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Title : Consumer Beliefs about Radio Frequency Identification (RFID) Systems
Filename : SIGISS03-1259.doc
File Size : 104960

Completed Review : TRUE

3 Overall Rating (1=LOW; 7=HIGH)

Steps that can be taken to improve the quality of the paper

In this paper the authors present results of a survey about RFID and Privacy. Their results show that consumers have little knowledge of RFID technology. They also show that half of the consumers have concerns for privacy related to RFID and that with increasing knowledge of the technology these concerns also increase.

The paper has to be shorter. It is 300 words longer than the limit of 5000 words. This can be achieved by reducing the citation of open ended responses. These quotations are almost 2 pages long and should be presented

(if at all) in a shorter form.

Also, a more thorough literature research should be conducted. Right now this paper has only seven references.

But on this topic a lot of literature exists. A search at portal.acm.org on RFID results in more than 200

articles. This includes a special issue of the communications of the acm on RFID (2005 vol. 48 n. 9), which contains also an article on RFID and privacy (Günther, O. and Spiekermann, S. (2005) RFID and the Perception of Control: The Consumer's View." Communications of the ACM, 48, 9, 73-76).
Therefore, I am not -like the authors- surprised on the result that with increasing knowledge privacy concerns also increase.
Furthermore, quite frankly, I don't think this paper provides enough new insights to merit publication.

Recommendation : **Reject.**

Completed Review : TRUE

7 Overall Rating (1=LOW; 7=HIGH)

Steps that can be taken to improve the quality of the paper

Good conference paper. I hope the authors will use this pilot study to guide a full study that is publishable in a journal.

Recommendation : **Accept as is.**

Completed Review : TRUE

6 Overall Rating (1=LOW; 7=HIGH)

Steps that can be taken to improve the quality of the paper

Nothing. It is a well-conducted research and a well-written paper.

Recommendation : **Accept as is.**

Decision : Accept with Revisions.

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