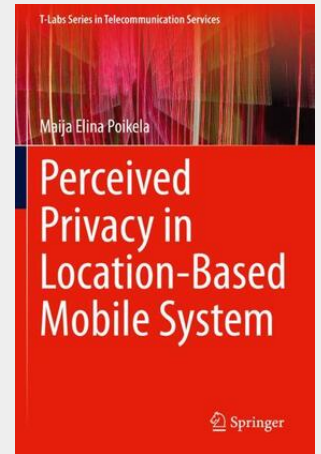


Poikela

Perceived Privacy in Location-Based Mobile System

This work aims at understanding behavior around location information, including why users share such information, why they protect the data, and what kind of other factors influence the decision to behave in a certain way. This book explores privacy in the context of location data, and answers questions such as what are the privacy related behaviors in this context, and what are the factors influencing such behaviors. The book gives an overview to what privacy means for users in terms of understandings, attitudes and valuations. This book discusses reasons for why research around this topic is challenging, and presents various methods for diving into the topic through empirical studies. The work is relevant for professionals, researchers, and users of technology.

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