

ABSTRACT:

**INCREASING PERSONAL DATA CONTRIBUTIONS: FIELD  
EXPERIMENTAL EVIDENCE FROM AN ONLINE EDUCA-  
TION PLATFORM**

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12 May 2020 from 02.15-03.45 p.m.  
via Zoom

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We study personal data sharing as a contribution to a public good. In a field experiment on an online platform, in which users are prompted to complete their profiles, we investigate whether the salience of public benefits and reduced privacy costs increases personal data contributions. Compared to a control message, we find that emphasis on public benefits increases the number of contributed profile information. Further reference to privacy protection enhances this effect. However, we do not find clear evidence that such treatments can also motivate users, who initially do not share any personal data, to start contributing.