

ACM SIGMIS DataBase Sample File to be Used to Create your Paper or Article for Review

Acknowledgment

Adjust where this text appears based on the length of your title. This block of text should appear at the base of column 1 on the first page.

Abstract

Authors please enter the text here for your abstract. An abstract is a brief overview of your paper/article. The text in this field should be: Aria Italic; 10 point text size; with the text justified (flush left and flush right). The balance of this field is just filler text. See the next items (the 3 ACM classification sections needed).

In order to simulate the phenomenon in the online environment, a 2x3 experimental design (low or high level of information sensitivity; 5%, 30%, 60% sale discount) and a 2x2 experimental design (low or high level of information sensitivity; low or high level of job-hunting compensation) were implemented and assessed. The results show that privacy concern has a negative effect on information disclosure, but a positive effect on protection intention. The interactions of information sensitivity and compensation have significant effects on information disclosure and transaction intention. Additionally, information sensitivity has a negative effect on information disclosure and transaction intention. In the online purchasing environment, a 30% sales discount performs better than either a 5% or a 60% discount. However, across contexts, services provided in the job hunting environment are more prized by customers than the 30% sale discount. These outcomes imply that marketers should beware of designing at the cost-benefit level to eliminate information privacy concern that reduces behavioral intention.

Keywords: Please select 3-5 words or short phrases that will help ACM Digital Library searchers find your paper, you are limited to 20 words in total.

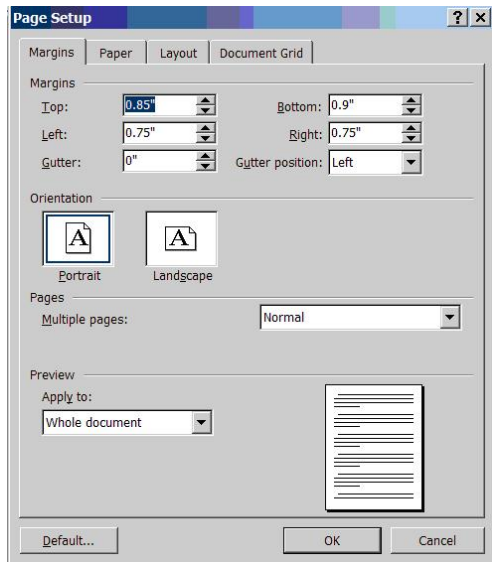
ACM Categories: K.4.1, J.4. For more information see: <http://www.acm.org/about/class/1998/> and the full list of ACM classifiers and descriptors. *Mandatory section to be included in your submitted final version.*

General Terms: See list of the limited ACM 16 terms in the instructions and additional information: <http://www.sheridanprinting.com/sigchi/generalterms.htm>. *Mandatory section to be included in your submitted final version.*

Introduction

Page Size & Margins

The page size for this ACM publication is US Letter Portrait (8-1/2x11 inches). US Letter is a standard option in all versions of Microsoft Word. Do not change any of the margin and column settings of this sample file. The page setup settings are included in the following image.



Screen shot of Microsoft Word Page Setup

Submissions

One electronic copy of your completed manuscript should be uploaded to the Data Base online editorial portal at

<http://www.editorialmanager.com/sigmisdb/>

Questions about manuscript preparation and suitability can be directed to the DataBase Managing Editor, Andrew Schwarz, aschwarz@lsu.edu

Section and Sub-Section Heads

Section heads should be 12 pt. Arial Bold, Initial Caps, Ragged Right, with 12 extra points of space above.

Sub-section heads should be 10 pt. Arial Bold, Initial Caps, Ragged Right, with 12 extra points of space above.

If a Section head appears just above a sub-section head, remove the extra 12 points of space above the sub-section head. See the "Introduction" and "Page Size" Section head/sub-section head combination on the first page.

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Body Text

The body text of the paper/article should be 10 pt. Arial with 6 points of extra space after every paragraph.

Editorial Philosophy

The DATABASE for Advances in Information Systems is the quarterly publication of the Special Interest Group on Management Information Systems of the Association for Computing Machinery (ACM SIGMIS). The publication is the primary vehicle of communication to the membership, presenting articles of practical research significance and relating experiences in the area of the business uses of information systems. We seek to provide an accessible, flexible, and timely forum for information on both well-researched topics and those less common, perhaps leading-edge, topics which may not yet have found their way into the literature. We welcome the opportunity to publish materials that are controversial or which may as yet be untested.

The Review Process

Articles are screened by the Editors and then assigned to an appropriate Senior Editor. Manuscripts are then sent to up to five reviewers. When the reviews are completed, the manuscript will be accepted, rejected, or revisions will be requested under the supervision of the Senior Editor. If minor revisions are requested, the manuscript will be examined by the Editors. Major revisions may lead to a full second, third, or fourth review.

The review process takes approximately four to five months from receipt of manuscript to an initial decision. Authors will be informed of the status of their manuscripts as they pass through the various stages. Kindly await the notice from the SIGMIS DataBase Editor.

Citations

Bibliographic references in the body of the text should be formatted in Alphabetical Order by Lead Authors' last name, as follows in 10 pt. Arial, Ragged

Right, Un-numbered, with an 0.25 inch Hanging Index, with 0 pt. of extra space between citations (references listed). This is already setup in the Sample References sections. The references and/or citations cited in the body text should refer to the Cited Authors' Names and the Year of the Publication contained within parentheses and separated by semicolons. For example, see these (Sheehan & Hoy, 2000; Nowak & Phelps, 1997; Ward, et al., 2005). Further, more examples (Malhotra, et al., 2004; Sheehan & Hoy, 2000; Phelps, et al., 2000; Sheehan & Hoy, 1999).

Author name[s], year. Entries in the References should be ordered alphabetically according to authors' or editors' names. Journal references should take the form: Author last name, initials. (Year). "Title," Journal, Vol., No., pages. Book and report references should take the form: Author last name, initials. (Year 1999, 2001, 2010). Title, publisher city: publisher name, pages, if applicable. Conference proceedings should take the form: Author last name, initials. (Year 1999, 2001, 2010). "Title," Proceedings name, conference location, pages.

Various Formatting Specifications

Numbered, Bulleted, and Hypotheses Lists

Numbered Lists

See this setup:

1. taking actions to remove name from mail lists, refusing to purchase a product, and deciding not to apply for a job, credit, or insurance.
2. the national culture value of uncertainty avoidance (UAV) will moderate the relationship between organizational readiness and e-business adoption.
3. Your images will and may appear in color in the electronic version of the newsletter in the ACM Digital Library, but print in grayscale for the actual SIGMIS DataBase newsletter.
4. refused to give personal information and 34% provided fabricated information about personal habits and preferences.

Bulleted Lists

See this setup:

- taking actions to remove name from mail lists, refusing to purchase a product, and deciding not to apply for a job, credit, or insurance.
- the national culture value of uncertainty avoidance (UAV) will moderate the relationship

between organizational readiness and e-business adoption.

- surveys have revealed that users take preventive actions in order to decrease privacy risks.
- refused to give personal information and 34% provided fabricated information about personal habits and preferences.

Hypotheses Lists

See this setup:

Hypotheses 1 (H1): Privacy concern has a negative effect on information disclosure intention.

Hypotheses 2 (H2): Privacy concern has a positive effect on protection intention.

Hypotheses 3 (H3): Privacy concern has a negative effect on transaction intention.

Hypotheses 4 (H4): Privacy concern has a positive effect on protection intention.

Hypotheses 5 (H5): Privacy concern has a negative effect on transaction intention

Footnotes

This is sample text to show how to include the footnote¹ located in 29 different countries. The survey thus addressed all member states of the European Union (25 in 2006), Norway as a member of the EEA, and Bulgaria, Romania and Turkey as acceding countries.² See below. The actual footnote text should be set in 9 pt. Arial.³

Figures

The following points (a-f) are suggestions on creating good images, figures, and illustrations to include in your paper or article.

(a) *Colors and Black & White (Gray Scale)*. Print Testing. If you have any images in color, we suggest that you print your paper out in black and white to ensure that the tones and screens used in your images or figures reproduce well in black and white. Your images will and may appear in color in the

¹ Include the text of your footnote here, we suggest making footnotes with urls (web-addresses) ragged right so that the footnote text does not appear word and/or letter-spaced, see the two variations of the same footnote (2=ragged right and 3=justified text)

² A Technoeconomic study of mobile TV.

<http://www.wireless.kth.se/projects/MTV/index.php>

³ A Technoeconomic study of mobile TV.
<http://www.wireless.kth.se/projects/MTV/index.php>

electronic version of the newsletter in the ACM Digital Library, but print in grayscale for the actual SIGMIS DataBase newsletter.

(b) *Resolution & CMYK*: We recommend images to be at least 300 or 600 dpi for quality reproduction and saved as .tif images. When creating or revising your images for inclusion in the paper, please be sure you choose CMYK and not RGB (as the color profile choice).

(c) *TIF (EPS) vs JPG (JPEG) images*: TIFs were (and should be created) created for pre-press applications where quality takes priority over file size. While TIFs can be compressed (LZW compression option when saving out of Photoshop, for example), no image data is lost, thus ensuring maximum quality. JPEG was designed as a compressed image format designed to keep the file size small which makes it idea for use in web graphics. To do this, the JPEG format actually deletes image data from the image. The higher the level of compression, the more data is removed. This is referred to as a lossy compression system. On a printout, the removed data tends to show up as blocky areas of a solid color. At higher resolutions (a minimum of 200 dpi), there's usually enough data in the JPEG file for the compression artifacts to be very noticeable.

(d) *Rules and Lines*: We recommend for quality reproduction of rules in your graphs, tables or charts, that the rules are at least a 0.5 pt. and black. Finer lines and points than this will not reproduce well, even if you can see them on your laser printed hardcopy when checked -- bear in mind that your laser printers have a far lower resolution than the imagesetters that will be used.

(e) *Fonts*: If your figure uses custom or any non-standard font, the characters may appear differently when printed in the proceedings. Remember to check your figure creation that all fonts are embedded or included in the figure correctly.

(f) *Transparencies*: If a figure or image is assembled from multiple images, the images must be embedded, layers flattened or grouped together properly in the file, not lined. Transparencies should also be flattened.



Figure 1. ACM SIGMIS Logo

The caption for your figure should appear under your figure in 10 point Arial Bold, see all sample figures throughout this document. The actual image of the

figure should be centered within the column or centered across the page for wide figures. Narrow figures can appear in place between paragraphs. Wide figures need to appear at the top or bottom of the page (see next page).

Tables

The caption for your table should appear above the table in 10 point Arial Bold, see all sample tables throughout this document. Table 1 presents their demographic profiles.

The body text of the tables should be 10 pt. Arial, with column headings bold. Yet, if you have a table that has a lot of information, we recommend making the body text Arial Narrow to reduce the space utilized (compare Tables 1 and 2 that follow).

Table 1. Same as Table 2 but the body text of the actual table is using Arial Narrow

Demographic Characteristic	Number	Percentage	
Age	<20 years	52	11.4%
	21-25 years	376	82.5%
	>26 years	28	9.6%
Online purchase times	0	234	51.1%
	1-3	119	26.1%
	4-10	52	14.2%
	11+	31	8.5%
Pay by Credit Card	0	285	62.2%
	1	173	37.8%

Table 1. Same as Table 1 but the body text of the actual table is using Arial

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*See how Table 1 using Arial narrow has less lines broken. This type of points or notes to a table. Should appear immediately after the table and in 9 pt. Arial, ragged right text (just like footnotes).

Just like wide figures, wide tables should appear at the top or bottom of the page. It is best to not make a table wider than the image area (7 inches by 9.25 inches). See next few pages.

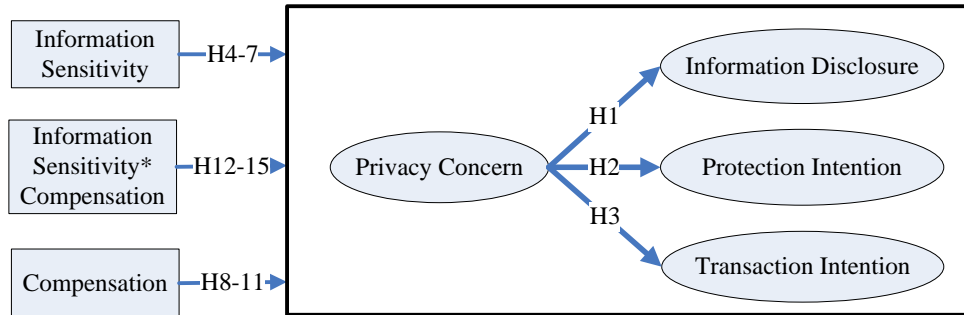


Figure 2. Sample Wide Figure that appears at the top of a page.

Design

Sample text from here. In our analysis, there are two types of determinants of online users' privacy concern and behavioral intention: information sensitivity and compensation. In our design, each is a categorical independent variable. In practice, different levels of information requested and different levels of compensation provided by websites parallels the diversity of the online environment. For example, in the purchase of tickets online, B2C and C2C websites typically ask buyers for demographic information, identification information and financial information. Job-hunting websites typically seek to collect education information and personal identification information. In consideration of this, we devised two online scenarios for our study in order to test the effect of information sensitivity and compensation on privacy concern and behavioral intention. These were book purchasing and job hunting. Both were selected due to their popularity with typical online users, such as students.

In the online purchasing scenario, we executed a 2x3 factorial study comprised of two levels of sensitivity of information requested (low or high) and three levels of compensation provided (5%, 30% and 60% sales discount were offered). This resulted in 6 individual treatment cells. Similarly, a 2x2 factorial study was

designed for the job hunting scenario, comprised of two levels of sensitivity of information requested (low or high sensitivity) and two levels of compensation provided (job vacation information or job vacation information combined with further useful interview experience and skills). This resulted in 4 cells for this design.

It is known that different types of information have different levels of sensitivity (e.g., Sheehan & Hoy, 2000; Xie, et al., 2006; Phelps, et al., 2000; Ward, et al., 2005). In pre-testing, we verified that demographic information such as name, email, mobile phone number and mailing address was characteristic of low-level of sensitivity information. However, demographic information combined with financial information (i.e., name, email, mobile, phone, address, credit card and Pin) was considered to be highly sensitive in purchasing contexts, while demographic information combined with personal identification information (i.e., name, email, mobile phone number, address, ID, digital photo) were highly sensitive in job hunting contexts.

The sequences of information requests and associated compensation levels used for the study are arrayed in Table 3. *Sample text to here.*

Table 3. Ten Experimental Contexts Design

Environment	Compensation	Information Sensitivity	
		name, email, mobile phone, address, credit card & PIN (H)	name, email, mobile phone, address (L)
Purchasing	60% discount(PH)	Context 6	Context 5
	5%discount(PL)	Context 2	Context 1
Job hunting		name, email, mobile phone, address, ID, digital photo (H)	name, email, mobile phone, address (L)
	Free vacation Info +interview skills (JH)	Context 10	Context 9
	Free vacation Info (JL)	Context 8	Context 7

Table 4. Constructs and Measures

Constructs	Measures	Item Coding	Items Descriptions and Sources	Environment
UIIPC	3-Dimension 10-Items	CONT1-3	Adapted from Malhotra, et al., (2004)	Context 6
		AWAR1-3		Context 4
		COLL1-4		Context 2
CFIP	4-Dimesion 15-Items	COLL1-4	Adapted from Malhotra, et al., 2004	name, email, mobile phone, address, ID, digital photo (H)
		ERRO1-4		Context 10
		SECO1-4		Context 8
		IMPR1-4		Context 6
Information Disclosure (ID)	2-Items	ID1	Like to reveal the requested information (Malhotra, et al., 2004)	Context 4
		ID2	Willing to reveal the requested information (Malhotra, et al., 2004)	Context 2
Protection Intention (PI)	9-Items	PI1	Provide incomplete or inaccurate information (Sheehan & Hoy, 1999)	name, email, mobile phone, address, ID, digital photo (H)
		PI2	Provide fabricate information (Teltzrow & Kobsa, 2004)	Context 10
		PI3	Provide personal information (Nam, et al., 2006; Dinev & Hart, 2006; Teltzrow & Kobsa, 2004)	Context 8
		PI4	Read online privacy notices (Milne, et al., 2004; Milne & Culnan, 2004)	Context 6
		PI5	Read license agreements before registering information (Buchanan, et al., 2007)	Context 4
		PI6	Make sure online forms are secure before filling out (Milne, et al., 2004)	Context 2
		PI7	Block unwanted messages/emails (Buchanan, et al., 2007)	name, email, mobile phone, address, ID, digital photo (H)
		PI8	Set computer or browser to reject cookies (Milne, et al., 2004; Wirtz, et al., 2007; Buchanan, et al., 2007)	Context 10
		PI9	Use pop up window blocker (Buchanan, et al., 2007)	Context 8
Transaction Intention (TI)	3-Items	TI1	Decide not to apply for something like a job, credit, etc. (Stewart & Segars, 2002)	Context 6
		TI2	Refuse to purchase a product (Milne, et al., 2004; Stewart & Segars, 2002; Wirtz, et al., 2007)	Context 4
		TI3	Refuse to transact (Dinev & Hart, 2005)	Context 2
Transaction Intention (TI)	3-Items	TI1	Decide not to apply for something like a job, credit, etc. (Stewart & Segars, 2002)	name, email, mobile phone, address, ID, digital photo (H)
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Transaction Intention (TI)	3-Items	TI1	Decide not to apply for something like a job, credit, etc. (Stewart & Segars, 2002)	name, email, mobile phone, address, ID, digital photo (H)

Conclusions & Future Work

The text of your conclusion section should wrap up your research, studies, tests and all findings. This is also the section that we recommend notifying the reader of additional or future work in the area you plan on performing.

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- Zhang, X. and Prybutok, V.R. (2005). "A Consumer Perspective of E-Service Quality." *IEEE Transactions on Engineering Management*, Vol. 52, No. 4: pp. 461-477.

Appendix

You can include an appendix with additional information. Please follow the same formatting guidelines as specified for the section heads, sub-section heads, footnotes, figures, images, tables, and text (as the previous pages).

Construct	This sample has all text in 10 pt. Arial (not condensed to Arial, see next page)		Sources
Information service quality	INS1	It is easy to navigate this virtual community.	Self developed based on literatures
	INS2	It is easy to search information in this virtual community	
	INS3	It is easy to customize the content I need in this virtual community.	
	INS4	It is easy to find the information I need in this virtual community	
Interaction support quality	ITS1	It is easy to communicate with others members in this virtual community.	Self developed based on Fan and Poole (2006) and Ellison et al (2007)
	ITS2	It's easy to learn more about these members in this virtual community.	
	ITS3	It is easy to customize the approach I communicate with other members in this virtual community.	
	ITS4	It's easy to keep in touch with these members in this virtual community	
Incentive policy	CN1	The rating system of post in this virtual community is reasonable	Adapted from Tedjamulia (2005)
	CN2	The reputation system of members(credits, promotion) in this virtual community is reasonable	
	CN3	The ranking system of post and members in this virtual community is reasonable	
	CN4	The reward system of this virtual community (credits, gifts or virtual rewarded if you make contribution) is reasonable	
Event organization	EB1	The members of this virtual community take an active part to initiate online or offline events	Adapted from Koh et al (2007)
	EB2	A variety of off-line and on-line events are held in our community.	
	EB3	The members of this virtual community often meet each other in informal off-line meetings	
Leaders' involvement	LI1	The leaders of this virtual community often help other members.	Adapted from Koh et al. (2007)
	LI2	The leaders of this virtual community are concerned with the virtual community members' affairs.	
	LI3	The leaders of this virtual community do their best to support the virtual community.	
	LI4	The leaders of this virtual community encourage interactions among the virtual community members.	
Usefulness	US1	Topics in this virtual community are useful to me.	Davis (1989); Koh et al. (2003)
	US2	It is useful to interact with other members in this virtual community.	
	US3	It is useful to participate on discussion in this virtual community.	
Enjoyment	EN1	The topics of this virtual community provide me with pleasure.	Davis et al. (1992); Agarwal and Karahanna (2000); Koh et al. (2003)
	EN2	I enjoy interactions with members in this virtual community.	
	EN3	This virtual community is not at all boring.	
Sense of belonging	SO1	I feel as if I belong to this virtual community.	Adapted from Blanchard et al. (2004)
	SO2	I feel membership in this virtual community.	
	SO3	I like to be one member of this virtual community.	
Intention to sustained participation	IT1	I intend to continue using this virtual community in the future.	Agarwal and Karahanna , (2000)
	IT2	I expect my use of this virtual community to continue in the future.	
	IT3	I plan to use this virtual community in the future.	

Construct	This sample has all text in 10 pt. Arial Narrow (same table as the page before)		Sources
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