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Massive Data of Online Shopping Sites Users and its Role in Privacy Violation: Field Study on the Unified Theory of Technology Acceptance and the Communication Privacy Management Theory

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Abstract

This study aimed to identify the role of user's massive data on online shopping sites' privacy violations, the study is descriptive research, and it depends on the sample survey method. The study used the questionnaire as a tool to gather required data. In addition, the study used both the unified theory of technology acceptance and the communication privacy management theory.

The study concluded that the respondents provide "Real Information" about themselves on the online shopping sites, to "facilitate communication with the site and the advertising companies," and that the research sample has a great awareness of the concept of privacy and that leaving their data on the shopping sites causes a breach of their privacy. They are aware of the sensitivity and privacy of their information, but they provide their information to many electronic marketing sites, with their inability to protect their privacy on these sites. The research sample also confirmed that the images of the violations they were subjected to are (sending advertisements for goods and services).

Keywords: Big Data, Privacy, Online Shopping Sites, The Unified Theory of Technology, Acceptance, Communication Privacy Management Theory.