

INVESTIGATING THE DIMENSIONS OF STUDENTS' PRIVACY CONCERN IN THE COLLECTION, USE, AND SHARING OF DATA FOR LEARNING ANALYTICS

Maina Korir, Sharon Slade, Wayne Holmes, Yingfei Heliot, Bart Rienties

This paper reports on a study carried out to understand whether students are concerned about the collection, use, and sharing of their data for learning analytics, and what contributes to their perspectives.

Students in a laboratory session ($n = 111$) were shown vignettes describing data use in a university and an e-commerce company. The aim was to determine students' concern about their data being collected, used, and shared with third parties, and whether their concern differed between the two contexts. Students' general privacy concerns and behaviours were also examined and compared to their privacy concern specific to learning analytics. We found that students in the study were more comfortable with the collection, use, and sharing of their data in the university context than in the e-commerce context.

Furthermore, these students were more concerned about their data being shared with third parties in the e-commerce context than in the university context.

Thus, the study findings contribute to deepening our understanding about what raises students' privacy concern in the collection, use and sharing of their data for learning analytics. We discuss the implications of these findings for research on and the practice of ethical learning analytics.

Implications

Following on from this work, it is recommended that HEI data use transparency initiatives include information whether student data is shared with third parties, and what this means. For example, it might be the case that only anonymised data is shared and informing students about this can help ease their concerns, or as is usual, that HEIs share student data only as part of a service agreement, for example, with regard to marketing.

Furthermore, the results from this study emphasise the need to unpack privacy as a concept into specific dimensions for study, in this way bringing greater clarity to research findings on privacy concern in LA.



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