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### Frustration and Disclosure Decision-Making: Over-Disclosure or Clam-up?

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#### Summary Statement

The paper is interested on the impact of emotions on consumer disclosure decision-making. Specifically, how induced frustration can affect divulgence decision-making and whether it amplifies over-disclosure or clam-up. Using the visceral states of the hot-cold empathy gap, we compare decisions made between calm and frustrated participants on the fronts of divulgence, accuracy of assessments pertaining to contextually relevant disclosures, and finally customisation (or not) of default options relating to consent for data use.

#### Competitive Short Paper

As customer data are essential for modern marketing and management practices, consumer disclosure decision-making has been the centerpoint of privacy research. Attempts to understand practices that capture consumers' data constellations are all but rare with a significant stream of marketing and economic psychology literature focusing on drivers of consumer decision-making for divulgence (Martin et al., 2017; White, 2004; Themistocleous et al., 2014).

Research on the different effects of emotional influences on decision-making demonstrates several connections between the two. For example, an induced sad emotional state would mean taking significantly more time to make a decision than a happy state (Duque et al., 2013). The present research focuses on the hot-cold empathy gap (Loewenstein, 2000) and seeks to identify the impact of frustration-inducing exercises on disclosure decision-making on three fronts.

First, how frustrated (hot) and calm (cold) states will interfere with consumer overall disclosure. This front investigates whether procedures that prompt frustration will lead respondents to over-disclose or clam-up. Insights from psychology indicate that frustration (induced by listening to infant-crying) clamed-up men but not women when it came to self-disclosures (Stein and Brodsky, 1995). Applying this reasoning, H1 states:

*H1: Calm participants (cold condition) will disclose more information than frustrated participants (hot condition).*

Secondly, whether frustration will influence the accuracy of assessments of what is contextually relevant to disclosure compared to a calm state. This relates to the impact of context (Acquisti et al., 2016) and whether consumers accurately assess a contextually relevant disclosure to a contextually irrelevant one where the latter probes for disclosure avoidance. For example, being asked in an insurance form about the colour of your car while an option to skip the questions is provided. The flow of effects for H2 and H3 are based on a key principle of the visceral states indicating that hot states are linked to questionable assessments due to limited reflection on consequential aspects (for example a greater likelihood of not using a condom when in a hot state compared to a cold one; Ariely and Loewenstein, 2006). It is thus expected that a calm state will lead to more accurate contextual assessments of what to disclose compared to a similar decision in a frustrated state:

*H2: Calm participants (cold condition) will make more accurate assessments of what is contextually relevant to disclose than frustrated participants (hot condition).*

Thirdly, following the same reasoning, it is also hypothesised that consent to default settings relating to use of acquired information will be more prevalent in the frustrated condition due to less reliance on analytical thinking. Thus, customisation of data use options will be higher in the calm (consent to some uses) condition compared to the frustrated condition (consent to all uses). Formally:

*H3: Calm participants (cold condition) will engage in more customisation relating to data use options than Frustrated participants (hot condition).*

Hypotheses are tested using between-subjects experiments. The present study examines how emotions and specifically frustration, can amplify imperfect rationality for divulgence positioning consumers in risky disclosure situations.

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