejected

Discussion

The privacy issue is not limited to the concerns of internet users alone. All stakeholders, including governments, regulators, internet providers, and business people, must view privacy as a crucial aspect of their activities. It is essential to recognize that concern for privacy or privacy concern should be seen from a broader perspective, encompassing the public's perspective on data entered, used, and controlled on the Internet. As underscored by Zhou and Liu (2023), privacy concerns should not be limited to data entered online but also in the offline world. This means that privacy must be prioritized in all realms, including but not limited to data collection, processing, and sharing. Ultimately, protecting privacy is a shared responsibility that requires the collective effort of all stakeholders.

Personality refers to the unique way in which an individual interacts, responds, and conducts themselves in social situations. These traits can be quantified and measured (Mendoza et al., 2023). Different personality traits can lead to distinct behaviors and reactions to various environmental stimuli. The current rise of the Internet of Things will inevitably bring about society 5.0. As such, new risks must be considered by anyone who accesses or connects to the Internet.

In the past, personal risk management primarily focused on financial risks such as retirement and health, but things have changed. Nowadays, individuals must also be cautious about the risk of their data being leaked and misused. Unfortunately, personal data leaks are becoming more common, with reports from online indicating that 15 incidents have affected a staggering 3 billion accounts (Yahoo incident, 2013), 700 million users (LinkedIn incident, 2021), 533 million users (Facebook incident, 2019), among many others. Criminals can use this leaked data to their advantage, making it all the more important to take measures to protect oneself.

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In today's digital era, managing personal risks associated with data privacy has become increasingly vital. To effectively manage these risks, it is crucial to consider various factors influencing personal risk management, such as agreeableness and conscientiousness. This study examines personality as the variable of interest, particularly concerning privacy concerns. Although privacy concerns are affected by various factors, including openness and extraversion, our research primarily focuses on the correlation between personality traits and personal risk management.

Our findings reveal that only five out of the nine indicators of personality traits meet the necessary significance level for assessment, which directly affects personal risk management and indirectly influences concerns for privacy through personal risk management. We have identified one indicator from each dimension that meets the requirements for loading factor value, suggesting that this spectrum represents personal traits that significantly impact personal risk management and concerns for privacy. These results emphasize the importance of comprehending the influence of personality traits on personal risk management and privacy concerns and offer insights for developing effective strategies to manage data privacy risks.

The agreeableness dimension is a personality trait that can be measured on a spectrum between warm and critical. Warmness is associated with cooperative values and includes kindness, flexibility, and emotionally supportive traits. However, the critical spectrum does not align with the requirements of the indicator in the PLS equation. Regarding personal risk management, research has shown a negative correlation with high agreeableness scores. This is because individuals who score high on the warm spectrum may be more trusting and gullible, leading them to take risks that can result in adverse outcomes (Baffour et al., 2019).

Consciousness can be measured on a spectrum of two types: disciplined and disorganized, which are located at opposite ends. The trait of discipline represents the dimension of consciousness. It encompasses a range of personality characteristics such as orderliness, reliability, responsibility, diligence, alertness, attentiveness, carefulness, logic, risk aversion, systematicity, thoroughness, dependability, and goal-focused attitude. Individuals possessing this trait tend to plan and think before taking any action. They adopt a more cautious approach towards new situations and are averse to taking risks. The tendency towards risk aversion has been linked with the trait of discipline (Baffour et al., 2019).

On the other hand, the opposite end of the unorganized spectrum fails to fulfill the requirements of the PLS equation indicator. This means that individuals who score low on the discipline spectrum tend to be more impulsive and spontaneous. They are less organized and unlikely to plan. They feel more comfortable taking risks and adapting to new situations as they arise. It is essential to note that being disciplined or unorganized is not a fixed trait. An individual's level of discipline can vary depending on the context and situation they are in.

It is essential to consider the emotional stability dimension, which pertains to individuals with a lower level of emotional stability. These individuals may experience

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feelings of insecurity and emotional imbalance. As noted by Baffour et al. (2019), it is reasonable to expect a correlation between a high neuroticism score and risk-taking behavior and vice versa. While the measurements used to test this indicator model were deemed acceptable, the coefficient for this dimension was the lowest among the four. This suggests that a person's lower emotional stability level can influence their approach to risk management, but the impact may not be significant.

Extraversion refers to one's comfort level in social interactions and includes traits such as being active, assertive, talkative, sociable, socially gregarious, energetic, responsive, and ambitious (Baffour et al., 2019). On the other hand, introversion is characterized by quiet and withdrawn personality traits (Baffour et al., 2019). Both of these spectra were found to meet the requirements in the loading factor test, indicating that both extraversion and introversion influence personal risk management. Essentially, those with higher extraversion scores tend to be less risk-averse, while those with higher introversion scores tend to be more risk-averse, impacting personal risk management.

Extraversion pertains to an individual's ease and comfort level in social situations and encompasses qualities such as being outgoing, confident, chatty, friendly, and ambitious (Baffour et al., 2019). Conversely, introversion is characterized by personality traits that are more reserved and withdrawn (Baffour et al., 2019). In the loading factor test, both dimensions significantly impacted personal risk management. Essentially, individuals with higher scores on the extraversion scale tend to be less risk-averse. In contrast, those with higher introversion scores tend to be more risk-averse, thus affecting their approach to personal risk management.

The study's results revealed that the big five personality traits impact a person's risk management practices. Therefore, it is critical to note that the influence was modest, and the predictive power was limited. The study did not consider the opposite of the personality trait spectrum, which could have impacted the findings. Despite these constraints, the study's conclusions offer valuable knowledge regarding the connection between personality traits and personal risk management.

The measurement of personal risk management is based on the three indicators mentioned above, which directly impact privacy concerns. Personal risk management has a significant influence of 35% on concern for privacy or privacy concern, placing it in the strong influence category with low concern. However, other factors like openness to new experiences can also affect privacy concerns. In conclusion, while this model meets the criteria for a good fit, personal risk management may not substantially influence privacy concerns. People may focus more on external factors and following trends than managing personal risks independently. These findings support previous research (Lin & Armstrong 2019; Zeng et al., 2022).

The privacy issue is not limited to the concerns of internet users alone. All stakeholders, including governments, regulators, internet providers, and business people, must view privacy as a crucial aspect of their activities. Looking at privacy concerns from a broader perspective is crucial. This encompasses the public's view of data usage, control, and entry on the internet. As underscored by Zhou and Liu (Zhou & Liu, 2023), privacy

concerns should not be limited to data entered online but also in the offline world. This means that privacy must be prioritized in all realms, including but not limited to data collection, processing, and sharing. Ultimately, protecting privacy is a shared responsibility that requires the ollective effort of all stakeholders.

CONCLUSION

Extensive statistical analysis and in-depth discussions have led our research to identify factors influencing an individual's approach to personal risk management (PRM). Our findings show that personality traits, including agreeableness, conscientiousness, and openness to experience, are crucial in determining one's PRM approach. Additionally, our research has highlighted the significance of privacy concerns in shaping an individual's attitude toward PRM. Specifically, an individual's level of privacy concern is a critical factor in determining their approach to risk management. Despite popular belief, our research found no significant correlation between agreeableness, conscientiousness, extraversion, emotional stability, and an individual's capability to manage financial risks (CFP). The only personality trait that positively and significantly impacted CFP was openness to experience. Therefore, it is fair to conclude that personality traits influence PRM through the CFP dimension. Our research results emphasize that effective risk management is possible for anyone, given their understanding of personality traits and privacy concerns. It is crucial to consider these factors when designing risk management strategies to tailor approaches for individuals and organizations. To promote greater public awareness of the significance of personal data protection, regulators and academics must explore various methods and approaches. Recent research indicates that respondents belonging to Generation Z demonstrate only moderate concern regarding privacy and personal risk management, highlighting the need for increased awareness efforts. Regulators can develop campaigns to promote awareness, while academic curriculum decision-makers can integrate personal risk management and privacy concerns into higher education curricula. Furthermore, researchers can conduct studies and publish their findings to raise awareness about these critical issues. However, it is worth noting that longitudinal research has shown that education alone may not be sufficient to effect behavioral changes related to privacy risks (Heinrich & Gerhart, 2023).

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