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Title: The Effect of Privacy Concerns on Social Network Formation

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Highlights

“The Effect of Privacy Concerns on Social Network Formation”

1. In our experiment a “contribution phase” is followed by a “network phase”
2. In the contribution phase, individuals decide whether or not to contribute
3. During network formation, individuals decide whether to link thereby exchanging contributions
4. Participants can identify themselves in which case others may learn their contribution
5. Revealing one's identity promotes the establishment of fewer but more valuable links

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