

# Privacy Management of Chinese Youth in the Age of Algorithms

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**Keywords:** Algorithm, Chinese Youth Group, Privacy Management, The Theory of Planned Behavior.

**Abstract:** In the age of algorithm, people can receive the information they are interested in more and more quickly. Although algorithm recommendation brings convenience to people and reduces time cost, some platforms collect users' personal information without the users realizing it. The purpose of these platforms to collect user information is to more directly and accurately understand the user's content preferences. However, this approach brings a great threat to users' privacy and security. In this case, people pay more and more attention to privacy management. This paper is based on the above background and the Chinese youth's privacy management in the age of algorithms. The author conducted a quantitative study through a questionnaire survey combining online and offline form in order to explore the influencing factors of privacy protection attitude of Chinese youth groups. This study takes the Theory of Planned Behavior as the core and mainly in discuss the attitude towards the behavior. The final conclusion is as follows: demographic variables and privacy ownership affect the behavior beliefs; demographic variables, the knowledge of the result of privacy invasion and no inconvenience has been caused by privacy management influence the outcome evaluations together. Because behavior beliefs and outcome evaluations are two factors that affect the attitude towards the behavior, the author conclude that privacy ownership, demographic variables, the knowledge of the result of privacy invasion and no inconvenience has been caused by privacy management influence the attitude together.

## 1 INTRODUCTION

Recommendation Algorithm is a double-edged sword, it generally brings convenience for people, in the meantime it makes many people fall into an ambivalence which means that it will bring some privacy problems. At this point, some people started to protect their privacy by some defensive ways with the purpose of “gaming the algos” or “confuse algorithms” (Head, 2020), such as, giving the social media some wrong answer or creating more than one accounts on the same platform.

Many studies have been discussed how algorithm impact people's daily life and their reading behavior from the perspective of elite and technical determinism. The author focuses on the privacy management in people's lives, and tries to figure out how they deal with these privacy issues.

This article mainly discusses the attitude and behavior towards algorithm privacy acquisition from Chinese youth group and want to show the readers how the new Chinese youth group fight against algorithm and the “tipping point” (Gladwell, 2006) for

protecting their privacy by the defensive way. The research method used in this article is questionnaire survey and the questions based on the Theory of Planned Behavior. Also, this study depicted the whole picture of the new generation how they treat the privacy acquisition in the age of algorithms and why they protect their privacy by some defensive ways.

## 2 DEFINITION OF RELATED CONCEPTS

### 2.1 “Youth”

There are four types of division criteria in the definition of age including calendar age, physiological age, psychological age and social age (Li, 2009), which are respectively applicable to different fields and situations.

In 1968, the United Nations Educational, Scientific and Cultural Organization made three definitions of youth in its report on youth. The first point is the age group between 15 and 24 years old,

the second point is focus on the special educational, social and family situations, those who did not start school, did not start work or set up a family were defined as youth. Third, youth is defined by their state of mind. They are imaginative, courageous rather than cowardly, adventurous rather than pleasure-seeking (Uneso, 1968). Social age is not mentioned in this report, which is an age standard based on the maturity of social behavior.

In the social environment of China, physiological age and psychological age more used for academic research. And Social age is more used for the formulation of laws and regulations. Therefore, the calendar age which defines the lower limit and upper limit of the age of youth is easier to distinguish and common in use.

Considering that the sample of this study is Chinese youth, the author decided to adopt the most common definition of youth age range in China-15~34 years old for the calendar age.

### 2.2 Personal Privacy

Warren et al. put forward the concept of personal privacy for the first time and published in 1890 (Warren, 1890). Personal privacy is a unique right that should be protected. In many years of academic research on privacy, the definition of privacy is mainly divided into two categories: one is based on value and regards privacy as a commodity (Bennett, 1995); the other is based on homology and regards privacy as a state (including anonymity, concealment, reservation and secrecy) or a control (Westin, 1968).

### 2.3 Algorithm and Privacy Disclosure

There are most platform will allow users to set some permissions, such as microphone, location and so

forth, before using the algorithm platform. Therefore, in this case, the legitimate privacy acquisition confirmed by users is recognized, which does not belong to the definition of privacy disclosure in this study; while obtaining privacy without giving a prompt belongs to the definition of privacy disclosure in this study. Taking algorithms and privacy leaks as an example, when a conversation is “listened” by a mobile phone, then there is an advertisement for items related to the conversation content in the shopping software.

### 2.4 Theoretical Framework and Hypothesis

• Theory of Planned Behavior  
American psychologists M. Fishbein and I. Ajzen put forward the Theory of Reasoned Action, in which subjective norms and attitudes play a leading role in the behavioral intention.

Later, Ajzen found that people's behavior is not entirely voluntary, but under some kind of control. Therefore, he expanded Theory of Reasoned Action and added a new concept of "perceived behavior control" to develop into a new model called Theory of Planned Behavior (Ajzen, 1991).

According to Theory of Planned Behavior (as shown in figure 1), behavior intention is the antecedent of actual usage. Moreover, attitude, subjective norm and perceived behavioral control are the three main variables that determine behavioral intention. The more positive attitude, the greater support from salient groups, the stronger perceived behavioral control, the behavioral intention will be greater. The detailed explanation of the three main variables of the Theory of Planned Behavior is following.

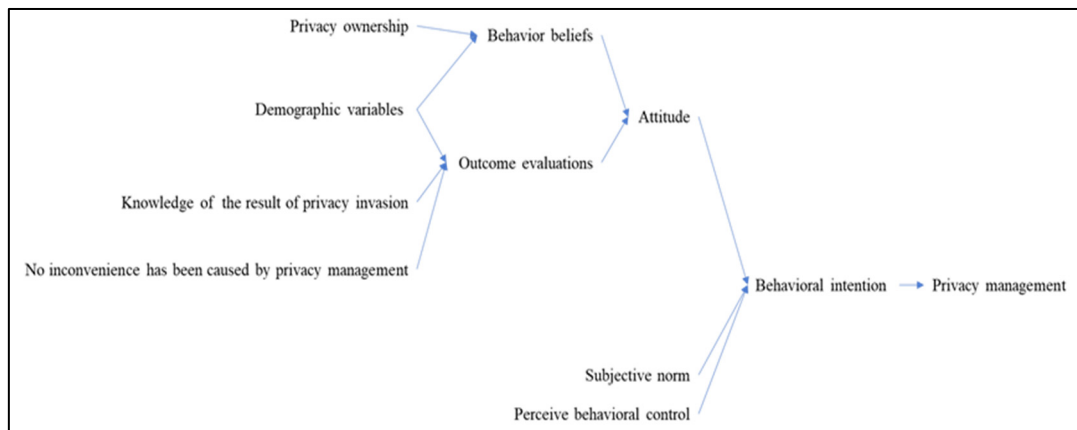


Figure 1: Theoretical Framework-Theory of Planned Behavior.

- Attitude toward The Behavior

Attitude is the core concept of the Theory of Planned Behavior, and the attitude toward behavior is the evaluation of the degree to which an individual likes or dislikes to perform a specific behavior. Behavior attitude includes two parts: one is behavior beliefs, the other is outcome evaluation. The author infers that demographic variables and privacy ownership affect the behavior beliefs; demographic variables, the knowledge of the result of privacy invasion and no inconvenience has been caused by privacy management influence the outcome evaluations together. Because behavior beliefs and outcome evaluations are two factors that affect the attitude towards the behavior. So, the author thinks that privacy ownership, demographic variables (include age, gender, education and major), the knowledge of the result of privacy invasion and no inconvenience has been caused by privacy management influence the attitude together. Therefore, the author makes the following hypothesis:

H1. Demographic variables affect the attitude toward privacy control.

H2. Privacy ownership affects the attitude toward privacy control.

H3. The knowledge of the result of privacy invasion affects the attitude toward privacy control.

H4. No inconvenience has been caused by privacy management affects the attitude toward privacy control.

#### 2.4.1 Subject Norm

Subjective norm refers to the social pressure that individuals feel about whether or not to carry out a certain behavior. It reflects the influence of salient individuals or groups on individual behavior decision. Subjective norms are influenced by normative belief and motivation to comply. "Normative belief" refers to an individual's imagination of whether the salient individuals or groups should perform a specific behavior; "motivation to comply" is an individual's intention to comply with the expectation of the salient individuals or groups (Fishbein, 1977).

#### 2.4.2 Perceived Behavior Control

Perceived behavioral control refers to a hinder from individual's past experience and expectation, which reflects an individual's perception of the factors that promote or hinder executive behavior. When individuals think that the more resources and opportunities they have, the less obstacles they expect, the stronger their perceptual behavior control over their behavior. There are two ways of influencing

perceptual behavior control: one is that it has motivational implications for behavior intention; the other is that it can directly predict behavior.

### 3 METHODOLOGY

The research objects are the Chinese youth who had used algorithm platform from 15 to 34 years old. This study adopts the survey method of combining paper questionnaire and network questionnaire in order to obtain the real and effective opinions of the public.

Paper questionnaire is used for pilot study and semi-structured interview before the formal questionnaire, the pilot study sample is 20 randomly selected friends around the author. After collecting the paper questionnaire, the author interviewed them about the difficulty of filling in the questionnaire, the time spent and the suggestions of questionnaire design. Then, the author uses SPSS to analyze the reliability and validity of this study. A small number of items affecting the reliability and validity of variables were deleted, and finally a formal questionnaire was formed.

Formal questionnaire survey was conducted online, which is distributed and collected through WeChat, Douban, Weibo and other forms by using the Questionnaire Star online survey platform. It mainly conducted from March 10, 2021 to March 15, 2021, and a total of 107 questionnaires were collected. After screening, a total of 94 valid questionnaires were obtained, and the qualified rate was 87.9%.

The main screening methods are as follows. First, the answer from the respondents who are not in the sample spacing are deleted. Secondly, the filling time is too short or too long was eliminated. Thirdly, the author added the verification question in the questionnaire design (for example, "Please choose the second option"), and eliminated the questionnaires with incorrect answers.

#### 3.1 Measure

On the basis of the previous maturity scale and research content, this study combined with the situation of Chinese youth to make corresponding modifications and form a questionnaire. (as shown in Table 1).

Table 1: The Variable and Indexes.

Variable	Indexes	References
Attitude	I'm very sensitive when someone or an organization asks me to provide personal information.	(Bansal, 2008)
	I'm worry about the privacy leakage in the process of using the Internet.	
	I'm worry that using algorithmic recommendation will reveal my privacy.	
	I'm puzzle by I can't control how the software uses my information.	
Demographic variables	Age	
	Gender	
	Education	
	Major	
Privacy ownership	I always pay attention to the request permission when installing the platform.	
	I think I need privacy protection.	
	I pay more attention to privacy protection than most people.	
Knowledge of the result of privacy invasion	I've experienced personal information being leaked.	(Smith, 1996; Smith, 2011)
	I often hear some personal privacy has been leaked from the media reports.	
	There are relatives or friends who have been divulged of their personal privacy, resulting in the disruption of their normal life.	
No inconvenience has been caused by privacy management	I've protected my privacy in some defensive ways.	
	Privacy protection in the platform hasn't caused inconvenience for me.	

Table 2: Questionnaire results-"I'm worry about the privacy leakage in the process of using the Internet."

	Rate	Percentage	Cumulative percentage
YES	91	96.8	96.8
NO	3	3.2	100.0
Total	94	100.0	

Table 3: Questionnaire results- "I'm worry that using algorithmic recommendation will reveal my privacy."

	Rate	Percentage	Cumulative percentage
YES	87	92.6	92.6
NO	7	7.4	100.0
Total	94	100.0	

## 4 DATA ANALYSIS

### 4.1 Attitude

There are 96.8% of the research objects worry about privacy leakage in the process of using the Internet ((as shown in Table 2), while the research objects who worry about privacy leakage in the process of using the recommendation algorithm are slightly less than the former, but still as high as 92.6% ((as shown in Table 3). And 72.3% of the respondents were worried that they could not control how the algorithm platform used their information (as shown in Table 4).

When some individuals or groups try to obtain their personal information, 92.6% of the research objects are sensitive to it and worry about their privacy. Nevertheless, 7.4% of the people don't care about it (as shown in Table 5).

According to the questionnaire answers of the attitude part, the vast majority of people are worried about privacy leakage (including online platform access and offline access), but a few people are not aware of the privacy problems that algorithms may bring.

Table 4: Questionnaire results- "I'm puzzle by I can't control how the software uses my information."

	Rate	Percentage	Cumulative percentage
VERY DISAGREE	0	0.0	0.0
DISAGREE	4	4.3	4.3
NO NECESSARILY	22	23.4	27.7
AGREE	38	40.4	68.1
VERY AGREE	30	31.9	100.0
Total	94	100.0	

Table 5: Questionnaire results- "I'm very sensitive when someone or an organization asks me to provide personal information."

	Rate	Percentage	Cumulative percentage
VERY DISAGREE	0	0.0	0.0
DISAGREE	0	0.0	0.0
NO NECESSARILY	7	7.4	7.4
AGREE	35	37.2	44.7
VERY AGREE	52	55.3	100.0
Total	94	100.0	

Table 6: Questionnaire results-Age.

	Rate	Percentage	Cumulative percentage
18 years old	1	1.1	1.1
19 years old	12	12.8	13.8
20 years old	10	10.6	24.5
21 years old	21	22.3	46.8
22 years old	28	29.8	76.6
23 years old	12	12.8	89.4
24 years old	4	4.3	93.6
25 years old	2	2.1	95.7
26 years old	1	1.1	96.8
28 years old	1	1.1	97.9
30 years old	1	1.1	98.9
31 years old	1	1.1	100.0
Total	94	100.0	

#### 4.2 The Relationship Between Attitude and Age

The age distribution of all the research object is shown in Table 6, and the age of the subjects is widely concentrated in 19-23 years old. In the study of the relationship between the attitude towards privacy management behavior and age, the author adopts the linear regression method. The analysis results show that in the table ANOVAa (as shown in Table 7), Sig is 0.192b, which is much higher than 0.05 (in statistics, SIG < 0.05 is generally considered as significant coefficient test) In the Model summary (as shown in Table 8), R is the coefficient of determination. The result shows that the R of age and attitude is + 0.136a, so the relationship between them is weak and positive. In other words, the higher age of the research object,

the more obvious the attitude and attention of the algorithm platform to obtain privacy information.

#### 4.3 The Relationship Between Attitude and Gender

The gender distribution of all the respondents is shown in Table 9, of which 23.4% are male and 76.6% are female. In the study of the relationship between the attitude towards privacy management behavior and gender, the author adopts the method of linear regression. The analysis results show that in the table ANOVAa (as shown in Table 10), Significance is 0.740b, which is much higher than 0.05. The result shows that the correlation coefficient of gender and attitude is + 0.035a (as shown in Table 11), so there is almost no relationship between them.

Table 7: Statistical Data- ANOVAa between attitude and age.

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	0.12	1	0.12	1.731	.192b
	Residual	6.359	92	0.069		
	Total	6.479	93			

a Dependent Variable: Attitude  
b Predictors: Age

Table 8: Statistical Data-Model Summary between attitude and age.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.136 a	0.018	0.008	0.263

a Predictors: (Constant), Age

Table 9: Questionnaire results-Gender.

	Rate	Percentage	Cumulative percentage
MALE	22	23.4	23.4
FEMALE	72	76.6	100.0
Total	94	100.0	

Table 10: Statistical Data-ANOVAa between attitude and gender.

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	0.008	1	0.008	0.11	.740b
	Residual	6.471	92	0.07		
	Total	6.479	93			

a Dependent Variable: Attitude  
b Predictors: (Constant), Gender

Table 11: Statistical Data-Model Summary between attitude and gender.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.035a	0.001	-0.01	0.265

a Predictors: (Constant), Gender

#### 4.4 The Relationship Between Attitude and Education

The education of all respondents is shown in Table 12, most of which are undergraduate degrees. In the study of the relationship between the attitude towards privacy management behavior and education, the author adopts the method of linear regression. The analysis results show that in the ANOVAa (as shown in Table 13), Sig is 0.210, which is much higher than 0.05. In the model summary, the correlation coefficient of education and attitude is + 0.131a (as shown in Table 14), so the relationship between them is weak and positive. That is to say, the higher education degree of the research object, the more obvious the attitude and attention of the algorithm platform to obtain privacy information.

#### 4.5 The Relationship Between Attitude and Major

The majors of all the respondents are shown in Table 15, among which management, mathematics and literature account for the highest proportion. In the study of the relationship between the attitude towards privacy management behavior and majors, the author divides the 13 kinds of majors commonly used in Chinese universities into two groups base on the level of logicity, and adopts the linear regression method. The analysis results show that in ANOVAa (as shown in Table 16), Sig is 0.62b, which is higher than 0.05. In the model summary, R of the major and attitude is + 0.193a (as shown in Table 17), so the relationship between them is weak and positive. That is to say, the higher logicity major they study, the more obvious the attitude and attention of the algorithm platform to obtain privacy information.



Table 12: Questionnaire results-Education.

	Rate	Percentage	Cumulative percentage
PRIMARY SCHOOL	1	1.1	1.1
SENIOR SCHOOL	2	2.1	3.2
BACHELOR DEGREE	85	90.4	93.6
MASTER DEGREE	6	6.4	100.0
Total	94	100.0	

Table 13: Statistical Data-ANOVAa between attitude and education.

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	0.11	1	0.11	1.595	.210b
	Residual	6.368	92	0.069		
	Total	6.479	93			

a Dependent Variable: Attitude  
b Predictors: (Constant), Education

Table 14: Statistical Data-Model Summary between attitude and education.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.131a	0.017	0.006	0.263

a Predictors: (Constant), Education

Table 15: Questionnaire results-Major.

	Rate	Percentage	Cumulative percentage
LAW	2	2.1	2.1
ENGINEERING	8	8.5	10.6
MANAGEMENT	26	27.7	38.3
EDUCATION	12	12.8	51.1
ECONOMICS	9	9.6	60.6
MATHEMATICS	14	14.9	75.5
HISTORY	2	2.1	77.7
AGRONOMY	2	2.1	79.8
LITERATURE	13	13.8	93.6
MEDICAL SCIENCE	3	3.2	96.8
Art	3	3.2	100.0
Total	94	100.0	

Table 16: Statistical Data-ANOVAa between attitude and major.

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	0.242	1	0.242	3.572	.062b
	Residual	6.237	92	0.068		
	Total	6.479	93			

a Dependent Variable: Attitude  
b Predictors: (Constant), Major

Table 17: Statistical Data-Model Summary between attitude and major.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.193a	0.037	0.027	0.26

a Predictors: (Constant), Major

Table 18: Questionnaire results- "I always pay attention to the request permission when installing the platform."

	Rate	Percentage	Cumulative percentage
YES	87	92.6	92.6
NO	7	7.4	100.0
Total	94	100.0	

Table 19: Questionnaire results- "I think I need privacy protection."

	Rate	Percentage	Cumulative percentage
VERY DISAGREE	0	0.0	0.0
DISAGREE	1	1.1	1.1
NO NECESSARILY	3	3.2	4.3
AGREE	25	26.6	30.9
VERY AGREE	65	69.1	100.0
Total	94	100.0	

Table 20: Questionnaire results- "I pay more attention to privacy protection than most people."

	Rate	Percentage	Cumulative percentage
YES	73	77.7	77.7
NO	21	22.3	100.0
Total	94	100.0	

Table 21: Statistical Data-ANOVAa between attitude and privacy ownership.

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	0.887	1	0.887	14.597	.000b
	Residual	5.592	92	0.061		
	Total	6.479	93			

a Dependent Variable: Attitude  
b Predictors: (Constant), Privacy ownership

Table 22: Statistical Data-Model Summary between attitude and privacy ownership.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.370a	0.137	0.128	0.247

a Predictors: (Constant), Privacy ownership

#### 4.6 Privacy Ownership

According to the survey results of the privacy ownership, 95.7% of the respondents think they need privacy protection (as shown in Table 19), and far more than half of the respondents think they pay more attention to privacy protection (as shown in Table 20) than others which means that they agree with their right of privacy. At the same time, 92.6% of the subjects had pay attention to the setting of platform permissions (as shown in Table 18), which means that the agreement of their right to control privacy.

The above research results show that most people recognize their privacy ownership when using the algorithm platform, but a large number of people think that they pay more attention to privacy protection than others, which means that they are ambitious about

their privacy management behavior, and their understanding is not comprehensive enough.

#### 4.7 The Relationship Between Attitude and Privacy Ownership

In the study of the relationship between the attitude toward privacy management and privacy ownership, the author uses linear regression method to analyze. The results showed that in the analysis of variance (as shown in Table 21), SIG was 0.00b, lower than 0.05. In Model Summary, the R value of privacy and attitude is + 0.370a (as shown in Table 22), and the relationship between them is positive. In other words, the more Chinese youth have the right to privacy, the more obvious the attitude of the algorithm platform to obtain private information.



### 4.8 Knowledge of The Result of Privacy Invasion

This part mainly focuses on the source and understanding of privacy disclosure. There are more than 70% of the subjects who have been experienced the privacy invasion (as shown in Table 23). At the same time, there are only 39.4% of them heard about the situation and consequences of privacy leakage from their relatives or friends (as shown in Table 25). Combined with the results of Table 23, it can be inferred that the topic of privacy leakage is rarely mentioned among relatives or friends. In addition, 93.6% of the subjects often hear or see the news about personal privacy disclosure in the media (as shown in Table 24), which brings great convenience to the dissemination of knowledge about privacy disclosure.

### 4.9 The Relationship Between Attitude and Knowledge of The Result of Privacy Invasion

In the study of the relationship between attitude and the knowledge of the result of privacy invasion, the author uses linear regression method to analyze. The results show that sig is 0.379b (as shown in Table 26), which is much higher than 0.05b. In the model summary, the R value of privacy and attitude is + 0.092a (as shown in Table 27), and the relationship between them is weakly positive. In other words, the more Chinese youth have knowledge of the result of privacy invasion, the more obvious their attitude towards the algorithm platform to obtain private information.

Table 23: Questionnaire results- "I've experienced personal information being leaked."

	Rate	Percentage	Cumulative percentage
YES	66	70.2	70.2
NO	28	29.8	100.0
Total	94	100.0	

Table 24: Questionnaire results- "I often hear some personal privacy has been leaked from the media reports."

	Rate	Percentage	Cumulative percentage
YES	88	93.6	93.6
NO	6	6.4	100.0
Total	94	100.0	

Table 25: Questionnaire results- "There are relatives or friends who have been divulged of their personal privacy, resulting in the disruption of their normal life."

	Rate	Percentage	Cumulative percentage
YES	37	39.4	39.4
NO	57	60.6	100.0
Total	94	100.0	

Table 26: Statistical Data-ANOVAa between attitude and Knowledge of the result of privacy invasion.

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	0.054	1	0.054	0.78	.379b
	Residual	6.424	92	0.07		
	Total	6.479	93			

a Dependent Variable: Attitude

b Predictors: (Constant), Knowledge of the result of privacy invasion

Table 27: Statistical Data-Model Summary between attitude and Knowledge of the result of privacy invasion.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.092a	0.008	-0.002	0.264

a Predictors: (Constant), Knowledge of the result of privacy invasion

#### 4.10 No Inconvenience Has Been Caused by Privacy Management

In all the questionnaire results, 72.3% people think that privacy management does not bring the inconvenience (as shown in Table 29). In the specific implementation process (as shown in Table 28), 85.1% of the research objects will protect their privacy in the algorithm platform by turning off the permission of microphone, location, etc., in addition, 79.8% of the research objects will also protect their privacy through clean the Relevant software search or viewing records regularly and open the traceless browsing settings or use some special search tools. Because this is a semi open question, which allows the subjects to supplement the ways to protect privacy. They also cover the camera with objects and use different avatars and nicknames on different platform to do their privacy management.

According to the above data, although 72.3% of the people think that privacy management does not bring inconvenience to themselves. In fact, even

though privacy management will bring some troubles to the use of the platform, some of the research objects will still do privacy management on the algorithm platform.

#### 4.11 The Relationship Between Attitude and Inconvenience Has Been Caused by Privacy Management

In the study of the relationship between attitude and inconvenience has been caused by privacy management, the author uses linear regression method to analyze. The results show that sig is 0.355b (as shown in Table 30), which is much higher than 0.05b. In the model summary, the R value of privacy and attitude is + 0.096a (as shown in Table 31), and the relationship between them is weakly positive. That is to say, the more Chinese young people think that privacy management on the algorithm platform will not bring inconvenience to them, the more obvious their attitude towards obtaining privacy information on the algorithm platform.

Table 28: Questionnaire results- "The defensive practices I have done for protected my privacy. "

	Rate	Percentage
Turn off the permission of microphone, location, etc.	80	85.1
Clean the relevant software search or viewing records regularly.	75	79.8
Open the traceless browsing settings or use some special search tools.	75	79.8
Register more than one account on the same platform to avoid binding all activities to a single identity.	24	25.5
The others	5	5.3

Table 29: Questionnaire results-"Privacy protection in the platform hasn't caused inconvenience for me."

	Rate	Percentage	Cumulative percentage
YES	68	72.3	72.3
NO	26	27.7	100.0
Total	94	100.0	

Table 30 Statistical Data-ANOVAa between attitude and inconvenience has been caused by privacy management.

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	0.06	1	0.06	0.862	.355b
	Residual	6.419	92	0.07		
	Total	6.479	93			

a Dependent Variable: Attitude  
b Predictors: (Constant), No inconvenience has been caused by privacy management

Table 31: Statistical Data-Model Summary between attitude and inconvenience has been caused by privacy management.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.096 a	0.009	-0.001	0.264

a Predictors: (Constant), No inconvenience has been caused by privacy management

## 5 DISCUSSION AND CONCLUSION

The vast majority of Chinese youth are worried about privacy leakage, but a few people are not aware of the privacy problems that algorithms may bring.

Demographic variables affect the attitude toward privacy control. The relationship between attitude and age, attitude and education, attitude and major are weak and positive. However, there is almost no relationship between attitude and gender (It is reasonable to think that the behavioral differences brought by gender are mostly based on the differences in education, social discipline and resources, rather than physiological differences. Nowadays, because of the increasingly equal gender, the impact of gender on behavior is gradually weakening.)

Privacy ownership affects the attitude toward privacy control. Most youth can recognize and use their privacy ownership in the age of algorithms, but they think their privacy management behavior ambitiously and don't understand enough.

The knowledge of the result of privacy invasion affects the attitude toward privacy control. Most of the young people have experienced privacy leakage. Most of their knowledge about privacy leakage comes from the media, but they seldom discuss this topic with their relatives and friends.

No inconvenience has been caused by privacy management affects the attitude toward privacy control. Some youth think that the policy management is inconvenience, but most of them still do the privacy management on the algorithm platform.

For this study, the author think that there are mainly the following limitations. First, the author did not carry out the quota, the proportion of gender and age is not consistent with the real proportion, resulting in the relationship between them and attitude is not obvious. Secondly, the author thinks that the influence of education on the attitude towards privacy management is false, and the essence of it is the influence the combination of age and practical experience. In the future research, the author hopes to conduct a more specific and extensive qualitative research on people's specific behavior of privacy protection through interviews.

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