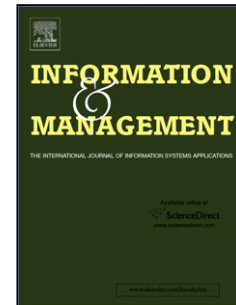


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Resolving the Privacy Paradox: Toward a Cognitive Appraisal and Emotion Approach to Online Privacy Behaviors

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Highlights

- We drew upon the MDT to provide a situational analysis of privacy paradox.
- Our study provides a novel and integrative perspective to explain privacy paradox.
- The finding highlights the importance of the interplay between individual differences and situational factors.

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