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## Users' Knowkedge and Social Media Sharing Behaviors

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## ABSTRACT

The success of social media marketing tactics is highly dependent on the understanding of social media users' information sharing behaviors. Social media user's likelihood to share is related to various factors, such as knowledge, belief and personality traits. Survey data from 504 American social media users reveals that users' perceived knowledge about social media marketing tactics positively related to their perceived benefits, which further associated with their likelihood of sharing information on social media. Findings also indicate that users' desire for control partially mediates relationship between users' knowledge of social media tactics and their likelihood to share information. However, the data does not provide evidence for the expected relationship between knowledge, perceived privacy risk and social media sharing behaviors. The findings reinforce the expectancy-value model, indicating the relationship between social media users' perception of positive self-performance in evaluating social media marketing tactics and the activeness of social media use. The author also discusses the privacy paradox in social media use.

*Keywords:* social media, persuasion knowledge, information sharing, survey

USERS' KNOWLEDGE AND SOCIAL MEDIA SHARING BEHAVIORS

by

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## Chapter One: Introduction

In 2006, TIME Magazine named "You" as the Person of the Year, indicating the rise of user-generated social media. Social media generally refers to “websites, online tools, and other interactive communication technologies which allow users to interact with each other in some way, either by sharing information, opinions, knowledge, or interests (Papasolomou & Melanthiou, 2012).” According to Statista, from 2016 to 2017, the number of social media users grew from 2.28 billion to 2.46 billion. Additionally, in 2017, 54% of social media users reported they accessed social media sites via smartphone, indicating the popularity of mobile social networking apps ("Leading mobile internet activities by device 2017 | Statistic", 2018). As the world's most popular social media site, Facebook had 2.27 billion monthly active users ("Facebook users worldwide 2018 | Statista", 2018) as of the third quarter of 2018. The huge and growing number of social media users has generated a considerable amount of data or metadata. Every second, five new Facebook accounts are created ("The Top 20 Valuable Facebook Statistics – Updated April 2018," 2018), which is equal to five potential new customers for marketers to reach. Approximately every minute, users update 293,000 of their statuses, upload 136,000 photos and post 510,000 comments on Facebook (Pring, 2012).

To collect customer data and translate it into valuable insights for business decisions and customer services has been standard marketing practices (Ambler, 2011). In social media era, extremely large datasets generated by social media can be collected and analyzed to understand online trends, online activity patterns and people's association. These practices help make customer data more relevant, time-specific and accurate so that advertisers can reach their consumers more precisely and serve them more effectively (Rishi & Bandyopadhyay, 2017; Yang & Kang, 2015). Social media marketing tactics were developed to better understand users' behaviors so as to have an imperceptible influence on their brand choice and purchase decision-making process (Kaplan & Haenlein, 2010). But is the

influence really imperceptible? Addressing this question is one of the main aims of the current study.

Social media has achieved immense popularity around the world and audiences are becoming far more knowledgeable about social media marketing than years ago (Rainie, 2013). Social media users are gradually realizing that they are targeted by social media marketing as potential consumers and that social media marketing may affect their social media use in different ways, for example, social media marketing may bring new benefits or risks to their social media use (Ellison, Vitak, Steinfield, Gray & Lampe, 2011). These perceptions may further change their social media behaviors. To better understand the knowledge-based benefit-risk assessment in the social media information sharing decision-making process, the author chose some key factors in this process as variables of this study: users' persuasion knowledge, perceived benefits, perceived risk, users' likelihood of information sharing, and personality trait, specifically, desire for control.

The purpose of this study is thus to explore the factors that relate to users' likelihood to share information on social media, including users' social media marketing persuasion knowledge, perceived benefits of social media information sharing, perceived risk of privacy loss in social media information, and related personality traits. Results from this study will provide theoretical understanding of how persuasion knowledge may be related to social media use.

In the next chapter, the author provided an overview of the findings from relevant previous research, including an introduction to key concepts, theoretical models, and the study's hypotheses. In Chapter 3, the author provided an explanation of the study's methodology. In Chapter 4, the author illustrated the data analysis and the results. In the last chapter, the author discussed the results, implication and conclusion.



## Chapter Two: Literature Review

Social media is user-generated and connection-centered media. This new media paradigm blurred between information senders and receivers (Papasolomou & Melanthiou, 2012). All social media users can be content creators. They enjoy much more freedom in terms of information selection, content creation, interaction and formation of online groups than traditional media users (Lai & Turban, 2008; Tiago & Veríssimo, 2014). Compared to traditional media usage, social media usage is about online social interaction (Ellison & Boyd, 2013). Frequent information disclosure by social media users themselves is intended to construct digital identities and to create and maintain online relationship. Social media users, as content creators, have much more to consider about, including what to disclose, how to disclose, to whom to disclose, what effect the disclosure will have on their identity, etc. (Bazarova & Choi, 2014).

Users' diverse usage of social media platforms reflects the concept of information sharing. Generally, social media users' information sharing behaviors include information generation, distribution and transmission (Zeng, Chen, Lusch, & Li, 2010). On social networking sites such as Facebook, people share photo or status to conduct interaction. On microblogging sites such as Twitter, users write Tweets, repost and make comments to express their standpoints. On social media platforms, profile information is deliberately disclosed by users in order to form or join online communities. Information sharing has become a major way for individual social media users to conduct self-disclosure, which serves as the basis of user-centered social media information services (Caplan, 2007; Tsay-Vogel, Shanahan & Signorielli, 2016).

### **Self-disclosure, Benefits and Risks**

Self-disclosure is defined as “an interaction between at least two individuals where one intends to deliberately divulge something personal to another (Vangelisti & Perlman, 2006,

p.411).”Early self-disclosure studies propose that people will evaluate the reward value of their behaviors, which refers to positive or negative outcomes from the disclosure for either (or both) the discloser or the disclosure target, in their self-disclosure decision-making process (Vangelisti & Perlman, 2006). The most common social media information self-disclosure behaviors include updating profile information, posting status updates, sharing photos and videos, and commenting on others’ posts (Tsay-Vogel, Shanahan & Signorielli, 2016).

Engaging in these activities may result in multidimensional benefits, such as monetary, convenience, emotional, social, conditional, and epistemic value (Pihlström & Brush, 2008). The most common benefits of social media use are social benefits, which refers to social relationship creation and maintenance and positive psychological effect generated by social approval or social bonding (Ellison, Steinfield & Lampe, 2007; Johnston, Tanner, Lalla & Kawalski, 2011). For example, compared with non-users and non-active users on Facebook, active Facebook users are more likely to have close friends, have trust in people, feel supported, and be politically involved (Hampton, Goulet, Rainie & Purcell, 2011). People’s social media sharing activities and subjective well-beings, such as enjoyment feelings, positive social outcome expectations and relationship satisfaction, mutually benefit each other (Saslow, Muise, Impett & Dubin, 2012; Kim, Lee & Elias, 2015; Burke & Kraut, 2016).

The disclosure of personal or private information on social media platforms may happen in users’ daily social media sharing, such as posting, liking, tweeting and filling in user-generated content (Pierson, 2012). While people are sharing information on social media with the aim of self-expression, relational development, social validation, gaining social resources and managing their identity (Bazarova & Choi, 2014), they face increasing challenges to protect their information privacy.

Information privacy is defined as “the interest an individual has in controlling, or at least

significantly influencing, the handling of data about themselves (Belanger & Crossler, 2011).” As user-generated content (UGC) is massively produced and disseminated on social media platforms, information privacy has become the most prominent privacy issue related to social media sharing behaviors (Mekovec, 2010).

### **Information Sharing Behaviors and Social Media Marketing**

Social media shows infinite possibilities for the marketing industry. Marketers value user-generated media because it generates data about their consumers. Understanding their users is crucial for marketers to utilize mass media to achieve marketing success. The rapid growth of social media users has become too significant for the marketing industry to ignore. In addition, there is no other kind of media platform on which users massively and willingly reveal themselves by sharing information about their own lives.

Marketing practitioners have established strategic objectives to collect and analyze the data social media users generate as a significant part of social media marketing. In general, social media marketing refers to “an interdisciplinary and cross-sectional concept that uses social media (often in combination with other communication channels) to achieve organizational goals by creating value for stakeholders (Felix, Rauschnabel & Hinsch, 2017).” From a marketing perspective, social media users’ unparalleled freedom of sharing has increased online customer-to-customer communication in which they share experiences about products or services in electronic spaces, namely via electronic Word-of-Mouth (e-WOM), on social media platforms (Kimmel & Kitchen, 2013). Facilitating e-WOM activities helps improve the effectiveness of marketing persuasion, as people tend to attribute greater credibility to information that comes from members in their personal social network (Tsiakis, 2015).

Social media marketing tends to persuade consumers in a less direct and more comprehensive way. Instead of persuading consumers into a one-time purchase, social media

marketing aims to build brand images, to create brand-consumer connection, to monitor brand-related social media contents, and to incite customer-to-customer interactions, which further guides consumers into the purchase decision-making process (Vinerean, 2017). Social media marketers need to engage users in brand-related information sharing activities. For example, as one of the distinctive types of social media marketing tactics, viral marketing involves the dissemination process of viral messages among audiences in existing contact networks. The message shared is usually created by firms or brands and has direct or indirect commercial intent (Dafonte-Gómez, 2014). This concept indicates that marketers would like the message to be spread and self-replicated among users in a short period of time; just as the word “viral” indicates, the marketing message is massively infective and highly influential in consumers’ brand attitude and purchasing decisions. The “Ice Bucket Challenge” is one such successful and effective example of viral marketing. It was launched by the ALS Association in the summer of 2014 to bring awareness to the neuromuscular disease amyotrophic lateral sclerosis (ALS) and to raise funds for medical research of this disease. Videos of people (including celebrities, politicians, business leaders, and ordinary social media users) pouring a bucket of ice water over their heads spread virally across social media. While this campaign helped generate \$115 million in donations for the association, its tremendous success in engaging people proved to academics and practitioners the power of viral marketing ("Ice Bucket Challenge Donations Continue to Exceed Expectations," 2014).

To gain success in social media marketing requires comprehensive understanding of users’ information consumption patterns, trends, and behaviors. As a result, customer analysis has become a common practice of the social media marketing industry, and an even more complex and crucial practice than that of any traditional media. Social media analytics is a growing market. Reuters reported that the global social media analytics market was valued at USD 3.07 billion in 2017 and is estimated to reach USD 16.37 billion by the end of

2023, at an annual growth rate of 28.20% ("Global Social Media Analytics Market 2018 by Component, Mode of Deployment, End-User, Technology, New Innovation, Trends, and Forecasts to 2023 - Reuters", 2018), data cited from Orbis Research, a commercial database of global market-related research ("About Us | OrbisResearch.com", 2018).

By developing and applying various tools and techniques, social media analytics help marketers collect, monitor, analyze, summarize, and visualize social media data (Zeng, Chen, Lusch, & Li, 2010). From users' previous attitudes and behaviors, marketers can extract attitudinal or behavioral patterns, which can be used to infer consumers' activeness and future purchases (Schmittlein & Peterson, 1994). From marketing practitioner's perspective, CMG Partners, a marketing consulting firm, claimed that customer analysis service helped improve the effectiveness in identifying the target customer groups, understanding customers' needs, and discovering customers' needs and expectations that have not been fulfilled and can be fulfilled by a particular product or service ("What is Customer Analysis?," 2018). For example, social media analytics tools monitor users' brand-related beliefs and activities, such as engagement, sentiment, number of followers, number of hits or visits, number of likes, video views, etc. which can reflect a brand's image, brand enthusiasm, brand loyalty, competitiveness of a brand and finally the company's ability to make profits. In addition to marketing tactics, top social media platforms such as Facebook and Twitter, have launched marketing services for individuals and business owners to conduct marketing campaigns, promote ads, and monitor marketing performance. Facebook's self-serve advertising interface, for example, allows marketers to create and boost different types of advertising posts, create marketing events, and promote ads to target audiences (Facebook Business, 2018). As the most popular microblogging site, Twitter also offers similar solutions to campaign optimization and performance assessment (Ads.twitter.com, 2018). Most importantly, these

marketing services, as well as many third-party social media management tools, enable marketers to collect data about their audiences for strategic purposes.

### **Persuasion Knowledge and Social Media Marketing**

Traditionally, marketing tactics remain invisible to consumers because once perceived, marketing persuasion intent may increase users' resistance to persuasion (Lessne & Didow, 1987). The reason why users' perceptions of marketing persuasion intent may affect their sharing behaviors is that marketing persuasion intent may be deemed as invasive and unwanted, because they recognize persuaders' attempt to manipulate their attitudes and behaviors. Marketing tactics are becoming increasingly visible to social media users and are therefore often considered leading or manipulative (Rainie, 2013; Palma, Collart & Chammoun, 2014). Users' knowledge about social media and social media marketing, and their ability to utilize this knowledge, has become increasingly important influencing factors of their social media information consumption, including information sharing behaviors, which are social media marketers' primary concern.

Persuasion Knowledge Model (PKM) is a theoretical framework that considers how consumers may respond to these marketing tactics. Persuasion knowledge is defined as consumers' systematic understanding of marketers' persuasion tactics and how consumers cope with these tactics (Friestad & Wright, 1994). The Persuasion Knowledge Model (PKM) suggests that consumers' knowledge about persuasion is influenced by three types of knowledge: (1) topic knowledge, "the beliefs about the topic of the message," (2) agent knowledge, "traits, competencies, and goals of the persuasion agent," and (3) persuasion knowledge, the consumer's knowledge about marketers' persuasion goals, persuasion tactics, the psychological effects that these tactics would cause to consumers (Friestad & Wright, 1994, p.3). This also includes the effectiveness and appropriateness of these tactics and consumers' prior experience of coping with persuasion attempts (Friestad & Wright, 1994;

Isaac & Grayson, 2016).

Persuasion knowledge is a multi-layered construct that considers the effect of persuasion knowledge on attitude formation as either objective or subjective. Brucks' three-dimension product class knowledge model (1985) and Philippe and Ngobo's (1999) four-component consumer knowledge model both suggest that there exists an objective knowledge (e.g. the amount, type, or organization of the knowledge an individual actually obtain; the amount of purchasing or usage experience with the product) and subjective knowledge (e.g. individual's perception of how much he or she knows; the perceived expertise in coping with persuasion attempts).

In this study, *persuasion knowledge* refers to social media users' knowledge and skills to identify and evaluate social media marketing tactics including their influence. The two dimensions of persuasion knowledge measured in this study include *objective knowledge*, defined as users' actual level of accurate/inaccurate understanding of social media marketing tactics, and *subjective knowledge*, defined as self-perceived knowledge about social media marketing tactics (Carlson, Bearden, & Hardesty, 2007), or "what the consumer thinks he or she knows (Flynn & Goldsmith, 1999, p.57)." It reflects users' beliefs in their knowledge about social media marketing tactics, for example, perceived skillfulness, perceived amount of knowledge, the confidence in utilizing the knowledge, etc. These two parts positively correlate to each other in most cases but are not necessarily predictors of each other (Alba & Hutchinson, 2000; Carlson, Bearden & Hardesty, 2007; Ham & Nelson, 2016). The majority of existing studies measured consumers' self-reported subjective knowledge as their entire persuasion knowledge (Ham, Nelson & Das, 2015). However, this study aims to generate more accurate and comprehensive understanding of the relationship between persuasion knowledge and likelihood to report engaging in social media information sharing, which requires separate measures for these two concepts.

Persuasion knowledge affects information sharing behaviors in two ways. First, as an informational factor, persuasion knowledge affects the attitude towards social media marketing tactics. Persuasion knowledge functions as cognitive sources that prepare customers to form an attitude about persuasion. Consumers learn from their life experience about how to cope with persuasion-related topics and develop abstract understanding about them (Campbell & Kirmani, 2000; Stoutenborough, Sturgess & Vedlitz, 2013).

Second, the attitude towards social media marketing tactics can function as attitudinal factors that affect information sharing behaviors. Attitude-behavior relations literature says that the attitudinal entities correspond to those of the behavioral criteria, and the degree to which the attitudinal and behavioral entities correspond to each other is satisfying; for example, the action, the target at which the action is directed, the context in which the action is performed, and the time at which it is performed. By referring to these elements, the author can safely draw a conclusion that there exists a consistency regarding certain attitude-behavior relations, which further substantiates the predictive power of particular attitudes regarding the behaviors (Ajzen & Fishbein, 1977). In this study, attitudes towards social media marketing tactics, namely beliefs about social media marketing tactics including the perceived influence on user experience, must be consistent with the perceived outcomes of social media information sharing. Additionally, the author proposes that as the extensity of their knowledge increases, the degree of certainty of related attitudes will also increase (Smith, Fabrigar, MacDougall & Wiesenhal, 2008).

As the Persuasion Knowledge Model is proposed as a definitional model, little was addressed in persuasion knowledge literature about the relationship between the amount of persuasion knowledge and people's attitudes about marketing tactics. Still, many studies using PKM model find that there exists a negative relationship between persuasion knowledge and advertising attitudes (Lee, Kim & Ham, 2014; Eisend, 2015; Kim, Lee,



Hwang & Jeong, 2016). Initially, persuasion knowledge positively affects media users' ability to identify different types of persuasion messages and their creators, even when the message is covert or deceiving to some extent. This might be explained by media users' life-time experience coping with persuasion messages, through which they develop the skills and become more confident in applying these skills to scrutinize persuasion messages they encounter (Carlson, Bearden & Hardesty, 2007; Howe & Teufel, 2014; Lim & Heide, 2014).

Besides, some studies indicate that high-knowledge groups tend to be more critical and are more likely to resist persuasive intent, namely, persuasion knowledge is negatively related to media users' perceived credibility of persuasion message and persuader (Ward & Wackman, 1975; Moore & Rodgers, 2005). A possible explanation is that high-knowledge customers obtain more cognitive resources to evaluate the persuasion message. Skillful consumers obtain more information that can be used to elaborate the message (e.g. to identify the creator) to evaluate the creator's trustworthiness, to examine the message in association with previous experiences, and to discover a firm's ulterior motives (Thompson & Malaviya, 2013). For example, in order to make a particular product more attractive to customers, persuaders use causal conditional reasoning in product-related to their message, claiming that the use of the product leads to certain positive outcomes. However, knowledgeable customers are able to cast doubt on the product's claim by considering alternative causes of the outcomes and conditions under which the causal relationship may be disabled (Chandon & Janiszewski, 2009).

From a psychological perspective, reactance theory accounts for the persuasion knowledge's negative effect on consumers' attitudes toward marketing tactics (Dillard & Shen, 2005; Kim & Levine, 2008). Reactance theory proposes that humans would not like to lose specific behavioral freedom. When individuals' freedom of choice or action is restricted or threatened by particular forces, they feel the pressure of losing freedom, which leads to a

compulsion to resist and regain their freedom (Brehm, Stires, Sensenig & Shaban, 1966; Brehm, 1989; Steindl, Jonas, Sittenthaler, Traut-Mattausch & Greenberg, 2015). People share different types of information with various purposes while marketers use persuasion tactics to engage them in consumption-related activities that might be taken advantage of. As people's capacity of media use is limited, this may restrict them from other types of information or other uses and functions (van Reijmersdal et al., 2016).

In this study, *perceived social benefits* was therefore measured and defined as users' perception of the potential positive influence regarding social approval, impression management, social bonding, and emotional enhancement of their social media information sharing behaviors. Although studies have been done to examine the relationship between persuasion knowledge and attitudes towards social media marketing, few studies have focused on the relationship between users' persuasion knowledge and their perceived benefits of information sharing on social media. However, the author proposed that high-knowledge groups were more likely to perceive persuasion tactics as a threat to their freedom in terms of information selection and consumption, which urged them to foster a resisting mechanism and antipathy towards the tactics. Therefore, the author hypothesized that:

*H1: The more knowledge (objective and subjective) users have about social media marketing tactics, the less likely they will be to perceive social media information sharing behaviors as beneficial.*

*Social media information sharing behaviors* in this study was defined as social media users' likelihood of reporting that they engage in all kinds of social media information sharing activities, such as posting, commenting, sharing, tweeting, liking, etc., that reflect their activeness of information sharing on social media platforms. In this study, the relationship between perceived social benefits of social media information sharing and their reported sharing behaviors was examined based upon the expectancy-value theory.

Expectancy-value theory addresses how perceived positive outcomes or perceived benefits can affect people's behavioral intentions and behaviors (Wigfield & Eccles, 2000).

Specifically, people's beliefs about how positive the outcomes of their social media sharing activities will be and the extent to which they value social media sharing as a reliable source of social benefits might play an important role in their decisions to actively carry out sharing behaviors. Therefore, the author hypothesized that:

*H2: The more users perceive social media information sharing behaviors as beneficial, the more likely they will be to report engaging in social media information sharing behaviors.*

There is a possibility that information shared on social media becomes a threat to information privacy due to marketing tactics. For instance, information security experts report that users' digital footprints (e.g. Facebook posts) can be used to reliably identify their character traits, such as sexual orientation, gender, race, age, religious and political views, level of intelligence, alcohol and cigarette use, drug use, and family situations, and acquire their psychological profile including personality traits (Kosinski, Stillwell & Graepel, 2013). Major risks regarding social media information marketing include the collection of private information, unauthorized secondary use of the private information, and improper access to private information and erroneous storage of personal information (Junglas, Johnson & Spitzmüller, 2008). Even if the information is not shared for marketing purposes, there is a possibility that it will be gathered and analyzed for marketing purposes. In most cases, people grant social media marketers' access to their personal information in exchange for convenience or benefits. Even if their privacy has been addressed by privacy policies regarding the handling and use of personal information (which is one type of fair procedures provided by marketers to protect individual privacy), there are still risks that cannot be eliminated by these policies (Culnan & Armstrong, 1999; Hann, Hui, Lee & Png, 2007).

There is still a possibility that their information will be exposed to unauthorized or malicious groups and be used for harmful purposes, such as discrimination, political surveillance, etc. (Boyd, 2008; "Why We're So Hypocritical About Online Privacy," 2017).

In this study, the author therefore also measured *perceived privacy risk*, which was defined as users' perception of the potential privacy threat of the use of their data for social media marketing tactics on the social media platforms where they engage in information sharing behaviors. Users have expressed their concerns about the leak of personal information that could further result in unexpected ways that may threaten their privacy, security, and safety (Rishi & Bandyopadhyay, 2017). A great portion of social media users have expressed concerns about advertisers and businesses utilizing the information they share on social media platforms due to the increasing amount of knowledge about social media marketing (Madden, 2014).

The intersection of privacy concerns and persuasion knowledge is privacy literacy, which refers to media users' informed concerns about privacy and their knowledge about privacy protection strategies (Bartsch & Dienlin, 2016). Privacy literacy consists of two dimensions: factual knowledge, which refers to the knowledge about online data protection techniques, laws and directives; and procedural knowledge, which refers to the knowledge about how to apply the strategies for individual privacy protection (Trepte et al., 2015). People with a higher level of privacy literacy tend to be more careful when disclosing personal information, for example, via social networking site profile (Bartsch & Dienlin, 2016), and are harder to persuade into giving up their online privacy opinions and engage in risky activities (Baek, 2014).

Regarding media marketing tactics, privacy literacy helps users identify potential privacy threats in marketing tactics, especially when these tactics attempt to collect personal information from them (Milne, Rohm & Bahl, 2009). For example, people who do not have

any knowledge of the AdChoices Icon, which refers to personalized advertising services that collect users' personal information, tend to show a higher degree of acceptance towards the ad than those who are knowledgeable (Brinson & Eastin, 2016).

It was thus proposed that the increases in social media users' persuasion knowledge may relate to greater perceived risk of privacy loss in social media information sharing behaviors. Therefore, the author hypothesized that:

*H3: The more knowledge (objective and subjective) users have about social media marketing tactics, the more likely they will perceive privacy risks from engaging in social media information sharing behaviors.*

Many studies report negative correlations between people's privacy concerns and information sharing behaviors (Culnan & Armstrong, 1999; Ellison, Vitak, et al., 2011; Stutzman, Vitak, Ellison, Gray, & Lampe, 2012; Taddei & Contena, 2013). In traditional settings, in order to avoid privacy risk, people usually apply risk-reducing strategies to avoid giving out personal information, such as falsifying information, providing incomplete information, or going to alternative websites that do not ask for personal information (Youn, 2005).

It was therefore proposed that the increasing perceived privacy risk in the social media era may function as a suppressing factor to the likelihood of sharing information. Although it is social norms for social media users to conduct self-disclosure of their identity, social networks, and social interactions (Varnali & Toker, 2015), perceived privacy risk is still likely to reduce the perceived security of giving out personal information, which makes them less likely to share (Beresford et al., 2012; Lee, Park, & Kim, 2013). Individual users may not be able to control the collection, storage and usage of the information about their online activity (Mekovec, 2010). Instead, social media users may reduce their overall information sharing in reaction to the increasing perceived privacy threat. Therefore, the author

hypothesized that:

*H4: The more privacy risk users perceive from engaging in social media information sharing behaviors, the less likely they will be to report engaging in social media information sharing behaviors.*

### **Desire for Control**

The notion of control plays a significant role in the knowledge-attitude-behavior model regarding social media sharing behaviors. Perceived behavioral control refers to people's perception of the ease or difficulty of performing the particular behavior (Ajzen, 1991).

Based on the notion of control, desire for control was adopted in this study as a personality factor that may mediate the relationship between persuasion knowledge and likelihood to report engaging in information sharing on social media. Desire for control refers to an individual's need to control outcomes in his or her life (Faraji-Rad, Melumad & Johar, 2017). It can be measured from several aspects: the desire to make one's own decisions, the desire to take preventive actions to ensure that the situations do not get out of hand, the desire to avoid situations in which others have control, and the desire to control others (Gebhardt & Brosschot, 2002). Generally, people who have a high degree of desire for control are more likely to be described as "decisive, strong-minded, dynamic and aggressive," while those who have a low degree of desire for control are often "hesitant, uncertain, passive and submissive (Thomas, A., Buboltz Jr, W. C., Teague, S., & Seemann, E. A., 2011, p.173)." However, a person's level of desire for control does not necessarily affect his or her ability to exercise control or predict their sanction to control others or themselves. An exploratory research study revealed that Internet users who had high levels of desire for control use the power to customize and control their media content more actively (Bright & Daugherty, 2012). When utilizing media services, people care about whether they will have control over the usage and access of their personal information (Libaque-Sáenz, Wong, Chang, Ha & Park, 2014). The

assumption might be made that social media users want to have autonomy over their own media use or seize control of the access to their personal information and whether/how their information will be used.

It was therefore proposed that an individual's desire for control would positively mediate the relationship between persuasion knowledge of social media marketing tactics and likelihood to report engaging in social media information sharing behaviors, as persuasion knowledge contributed to the competence in critical thinking, which enhances the ability to regain freedom over information consumption and to avoid potential privacy risk. Therefore, the author hypothesized that:

*H5: The more knowledge (objective and subjective) users have about social media marketing tactics and the more desire for control they report, the less likely they will be to report engaging in social media information sharing behaviors.*

## Chapter Three: Methodology

In previous chapters, the author introduced the study background, explained major concepts, and provided an overview of previous studies regarding users' knowledge and its influence. In order to test the hypotheses, a quantitative survey was conducted. In this chapter, the author articulated the research design, measurements and data analysis.

This study was a cross-sectional quantitative research because it examined both sharing behaviors, which were objective reality, and perceived benefits and risk of social media information sharing, which were subjective perception among a large population. The method this study utilized was quantitative, meaning that the method applied was statistical, mathematical, or numerical analysis of data collected through polls, questionnaires and surveys (Babbie, 2014). For this study, each key concept was operationalized, and data was collected in numerical form. Statistical methods were used to test each hypothesis. Furthermore, this study was quantitative because it tended to generate knowledge from a representative sample, showing “how an understanding of a particular communication phenomenon might be generalized to a larger population (Allen, Titsworth & Hunt, 2009, p.3).”

### Data Collection

This study was undertaken as a survey as it aimed to collect raw data for describing a large population, especially in terms of attitudes and perceptions (Babbie, 2014). Survey involves the use of a questionnaire to elicit information. At .95 confidence level, expressed in percentage points, a sample of 400 respondents was needed (Babbie, 2014). Taking invalid data into consideration, the expectation number of responses was 500. In order to enhance response rate and expand geographic span, recruitment was done online. Participants of this study were recruited from Amazon Mechanical Turk (MTurk) (<https://www.mturk.com/>) in March of 2018. Amazon MTurk is an online platform where human subjects can publish



Human Intelligence Tasks (HITs) and require collective work from registered users (Workers) on every HIT. As MTurk is open to registration, the diversity of Worker population of MTurk can be guaranteed. MTurk has been widely used as recruiting platform for marketing or academic research to collect responses, including social media research (Harms & DeSimone, 2015; Landers & Behrend, 2015; Oh & Syn, 2015). Studies report that the quality of data collected using MTurk is comparable to the data collected by other survey methods (Buhrmester, Kwang, & Gosling, 2011; Feitosa, Joseph, & Newman, 2015). Due to the characteristics of MTurk Workers, the sampling technique used for this study was non-probability sampling. Although the sample is non-random and is not representative of American population, it was appropriate and acceptable for this particular study because the purpose of this study is to test the relationship between social media users' persuasion knowledge and their social media sharing behaviors. It aims to generate knowledge from the group with particular characteristics, which can be reached using MTurk. However, the conclusion of this study cannot be generalized to American population, which might become a potential threat to the validity of the study.

Filtering criteria of this study appeared on the HIT page that was created for the recruitment of the survey. The survey required participants to have at least one active social media account -- meaning that they have checked the account at least once in the past week -- and to be 18 or older. Using MTurk filtering settings, this study only recruited participants whose current locations were in the U.S. There was no limitation on gender, nationality, ethnicity or other demographic features. The online survey was distributed using the Qualtrics survey platform. By clicking the survey link attached to the HIT page, participants could complete the questionnaire.

This study has been reviewed and approved by Institutional Review Board of Syracuse University. An electronic version informed consent provided a brief introduction of the study

and the participants' rights. Once participants agreed to take the survey, the filtering questions in the questionnaire further guaranteed the participants' eligibility to take the survey. In this study, monetary incentive of \$1 was given to each participant who accomplished the survey. The HITs opened until at least 500 responses were collected. Although Worker IDs and some demographic information were collected in the survey, the participants remained anonymous and the data was analyzed without identifying specific individuals.

### **Participants**

The survey data of 504 active social media users was collected for analysis. The sample ( $N = 504$ ) consisted of 230 men (45.6%), 272 women (54%) and two participants of "other" gender (0.4%). The age of the participants ranged from 18 to 70. More than 60% of the participants were between 20 to 39 years old. The average age of the participants was 35.99 years ( $SD = 12.06$ ). About 40% of them earned a bachelor's degree.

It took the participants about 15 minutes (914.75 seconds) on average to complete the survey ( $M = 914.75$ ,  $SD = 688.33$ ). The participants who completed the survey in less than two minutes were excluded from the sample because they were not likely to provide qualified answers. Participants used approximately four social media platforms on average ( $M = 4.28$ ,  $SD = 1.92$ ). Nearly 50% of the participants had over 10 years' experience of social media use. The average frequency of checking their social media accounts was approximately once a day. About half the time when the participants used social media, they engaged in activities other than simply browsing, such as posting, commenting, sharing, tweeting, liking, etc.. The majority of the respondents were educated young adults who are long-term proficient social media users.

### **Measures**

The key variables of this study were operationalized as follows:

### *IV1: Persuasion knowledge*

In this study, persuasion knowledge was defined as social media users' knowledge and skills to identify and evaluate the influence of social media marketing tactics. Social media users' persuasion knowledge about social media marketing tactics was measured as objective and subjective knowledge.

#### *IV1a: Objective knowledge*

Objective knowledge was defined as users' actual level of knowledge and understanding about social media marketing tactics.

Objective knowledge was represented by the average score participants got in an eight-item objective knowledge quiz. The higher the score a participant received in the objective knowledge quiz, the more objective knowledge he or she had. Participants received one point for each correct answer. The score ranged from zero to eight. The level of measurement of this variable is ratio.

The objective knowledge quiz was created for the purposes of this study, based upon six social media marketing concepts from social media marketing literature, e.g. *The Social Media Bible: Tactics, Tools, and Strategies for Business Success* (2012) and *Facebook Marketing All-in-One For Dummies 3rd edition* (2014). The concepts retrieved were “viral marketing,” “sponsored content,” “news feed ads,” “social media plug-ins,” “social media traffic,” “advertorial.” Users were asked to complete an eight-item quiz about these social media marketing tactics. Example questions included “Here are some pictures of ALS Ice Bucket Challenge. What marketing tactic does this social media campaign use?” and “According to the information provided in the pictures, which Instagram picture is paid by certain brand to be shown to users?” The images used in the quiz were retrieved from Facebook, Twitter, Instagram and public news websites. Participants were generally moderately knowledgeable about social media marketing tactics ( $M=5.40$ ,  $SD=1.84$ ). See

Appendix A for the entire quiz.

The validity of this quiz was assessed as followed. Items in the questionnaire were retrieved and adapted from reliable and validated scales except for the scale measuring objective knowledge. In an effort to enhance the content validity of the items in objective knowledge scale, an item analysis was conducted.

The researcher evaluated the measurement tool by assessing discriminant validity. Table 1 reports the item difficulties and indices of discrimination of objective knowledge scale.

**Table 1.** Item analysis of objective knowledge scale

| No. | Concept tested                  | Item difficulty | Index of discrimination | Point-biserial Correlation |
|-----|---------------------------------|-----------------|-------------------------|----------------------------|
| 1   | Viral marketing                 | 0.84            | 0.36                    | 0.44                       |
| 2   | Sponsored content (Instagram)   | 0.66            | 0.31                    | 0.29                       |
| 3   | Sponsored content (Twitter app) | 0.55            | 0.77                    | 0.60                       |
| 4   | Sponsored content (Twitter)     | 0.58            | 0.76                    | 0.61                       |
| 5   | Sponsored content (Facebook)    | 0.71            | 0.65                    | 0.60                       |
| 6   | Social media plug-ins           | 0.79            | 0.53                    | 0.56                       |
| 7   | Social media traffic            | 0.77            | 0.40                    | 0.41                       |
| 8   | Advertorial label               | 0.52            | 0.66                    | 0.51                       |

Each item is significantly correlated with the total score that reflects the amount of objective knowledge each participant has at a  $p < .05$  level. Indices of discrimination of most items were between .30 and .70, which suggests that the scale functions satisfactorily (Crocker & Algina, 2008). Considering the fact that some questions examined users' ability to visually identify social media marketing tactics, which is relatively elementary among all persuasion knowledge and that this study is exploratory regarding social media users' objective knowledge, all items were retained.

On average, the participants got 5.40/8 points on the test. The scores were non-normally distributed, with skewness of -0.49 ( $SE=0.10$ ) and kurtosis of -0.46 ( $SE=0.22$ ). The skewness could be explained by the characteristics of the sample, as objective knowledge has significantly positive correlation to number of years of social media use and users'

educational level,  $p < .01$ . The skewness could also be explained by the significantly positive correlation between objective knowledge and subjective knowledge,  $p < .01$ .

#### *IV1a: Subjective knowledge*

Subjective knowledge was defined as self-perceived knowledge about social media marketing tactics (Carlson, Bearden, & Hardesty, 2007). Users' subjective knowledge about social media marketing tactics was represented by the average score participants received based upon items from a subjective knowledge scale on a nine-item Likert scale. The higher score a participant got in the subjective knowledge scale, the more subjective knowledge he or she has. The level of measurement of this variable is interval.

Nine statements were adapted from Flynn and Goldsmith's (1999) Subjective Knowledge Scale to assess users' perception of the knowledge they had about social media marketing tactics. Participants were asked to indicate their agreement on a seven-point Likert scale, such that 1=Strongly Disagree and 7=Strongly Agree. Example items included "I know a lot about social media marketing tactics" and "I think I know enough about social media marketing tactics to decide whether to engage with a piece of social media marketing or not." (See Appendix A for all items) A Cronbach's alpha of .91 confirmed that the items could be summed and averaged. Participants generally reported an average level of perceived knowledge about social media marketing tactics ( $M=4.35$ ,  $SD=1.18$ ).

#### *IV2: Perceived social benefits*

Perceived social benefits of social media information sharing behaviors as a variable was represented by the average score participants received based upon a 17-item seven-point Likert scale. The higher score a participant received, the more social benefits he or she perceived his or her sharing behaviors to have. The level of measurement of this variable is interval.

Seventeen statements were adapted from Powell, Camilleri, Dobele and Stavros' (2017)

Perceived Social Benefits of Sharing Scale to assess users' perception of social-related benefits from social media information sharing behaviors, such as the positive influence on their social approval, impression management, social bonding, and emotions. Participants were asked to indicate their agreement on a seven-point Likert scale, such that 1=Strongly Disagree and 7=Strongly Agree. Example items included "Sharing information on social media makes me look good" and "Sharing information on social media benefits my relationships with others." (See Appendix A for all items) A Cronbach's alpha of .95 confirmed that the items could be summed and averaged. Participants generally felt that sharing information on social media platforms was moderately beneficial to their social expression, social relationship and social bonding ( $M=4.66$ ,  $SD=1.11$ ).

#### *IV3: Perceived privacy risk*

Perceived privacy risk in social media information sharing behaviors was represented by the average score participants received based upon a four-item seven-point Likert scale. The higher score a participant received, the more risky he or she perceived his or her sharing behaviors to be in terms of privacy protection. The level of measurement of this variable is interval.

Four statements were adapted from Libaque-Sáenz, Wong, Chang, Ha and Park's (2014) Information Privacy Risk Sub-scale from Privacy Risk Scale to measure users' perception of the risk of potential privacy loss on social media platforms when the information they share is used for marketing purposes. Participants were asked to indicate their agreement on a seven-point Likert scale, such that 1=Strongly Disagree and 7=Strongly Agree. Example items included "If I give permission to social media platforms to use my personal information for marketing purposes, it will be risky" and "If I give permission to social media platforms to use my personal information for marketing purposes, there would be high potential for privacy loss." (See Appendix A for all items) A Cronbach's alpha of .91 confirmed that the

items could be summed and averaged. Participants generally felt that sharing information on social media platforms was moderately risky to their privacy ( $M=4.66$ ,  $SD=1.15$ ).

*DV: Sharing behaviors*

Sharing behaviors was represented by the average score participants received based upon a five-item seven-point Likert scale. The higher score a participant received, the more likely he or she reported engaging in social media sharing behaviors. The level of measurement of this variable is interval.

Five statements were adapted from Kwahk and Park's (2016) Knowledge-sharing Activities in Social Media Sub-scale from Knowledge-sharing Activities Scale to measure users' likelihood to report engaging in social media information sharing activities (such as posting, commenting, sharing, tweeting, liking, etc.). Participants were asked to indicate whether the statements apply to them on a seven-point Likert scale, such that 1= does not apply to me at all and 7= always applies to me. Example items included "I frequently engage in activities on social media" and "I voluntarily share various types of information on social media." (See Appendix A for all items) A Cronbach's alpha of .89 confirmed that the items could be summed and averaged. Participants generally reported average likelihood to share information on social media platforms ( $M=4.34$ ,  $SD=1.44$ ).

*MV: Desire for control*

Desire for control was represented by the average score participants got in a 20-item seven-point Likert scale. The higher score a participant got, the more he or she wants to exercise control on others and his or her own life. The level of measurement of this variable is interval.

Burger and Cooper's (1979) Desirability of Control Scale was used to measure users' desire to personally control outcomes in their lives. The scale included 20 statements. Participants were asked to indicate whether the statements apply to them on a seven-point

Likert scale, such that 1= does not apply to me at all and 7= always applies to me. Example items included “I prefer a job where I have a lot of control over what I do and when I do it” and “I enjoy making my own decisions.” (See Appendix A for all items) A Cronbach’s alpha of .83 confirmed that the items could be summed and averaged. Participants generally reported moderately strong desire for control ( $M=4.97$ ,  $SD=.75$ ).

Control variables of this study included gender, age, educational level, and years of social media use.

A pilot study of 25 participants was conducted prior to the data collection. The data was collected and analyzed to check the reliability of the scales adapted. According to the results and the comments collected in the pilot study, the author changed the images and the sequence of the options in the objective knowledge quiz to increase the item difficulty.

### **Threats to Validity**

Although measures have been taken to enhance the validity, there are still potential threats to the validity of this study. As the questionnaire contains many questions and requires much attention when evaluating people’s objective knowledge, the participants’ fatigue may be a threat to validity. Besides, the objective knowledge scale is less likely to test participants’ conceptual and critical understanding of social media marketing tactics, which may threaten the validity of the measurement items.



## Chapter Four: Results

H1 proposed that the more knowledge users had about social media marketing tactics, the fewer social benefits they would perceive in their social media information sharing behaviors. To test this hypothesis, a hierarchical linear regression was run to examine the potential influence of objective knowledge and subjective knowledge on perceived social benefits. Control variables (i.e., age, gender, educational level and years of social media use) were entered into the first block, and subjective and objective knowledge were entered into the second block to assess the level of increase in variance of the key variables in addition to the control variables. See Table 3 for the resulting coefficients.

The control variables alone explained 1.9% of the variance. Year of use was a significant predictor of perceived social benefits,  $\beta = .17, p < .05$ , indicating that people who used social media for a longer time tended to perceive more social benefits in social media sharing behaviors. The addition of the key variables significantly increased the variance to 4.6%,  $F(6, 495) = 3.95, p = .001$ . Neither subjective knowledge ( $\beta = .17, p = .00$ ) nor objective knowledge ( $\beta = -.06, p > .05$ ) was associated with less perceived social benefits as proposed. Subjective knowledge, however, was conversely a significant predictor of perceived social benefits. H1 was thus not supported.

H2 proposed that the more social benefits users perceived in their social media information sharing behaviors, the more likely they were to report engaging in social media information sharing behaviors. To test this hypothesis, a hierarchical linear regression was run to predict reporting of engaging in sharing behaviors from subjective and objective knowledge, perceived benefits, perceived risk, age, gender, educational level and years of social media use. See Table 5 for the regression model of the relation between perceived social benefits, perceived privacy risk and reported sharing behaviors.

The control variables were entered into the first block; objective and subjective

knowledge were entered into the second block, and perceived benefits and risks were entered into the third block. The control variables explained 2.1% of the variance,  $p < .05$ . Knowledge plus control variables explained 3.9% of the variance,  $F(6, 495) = 4.76, p < .01$ . The addition of the key variables significantly increased the proportion of variance explained to 42.6%,  $F(8, 493) = 45.73, p = .00$ . In the first stage block of regression, among the four control variables, gender ( $\beta = .10, p < .05$ ) and year of social media use ( $\beta = .10, p < .05$ ) were significant predictors. In the second stage, subjective knowledge was a significant predictor of sharing behaviors,  $p < .01$ . In the final stage of regression, perceived benefits was the only significant predictor of reported sharing behaviors in this particular analysis,  $\beta = .63, p = .00$ . H2 was thus supported.

H3 proposed that the more knowledge users had about social media marketing tactics, the more privacy risk they would perceive in their social media information sharing behaviors. A hierarchical linear regression was run using the same strategy as assessment of H1, such that the control variables were entered into the first block and subjective and objective knowledge were entered into the second block to test for significant increase in variance of the key variables on the outcome variables, perceived privacy risk. See Table 4 for the resulting coefficients.

The control variables alone explained 2.0% of the variance. Gender was a significant predictor,  $p < .05$ . A one-way analysis of variance was run to further compare the measure of perceived privacy risk to three gender groups, male, female and other. Female was more likely to have higher perceived privacy risk,  $F(2, 501) = 4.31, p < .05$ . The addition of the key variables did not increase the variance,  $F(6, 495) = .172, p > .05$ . Objective knowledge or subjective knowledge was therefore not significant predictors of perceived risk. H3 was thus not supported.

H4 proposed that the more risk users perceived in their social media information sharing behaviors, the less active their social media information sharing behaviors were. According to the proposed model, these processes were explained by the fact that users gain and utilize their knowledge about social media marketing tactics. To test this hypothesis, a hierarchical linear regression was run using the same strategy as H2 to predict reporting of engaging in sharing behaviors from subjective and objective knowledge, perceived benefits, perceived risk, age, gender, educational level and years of social media use. See Table 5 for this regression model. Perceived risk was not a significant predictor of less active sharing activities,  $p > .05$ . H4 was thus not supported.

H5 proposed that desire for control would mediate the relationship between in the persuasion knowledge and reported sharing behaviors. See Figure 1 for the proposed mediating model of H5.

A simple mediation model analysis was conducted, using Hayes' (2018) PROCESS SPSS macro, to test the paths between objective knowledge (X) and sharing behaviors (Y) with subjective knowledge (M1) and desire for control (M2) as the mediators. PROCESS uses bootstrapping to test the statistical significance of the mediated paths (Preacher & Hayes, 2008) to better approximate the sampling distribution of the paths of the product of the independent and mediator variables and the mediators and the dependent variable to construct confidence intervals for each direct and indirect relation.

Although the direct relation of X to Y was significant at .05 level of confidence ( $\beta = -.08$ ,  $t = -2.22$ ,  $p = .03$ , 95% CI [-.1523, -.0092]), the indirect relation of X to Y through the mediators of subjective knowledge and desire for control was also significant (X to M1:  $\beta = .10$ ,  $p < .001$ , 95% CI [.0435, .1564]; M1 to M2:  $\beta = .13$ ,  $p < .001$ , 95% CI [.0752, .1903]; M2 to Y:  $\beta = .40$ ,  $p < .001$ , 95% CI [.2283, .5693]). The relationship between objective knowledge and sharing behaviors was therefore partially mediated by subjective knowledge

and desire for control. Considering that objective and subjective knowledge are included in the persuasion knowledge construct, H5 was thus not supported as proposed. See Figure 2 for each of the paths of the model and their corresponding coefficients.

**Table 3.** Regression model of the relation of objective and subjective knowledge to perceived social benefits of social media information sharing

| Step | Variables            | Unstandardized coefficients |     | Standardized coefficients | $R^2$ | $\Delta R^2$ | F    | p   |
|------|----------------------|-----------------------------|-----|---------------------------|-------|--------------|------|-----|
|      |                      | B                           | SE  | $\beta$                   |       |              |      |     |
| 1    |                      |                             |     |                           | .02   |              | 2.47 | .04 |
|      | Age                  | -.00                        | .00 | -.03                      |       |              |      | .59 |
|      | Gender               | .19                         | .10 | .09                       |       |              |      | .06 |
|      | Education            | .00                         | .05 | .00                       |       |              |      | .96 |
|      | Years of use         | .14                         | .06 | .11                       |       |              |      | .02 |
| 2    |                      |                             |     |                           | .05   | .03          | 3.95 | .00 |
|      | Age                  | -.00                        | .00 | -.02                      |       |              |      | .70 |
|      | Gender               | .26                         | .10 | .11                       |       |              |      | .01 |
|      | Education            | .01                         | .01 | .01                       |       |              |      | .82 |
|      | Years of use         | .12                         | .06 | .10                       |       |              |      | .04 |
|      | Objective knowledge  | -.04                        | .03 | -.06                      |       |              |      | .21 |
|      | Subjective knowledge | .16                         | .04 | .17                       |       |              |      | .00 |

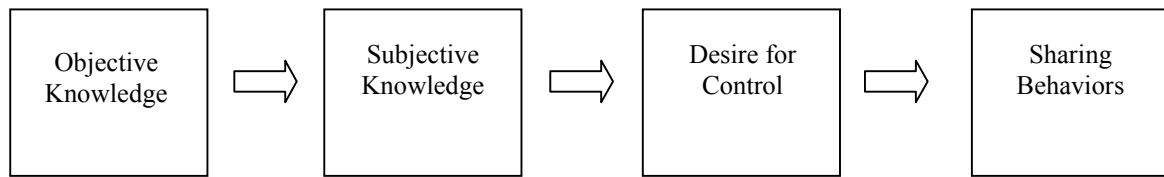
**Table 4.** Regression model of the relation of objective and subjective knowledge to perceived privacy risk of social media information sharing

| Step | Variables            | Unstandardized coefficients |     | Standardized coefficients | $R^2$ | $\Delta R^2$ | F    | p   |
|------|----------------------|-----------------------------|-----|---------------------------|-------|--------------|------|-----|
|      |                      | B                           | SE  | $\beta$                   |       |              |      |     |
| 1    |                      |                             |     |                           | .02   |              | 2.58 | .04 |
|      | Age                  | .01                         | .01 | .06                       |       |              |      | .19 |
|      | Gender               | .31                         | .12 | .18                       |       |              |      | .01 |
|      | Education            | -.02                        | .06 | -.01                      |       |              |      | .80 |
|      | Years of use         | -.03                        | .07 | -.02                      |       |              |      | .69 |
| 2    |                      |                             |     |                           | .02   | .00          | 1.72 | .11 |
|      | Age                  | .01                         | .01 | .06                       |       |              |      | .20 |
|      | Gender               | .31                         | .12 | .12                       |       |              |      | .01 |
|      | Education            | -.02                        | .07 | -.01                      |       |              |      | .79 |
|      | Years of use         | -.03                        | .07 | -.02                      |       |              |      | .70 |
|      | Objective knowledge  | .01                         | .03 | .01                       |       |              |      | .89 |
|      | Subjective knowledge | -.01                        | .04 | -.01                      |       |              |      | .84 |

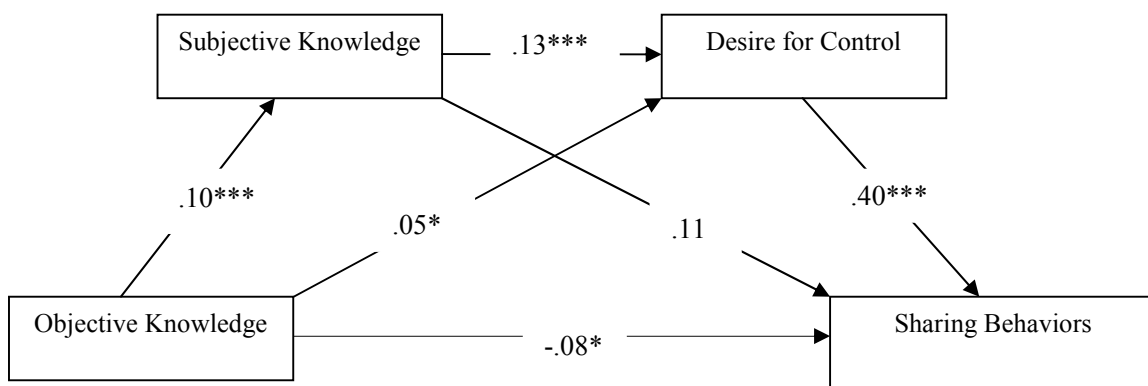
**Table 5.** Regression model of the relation between perceived social benefits, perceived privacy risk and sharing behaviors

| Step | Predictor                 | Unstandardized coefficients |     | Standardized coefficients | $R^2$ | $\Delta R^2$ | F     | p   |
|------|---------------------------|-----------------------------|-----|---------------------------|-------|--------------|-------|-----|
|      |                           | B                           | SE  | $\beta$                   |       |              |       |     |
| 1    |                           |                             |     |                           | .02   |              | 2.61  | .04 |
|      | Age                       | .00                         | .01 | .01                       |       |              |       | .84 |
|      | Gender                    | .30                         | .13 | .10                       |       |              |       | .02 |
|      | Education                 | .02                         | .07 | .01                       |       |              |       | .80 |
|      | Years of use              | .16                         | .08 | .10                       |       |              |       | .03 |
| 2    |                           |                             |     |                           | .04   | .02          | 3.35  | .00 |
|      | Age                       | .00                         | .01 | .01                       |       |              |       | .85 |
|      | Gender                    | .36                         | .13 | .12                       |       |              |       | .01 |
|      | Education                 | .03                         | .07 | .02                       |       |              |       | .65 |
|      | Years of use              | .16                         | .08 | .10                       |       |              |       | .04 |
|      | Objective knowledge       | -.06                        | .04 | -.08                      |       |              |       | .09 |
|      | Subjective knowledge      | .16                         | .06 | .13                       |       |              |       | .01 |
| 3    |                           |                             |     |                           | .43   | .39          | 45.73 | .00 |
|      | Age                       | .00                         | .00 | .02                       |       |              |       | .53 |
|      | Gender                    | .16                         | .10 | .06                       |       |              |       | .12 |
|      | Education                 | .02                         | .05 | .01                       |       |              |       | .70 |
|      | Years of use              | .06                         | .06 | .04                       |       |              |       | .33 |
|      | Objective knowledge       | -.03                        | .03 | -.04                      |       |              |       | .26 |
|      | Subjective knowledge      | .03                         | .05 | .03                       |       |              |       | .50 |
|      | Perceived social benefits | .82                         | .05 | .63                       |       |              |       | .00 |
|      | Perceived privacy risk    | -.05                        | .04 | -.05                      |       |              |       | .17 |

**Figure 1.** Proposed mediating model of persuasion knowledge and sharing behaviors



**Figure 2.** A simple mediation model with subjective knowledge and desire for control as mediators of the relation between objective knowledge and sharing behaviors, \*  $p < .001$



\* $p < .05$ , \*\*\* $p < .001$

## Chapter Five: Discussion

This study aims to provide theoretical understanding for how persuasion knowledge may be related to social media information sharing behaviors. In this chapter, the author discusses the implications and conclusions resulting from this study. Results indicate that when social media users are subjectively knowledgeable about social media marketing, they might perceive more social benefits in their social media sharing, which is associated with greater self-reported likelihood of sharing. But the study provides no evidence for the relationship between this knowledge and social media users' perceived risk of privacy loss from social media information sharing. Results also indicate that social media users' who are actually more knowledgeable about social media marketing are more likely to perceive themselves as knowledgeable. This perception is associated with higher level of desire for control, which is further connected with greater likelihood to report engagement in social media information sharing.

### Implications of the Results

#### H1: Perceived Knowledge and Perceived Social Benefits

Although the author proposed differently, the regression model for testing H1 reveals that subjective persuasion knowledge is positively related to perceived social benefits instead of resulting in a negative correlation between objective knowledge and perceived social benefits of information sharing as hypothesized. On the contrary, the more users believe they are knowledgeable about social media marketing tactics, the more likely they are to perceive social media sharing information sharing as beneficial. Persuasion knowledge literature explains that people with higher level of subjective knowledge tend to be more confident in using their knowledge. Users who have higher level of subjective knowledge believe that they can identify social media marketing tactics easier, and are more adept in evaluating the credibility and appropriateness of the social media marketing practices that may affect their



social media use. This might be in line with the expectancy-value model which proposed that people's perceptions of their positive self-performance in the particular activity, which led to beneficial outcomes, would result in more active engagement in this activity (Wigfield & Eccles, 2000).

The finding that objective knowledge does not relate to perceived benefits reinforces the deviation between perceived knowledge and actual knowledge (e.g. Alba & Hutchinson, 2000; Carlson, Bearden & Hardesty, 2007). Even if perceived knowledge about social media marketing tactics significantly relates to perceived benefits of social media information sharing behaviors, actual knowledge does not necessarily associate with the evaluation of the benefits. This may be explained by the fact that people have cognitive biases and heuristics about their knowledge. For example, people may be overconfident and consider themselves as more knowledgeable than they really are and consider the usage of their information shared on social media as more controllable than it actually is (Cho, Lee & Chung, 2010; Harris, 1996).

## H2: Perceived Social Benefits and Sharing Behaviors

In agreement with the literature, the data shows that perceived benefits are positively related to users' reported social media sharing behaviors, as the regression model of H2 indicated. The more users perceive social media use as beneficial to their social approval, impression management, social bonding, and emotional enhancement, the more likely they are to report engaging in social media sharing activities. This reinforces expectancy theory of motivated behaviors. Social media users tend to increase their social media sharing in anticipation of social benefits. In addition, the regression model reveals that perceived benefits are the only factor found in this particular analysis that relates to users' information sharing decision making. It may be inferred from the result that as long as social media marketing tactics help enhance social benefits such as enjoyment feelings and positive social

outcome, users will continue to actively engage in information sharing behaviors.

### H3: Perceived Knowledge and Perceived Privacy Risk

In the regression model of H3, gender is a significant predictor of perceived privacy risks. This is in line with prior survey that report gender difference in perceived information privacy risks ("Online Harassment 2017", 2017). Generally, female are more concerned about the danger of privacy invasion (Sheehan, 1999; Rowan & Dehlinger, 2014; Tifferet, 2019). For example, female users tend to focus on privacy risks rather than perceived benefits when utilizing location-based social network services which demand their personal information (Sun, Wang, Shen & Zhang, 2015). On the one hand, the majority of the victims of personal-information-related online violence such as cyberstalking and non-consensual distribution of sensitive information are women (Hess, 2014; "Online Harassment 2017", 2017; Aikenhead, 2018; "Cyberstalking: A Growing Problem", 2019). On the other hand, online privacy loss might cause more severe harm to female users than to male. Online privacy invasion is often associated with, or significantly more likely to become actual violence to female Internet users (Chemaly, 2014). As Aikenhead (2018) points out, online privacy violation is to a large extent gender-based violence, which accounts for the fact that female victims of privacy violation are more likely to suffer from victim blaming and loss of dignity.

Neither objective knowledge nor subjective knowledge is found to be negatively related to perceived privacy risk, which is opposite to the privacy literacy literature. Users with more knowledge about social media marketing and stronger belief in their skillfulness therefore do not perceive social media information sharing as more risky. The result implies that social media users may be lacking in exact knowledge about how social media marketing tactics affect their information privacy, or their understanding of online privacy risk is actually superficial, as Baek (2014) reports. For example, users have very limited knowledge about privacy settings. They use common sense to determine what information to disclose so they

could not tell how exactly information gathering and usage for marketing purposes would become threats to their privacy (Borneo & Barkhuus, 2011).

Furthermore, the ambiguous definition of information privacy may also contribute to this result. Social media marketing analytics usually involve the storage and analysis of users' digital footprints, such as cookies, searching or browsing history. Social media marketers may also be interested in people's social relations disclosed in public cyberspace, such as social media friends or followers. Users often deem to what extent the information shared can be used to distinguish particular users and to trace back to their identity as an important criteria to decide whether a piece of information is private or sensitive (Burgoon, 2016). But the perceived sensitivity of these kinds of information might vary. For example, compared with browsing history in a general sense, browsing history that contains common-sense sensitive information is more likely to trigger users' privacy concerns. Therefore, users' privacy concerns may not be triggered if they believe that the information collected by social media marketers is less sensitive.

Another possible explanation is that among all kinds of personal information gathering activities, people are less vigilant about those for marketing purposes than those for other purposes such as political use or censorship. Privacy risk caused by information gathering for business purposes usually happens due to unauthorized secondary use or erroneous storage. However, there is less possibility that social media users would experience immediate or visible loss, such as financial loss or personal injury, because of these risks, even if their information is used inappropriately. As a result, underestimating the severity of the threats, users may think that reducing overall social media sharing is an unaffordable cost of privacy protection and are not likely to reduce it (Taneja, Vitrano & Gengo, 2014).

#### H4: Perceived Privacy Risk and Sharing Behaviors

The expectation of the negative relationship between perceived privacy risk and social

media sharing behaviors is not supported by the regression model of H4. In this study, the author assumed that people who perceived high level of privacy risk tended to perform less active social media sharing activities in order to protect their privacy. However, the result shows that even if persuasion knowledge may make social media users aware of the negative influence of the marketing tactics, they may be less sensitive about the persuasion intent in the marketing tactics and share information regardless if they perceive it as beneficial. Users are not likely to report less social media information sharing activities even when they are aware of the risk of privacy loss from social media information sharing.

This finding reinforces the concept “privacy paradox,” which refers to the discrepancy between privacy concerns and privacy behaviors (Kokolakis, 2017). Fully aware of the irreconcilable conflict between benefits of social media use and privacy risk, people are often involved in this paradox (Barnes, 2006; Taddicken, 2014). According to privacy paradox literature, people's privacy concerns or privacy literacy do not always predict their privacy protection behaviors. Instead, perceived benefits often outweigh in risk-benefits calculation prior to information disclosure decision and they often decide to share the information anyway (Beresford, Kübler & Preibusch, 2012; Debatin, Lovejoy, Horn & Hughes, 2009; Lee, Park & Kim, 2013; Youn, 2009).

Information security practitioner has pointed out that there existed an irreconcilable conflict between security and convenience (“The Enemies of Data Security: Convenience and Collaboration,” 2015). It is especially common in marketing practices that privacy policies and pragmatic benefits are offered in order to mitigate customers’ privacy concerns (Culnan & Armstrong, 1999). In addition, the effect of the perceived benefits, e.g. social connectivity, social involvement, information attainment, and entertainment, is found to be stronger than that of the perceived risks, e.g. social risk, time, psychological risks, and privacy concern, on people’s intention to use social media (Khan, Swar & Lee, 2014). Therefore, regardless of

whether there is perceived risk, perceived benefits add positively to social media users' information sharing behaviors and are the most significant predictor of active information sharing.

A possible explanation for "privacy paradox" is inability and vulnerability dulls, which refers to users' total and uncritical acceptance of privacy risk because they feel they are too weak to resist them (Shklovski, Mainwaring, Skúladóttir & Borgthorsson, 2014). Many social media users may be desensitized to privacy invasion because they are overly aware of their vulnerability when confronting information gathering for marketing purposes that are started by big corporations, which can further become privacy invasion. As the information gathering has become inevitably common, their attempt to protect their privacy may be futile. For example, it is common for social media sites to employ policy that requires users to grant permissions for information gathering, or they will not be able to register and use the platforms. As a result, many users will give up upon protecting their personal information because they are afraid that their effort to protect their privacy as individual users will end in vain.

Additionally, third person effect hypothesis may also account for the result. Even if people perceive potential privacy risks in using social media, they may believe that the risks only affect others instead of themselves (Jordaan & Van Heerden, 2017). Therefore, few or no actions will be taken to protect their information security.

##### H5: Persuasion Knowledge, Desire for Control, and Sharing Behaviors

The hierarchical regression model of H5 reveals a negative relationship between objective knowledge and sharing behaviors. However, this relationship is partially mediated by subjective knowledge and desire for control. That is, objective knowledge positively relates to subjective knowledge. Subjective knowledge positively relates to desire for control, while desire for control is a significant predictor of users' likelihood of social media

information sharing. The more users are objectively knowledgeable about social media marketing tactics, the more they perceive themselves as knowledgeable. Believing they are knowledgeable about social media marketing tactics, users tend to have more desire for control. The higher level of desire for control users have, the more likely they will be to engage in social media information sharing behaviors.

The negative relationship between objective knowledge and sharing behaviors found in the regression model indicates that objective persuasion knowledge may have a negative influence on attitudes towards marketing practices, as some previous studies conclude (e.g. Lee, Kim & Ham, 2014; Eisend, 2015). The result also provides evidence for the positive correlation between objective knowledge and subjective knowledge as Alba and Hutchinson report (2000). But the negative correlation between objective persuasion knowledge and user's likelihood to report engaging in social media information sharing turns out to be positive when mediated by subjective knowledge and desire for control.

In contrast to what reactance theory hypothesized, knowledgeable social media users do not feel the loss of freedom in their social media use. Instead, users with more knowledge perceive a greater sense of control over social media information sharing behaviors, which will further become their intrinsic motivation to share (Burger & Cooper, 1979). Besides, from a practical perspective, to seize control of the access, storage and usage (e.g. when and where their information will be used; who will use it) of their information may prevent negative outcomes such as privacy leaks (Youn, 2009; Mekovec, 2010). Therefore, instead of reducing information sharing behaviors to protect themselves, the ways in which they exercise control on information sharing may be more subtle and complex. For example, they are capable of identifying potentially sensitive information and avoid sharing it, applying privacy settings, and setting different privacy levels for different social media platforms. As a result, they remain active in sharing information on social media.

## **Future Studies**

This study may inspire future studies in several aspects.

Regarding the research design, the current study is cross-sectional and correlational. Future studies may be designed as longitudinal and experimental to examine whether there is causal relationship between persuasion knowledge and information sharing behaviors.

Regarding the research focus, future research may attach importance to the relationship between persuasion knowledge and perceived benefits of social media use. Among the studies that investigate knowledge-based information processing skills regarding marketing practices, most of the studies have been focusing on the users' ability to evaluate the negative influence of marketing tactics. Very little information is provided about how persuasion knowledge helped users evaluate the positive influence of social media marketing tactics. The knowledge-based model may also look into the educational process and mechanisms through which persuasion knowledge is obtained and improves users' ability to deal with social media marketing tactics.

Regarding the research tools, future studies may further develop tools to measure objective knowledge. Previous studies about persuasion knowledge mainly measured consumers' subjective knowledge using a self-reporting survey (Ham, Nelson & Das, 2015). However, few scales have been developed to quantify objective persuasion knowledge, like a pricing tactics knowledge scale (Carlson, Bearden & Hardesty, 2007) or a financial literacy scale (Knoll & Houts, 2012). Considering the findings that there are differences between objective knowledge and subjective knowledge, and that they play different roles in the information disclosure decision making process, reliable scales should be made to measure objective persuasion knowledge. In addition, future studies may also apply various research methods to test users' in-depth understanding and critical thinking about media marketing tactics, especially qualitative methods such as in-depth interview.

## **Limitation**

This study has a few limitations. First, the characteristics of participants recruited from MTurk could affect the representativeness of the research. Amazon MTurk, as an online recruiting tool, has greatly improved the geographical span of the participants as well as their demographic variety. However, compared to demographic characteristics of the American society, the participants recruited through MTurk are younger, more educated, and more skillful in social media use, which is comparable to the sample the author recruited for this study.

Second, although measures have been taken to improve the validity of the measures, the social media marketing concepts in the objective knowledge quiz were selected to represent users' general knowledge about social media marketing tactics. Most items examine users' ability to visually identify native advertising, such as sponsored content and news feed ads. The scale does not fully represent users' objective knowledge about social media marketing tactics. Furthermore, this scale is unable to test users' comprehensive and detailed understanding about social media marketing tactics, e.g. how news feed ads reflect information gathering and analysis.

Third, this study tested the privacy concerns as a major perceived risk of social media use. However, regarding social media marketing, there may be other kinds of risks, such as psychological risks. Regarding the mediating personality trait, this study tests desire for control. However, there may be other personality traits that are related to users' likelihood to report engaging in social media information sharing, such as openness to experience.

In terms of information sharing behaviors on social media, this study measures users' sharing behaviors as a whole. However, there may be significant differences between different sharing behaviors and different types of information shared, which should be measured differently. For example, high-persuasion-knowledge group may reduce sharing



photos or other identifying information in order to avoid privacy risk, but they may also comment more in order to express their opinions about the social media marketing tactics.

## **Conclusion**

This study examines a conceptual model involving knowledge, perceived outcomes, behaviors and personality traits. The findings indicate that users' social media information sharing behaviors involve complex assessment of intrinsic and extrinsic factors.

First, with regard to risk-benefits assessment prior to information disclosure, it turns out that users' knowledge about social media marketing tactics is positively associated with their perception of the benefits of social media use. The more users believe they are knowledgeable about social media marketing tactics, the more likely they will perceive social media sharing information sharing as beneficial.

Second, with regard to outcome-behavior model, users' perception of the social-related benefits serves as a predictor of their social media information sharing behaviors. The more users' perceive social media information sharing as beneficial to their social approval, impression management, social bonding, and emotional enhancement, the more likely they will be to engage in social media sharing activities.

Third, with regard to the mediating role of personality traits, users' knowledge about social media marketing tactics is negatively related to their likelihood to share, which is in line with the persuasion knowledge literature. However, subjective knowledge and desire for control partially mediate the relationship between objective knowledge and sharing behaviors. Through subjective knowledge and desire for control, objective knowledge positively related to sharing behaviors, which substantiates the argument that personality traits are important factors that need to be investigated when understanding social media users' sharing behaviors.

This study adds to persuasion knowledge literature by exploring the intersection of

persuasion knowledge and social media marketing. The findings reveal that there is a positive relationship between persuasion knowledge and perceived benefits of social media sharing, indicating that persuasion knowledge or media literacy may enhance users' sense of enjoyment in social media sharing. This study also investigates the psychological factor, desire for control, and how it integrates with knowledge.

From a practical perspective, this study generates some insights for social media marketing, assisting social media marketing practitioners in terms of understanding users' motivation and concerns regarding social media, which may contribute to social media marketing success.

## Appendix A: Social Media Use Questionnaire

### Part 1: Qualifying Questions

Q: *How old are you?* [Under 18, 18, 19, 20, 21.....]

Q: *In what country do you currently live?* [United States, China, Canada....]

Q: *How active are you with at least one social media platform (such as Facebook, Twitter, etc.)?* [Not active at all, somewhat active, Very active]

### Part 2: Demographic Information

Q: *What is your gender?* [Male, Female, Other]

Q: *What is your race/ethnicity* [White/Caucasian, Black or African American, American Indian or Alaska Native, Asian or Asian American, Native Hawaiian or Pacific Islander, Other]

Q: *What is your highest level of education?* [Less than high school, High school diploma, Some college, Bachelor's degree, Master's degree, Doctoral degree]

Q: *With which of the following social media platforms do you have an active account (meaning you have checked your account at least once in past week)? (Check all that apply.)*  
[Facebook, Twitter, LinkedIn, YouTube, Instagram, Pinterest, Snapchat, Reddit, Tumblr, Whatsapp, Wechat, Weibo, Line, Other (Please specify)\_\_\_\_\_]

Q: *Approximately, how many years have you used social media?* [Less than a year, 1-3 yrs, 4-6 yrs, 7-9 yrs, 10+ years]

Q: *Please select the number that best describes your normal daily social media use for each of the social media accounts you selected.* [Multiple times a day, At least once a day, multiple times a week, At least once a week, Less often]

Q: *How often do you engage in activities other than simply browsing (such as posting, commenting, sharing, tweeting, liking, etc.) when you are using social media?* [Never, Sometimes, About half the time, Most of the time, Always]

Q: *Considering all your activities (such as posting, commenting, sharing, tweeting, liking, etc.) of all types of information on social media platforms, such as Facebook and Twitter, please select the number below that best represents how you evaluate your sharing activities.*  
[The answer ranges from 1 (does not apply to me at all) to 7 (always applies to me).]

1. I frequently engage in activities on social media.

2. I spend a lot of time engaged in *activities* on social media.
3. I actively *share information with others* on social media.
4. I interact with more people on social media when I *share information* than when I do not share information.
5. I voluntarily *share various types of information* on social media.

### Part 3: Desire for Control

Q: Please select the number below that best describes your personality.

[The answer ranges from 1 (does not apply to me at all) to 7 (always applies to me).]

1. I prefer a job where I have a lot of control over what I do and when I do it.
2. I enjoy political participation because I want to have as much of a say in running the govt. as possible.
3. I try to avoid situations where someone else tells me what to do.
4. I would prefer to be a leader rather than a follower.
5. I enjoy being able to influence the actions of others.
6. I am careful to check everything on an automobile before I leave for a long trip.
7. Others usually know what is best for me.
8. I enjoy making my own decisions.
9. I enjoy having control over my own destiny.
10. I would rather someone else took over the leadership role when I'm involved in a group project.
11. I consider myself to be generally more capable of handling situations that others are.
12. I'd rather run my own business and make my own mistakes than listen to someone else's orders.
13. I like to get a good idea of what a job is all about before I begin.
14. When I see a problem I prefer to do something about it rather than sit by and let it continue.
15. When it comes to orders, I would rather give them than receive them.
16. I wish I could push many of life's daily decisions off on someone else.
17. When driving, I try to avoid putting myself in a situation where I could be hurt by someone else's mistake.
18. I prefer to avoid situations where someone else has to tell me what it is I should be doing.
19. There are many situations in which I would prefer only one choice rather than having

to make a decision.

20. I like to wait and see if someone else is going to solve a problem so that I don't have to be bothered by it.

#### Part 4: Perceived benefits and Risk of Social Media Use

Q: *Please select the number below that best describes how you feel when you share information on social media.*

“Sharing information on social media...” [1 (Strongly disagree) – 7 (Strongly agree)]

1. makes me look good.
2. reflects the kind of person I see myself to be.
3. helps me communicate my self-identity.
4. helps me express myself.
5. helps me define myself.
6. I feel that *sharing information on social media* benefits me.
7. I feel I gain approval when I *share information on social media*.
8. benefits others.
9. benefits my relationships with others.
10. improves my social status.
11. helps me to fit in.
12. makes me feel as if I am contributing to a community.
13. makes me feel part of a community.
14. makes me feel connected with others.
15. I enjoy *sharing information on social media*.
16. I feel confident *sharing information on social media*.
17. I feel comfortable *sharing information on social media*.

Q: *If I give permission to social media platforms to use my personal information for marketing purposes:*

1. it will be risky.
2. there would be high potential for privacy loss.
3. that information could be used inappropriately.
4. it would involve many unexpected problems.

#### Part 5: Subjective Knowledge

Q: Please select the number below that best represents how you feel about your knowledge and skills about social media marketing tactics that you encountered in previous social media experience. Here is the definition of **social media marketing tactics**: persuasive techniques used by marketers to promote their brand and encourage consumer consumption.

[1 (Strongly disagree) – 7 (Strongly agree)]

1. I know a lot about *social media marketing tactics*.
2. I know how to judge the quality of *social media marketing tactics*.
3. I think I know enough about *social media marketing tactics* to decide whether to engage with a piece of social media marketing or not.
4. I do not feel very knowledgeable about *social media marketing tactics*. (reverse scored)
5. Among my circle of friends, I'm one of the "experts" on *social media marketing tactics*.
6. Compared to most other people, I know less about *social media marketing tactics*. (reverse scored)
7. I have heard of most of the *social media marketing tactics* that are used by marketers.
8. When it comes to *social media marketing tactics*, I really don't know a lot. (reverse scored)
9. I can tell if a piece of *social media marketing* is worth my attention or not.

#### Part 6: Objective Knowledge

Please select the correct answer according to your experience and knowledge about social media marketing tactics. There is only one correct answer for each question.

Here is the definition of **social media marketing tactics**: persuasive techniques used by marketers to promote their brand and encourage consumer consumption.

Q: Here are some pictures of ALS Ice Bucket Challenge. What marketing tactic does this social media campaign use?

**Robert Downey Jr** @RobertDowneyJr  
Hemsworth! D'Onofrios! U have 24hrs to comply!!  
#ALSicebucketchallenge  
[amp.twimg.com/v/c4044831-e6d...](http://amp.twimg.com/v/c4044831-e6d...)  
3:47 PM · 16 Aug 2014  
16,295 RETWEETS 22,907 FAVORITES

**New York Yankees** @Yankees  
Yes, Derek Jeter completed the #IceBucketChallenge.  
But who did he nominate to follow suit?  
[atmb.com/1n9A8KY](http://atmb.com/1n9A8KY) [pic.twitter.com/8qngWZpJTI](http://pic.twitter.com/8qngWZpJTI)  
6:00 AM · 20 Aug 2014  
966 RETWEETS 1,065 FAVORITES

Posted by **Mark Zuckerberg**


Yesterday, Governor Chris Christie challenged me to do the ALS Ice Bucket Challenge.  
I accepted his challenge, and now I'm challenging Bill Gates, Sheryl Sandberg and Reed Hastings next.  
You guys have 24 hours to complete the challenge or you have to donate to the ALS foundation -- or both.  
Finding ways to treat and cure ALS is an important cause. Find out more here: <http://www.alsa.org>  
372K 583 48K

**Kerry Horton** 19 August 2014  
Jamie and I were challenged by our dear friend, Sandra Hess Trucco, to the ALS Ice Bucket Challenge. ALS, also known as Lou Gehrig's Disease, is a progressive neurodegenerative disease that affects nerve cells in the brain and the spinal cord. To bring awareness and to donate please visit the website at [www.als.org](http://www.als.org). We challenged #TahmohPenkett, #JoanGruffudd and #EdwardJamesOlmos.

**Bill Gates** @BillGates  
Brrr! I dumped ice water on my head to raise awareness for ALS. Over to you, @ryanseacrest, @elonmusk, and @TEDchris b-gates/loW9VVO  
Details

**Elon Musk** @elonmusk  
@BillGates @RyanSeacrest @TEDchris Am a bit under the weather, but will do it!  
Reply Retweet Favorite More

**Elon Musk** @elonmusk  
Kids dump 5 ice buckets over my head for ALS & they nominate Notch, Johnny Depp and Tony Hawk! [youtu.be/Retn7RDjYiw](http://youtu.be/Retn7RDjYiw)



- Product placement
- Viral marketing [✓]
- News feed ads
- Precision marketing

Q: According to the information provided in the pictures, which Instagram picture is paid by certain brand to be shown to users?



**kimkardashian** • Follow

**kimkardashian** Good Morning!  
@oddmagazine @sitabellan

Load more comments

**truuuu\_** You cute

**sbuckley\_29** Freaky lips!

**elliejadehyde** ♥

**priscillawieselmann** Looking good, feline great! ♥👍👍

**mimionthewire** 🍷

**teetija** 🍷

**tishaowen12** I think you need a little more lip filler in your bottom lip. Xo

**baharnur60** Frieda kahlo ya benziyor Bu resmi niizzzz

**unearthedcrystals** Loveeee this

**indulgemeoflondon** We're loving this

♡ 🔍

**2,289,356 likes**

FEBRUARY 13

Log in to like or comment. ⋮



**kimkardashian** Follow

**837k likes** 1d

**kimkardashian** New obsession @sugarbearhair 🍬 I have two of these a day as part of my hair care routine. They are delish! #sugarbearhair #sp

view all 12,337 comments

**paulina.beattie** First

**alexandra\_pap8** @labros\_lin @panagiota\_meleti σορρυ κιολας αλλα εγω εχω μαυρισει περισσοτερο απο τη φιλη μ τη @kimkardashian

**ale.dalbosco** Essa @\_amandaamor

**yeahmy** Lolly pop

**cosmickayzo** Lb

**boyslavonac** Kyle is better in lake's

**kristenecook** Lb

**miakhalifafangirl** LB

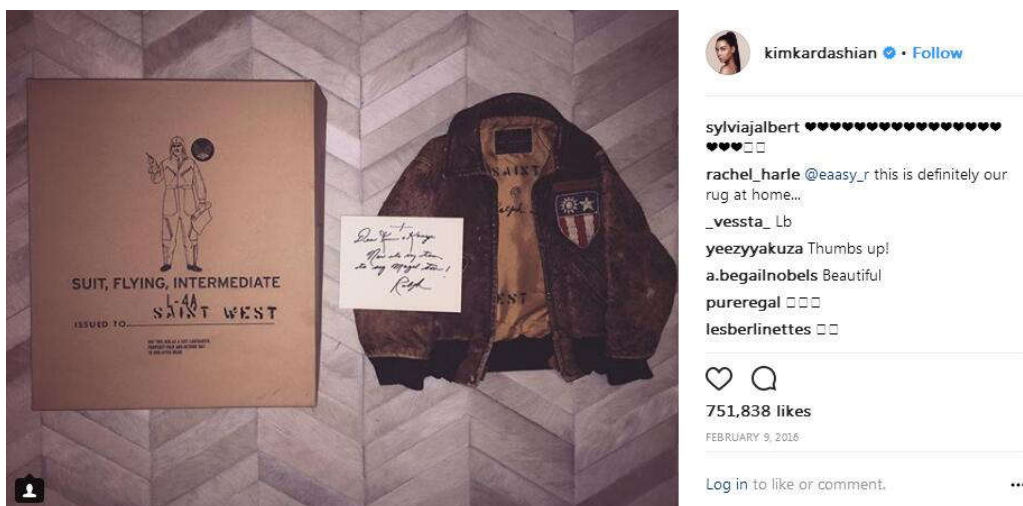
**\_\_\_algeriaangirl** Elle trois belle

**andrianha** I h

Log in to like or comment. ⋮

[√]





Q: According to the information provided in the pictures, which Twitter post is paid by certain brand to be shown to users?

**Tweet**

Nike Retweeted

 **Sloane Stephens**   
@SloaneStephens

I am so excited to share with you all that I have officially joined the @Nike @Nikecourt family!!!



Tweet your reply

**Tweet**

 **Nike**   
@Nike

If you have a body, you're an athlete. Incredible story @CharlieJabaley. But it's not over yet...

**Charlie Jabaley** @CharlieJabaley  
Dear @Nike, we don't know each other but I know soon we will. [youtu.be/Davi60B5lig](https://youtu.be/Davi60B5lig)

2/7/18, 1:42 PM

305 Retweets 1,034 Likes

 **Queen K** @lamunike2k18 · 2/11/18  
Replying to @Nike and @CharlieJabaley  
Nike please make this an official commercial millions of people need to

Tweet your reply

**Tweet**

 **Nike**   
@Nike

In every step. With every breath.  
[#airmovesyou](#)  
Sound on. 🎧



0:47 116K views

2/9/18, 3:04 PM

629 Retweets 2,260 Likes

Tweet your reply

**Tweet**

 **Nike**   
@Nike

When your world stops, there's only one option. [#ChooseGo](#) [#Nike](#)



1:00 5.8M views

 Promoted  
2/28/18, 6:51 PM

5,227 Retweets 29K Likes

Tweet your reply

Q: According to the information provided in the pictures, which Twitter post is paid by

[√]

*certain brand to be shown to users?*

 **Microsoft** @Microsoft · Feb 6

Via @FinancialReview: "Microsoft has successfully built teams that tap the benefits of a broad range of personality types – regardless of gender." [msft.social/yd3gIv](https://msft.social/yd3gIv)



**Gender diversity drives Microsoft's resurgence to new levels**  
[online.isentialink.com](https://online.isentialink.com)

5 59 175

Microsoft Retweeted

 **Nasdaq** @Nasdaq · Feb 8

 Blacks at @Microsoft is a company-sponsored employee network dedicated to supporting the continued growth and development of black employees. #rewritetomorrow



0:00 11.5K views

11 26 105



Microsoft Retweeted



**Microsoft Surface** @surface · Feb 16

A deep dive into the past, present, and future of #SurfacePro with @panos\_pany and @FastCompany. #Surface5Year



**Microsoft's Panos Panay On Surface Pro's First Five Years**

The tablet/laptop combo started as a bold gambit to shake up the PC industry—and established a new class of device that turned out to have...  
[fastcompany.com](http://fastcompany.com)

6 46 221



**Microsoft** @Microsoft · Feb 17

We have more power at our fingertips than entire generations that came before us. We're celebrating those who use AI to change lives, inspiring us all to see the possibilities.



**Microsoft AI**

[www.microsoft.com](http://www.microsoft.com)

335 849 5.2K

Promoted

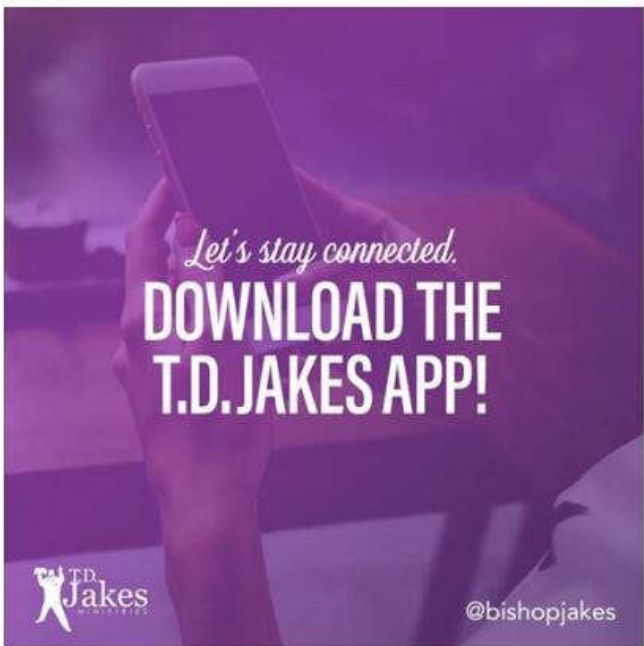
[✓]

Q: According to the information provided in the pictures, which Facebook post is paid by

certain brand to make it appear in some users' news feed?

**T.D. Jakes Ministries** 6 hrs · 🌐

Sunday shouldn't be the only day you get poured into. You can now get the Word 24/7 by downloading my app. Go to <http://bit.ly/2CxdbzP> to become connected today. #MobileApp #App



Like Comment Share

**DKNY** February 16 at 12:59pm · 🌐

Wear what makes you feel comfortable in your own skin. #UnderneathMyDKNY




Like Comment Share


👍❤️👹 202 Chronological ▾

5 Shares


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START YOUR FREE MONTH OF UNLIMITED READING. [Sign Up](#)

Like · Comment · Share ·  4  2  1

[v]

 **Target**  
May 15 · 

Fill in the blank: "My patio season must-have is \_\_\_\_\_."

Find it for less at our patio sale: <http://tgt.biz/10GSAPW>

Like · Comment · Share  63

 1,926 people like this.

 Write a comment...

 **Hannah Perrio** A shirtless muscle man to fan me with a banana leaf  
Like · Reply ·  54 · May 15 at 12:25pm via mobile

 2 Replies

 **Tony Villegas** Beer  
Like · Reply ·  20 · May 15 at 12:20pm via mobile

 View more comments 2 of 1,518

Q: Here is the definition of **Social Media Plug-ins**: Social media plug-ins are buttons and boxes on websites whose content comes from social media activity.

Which one of the web pages does NOT contain Social Media Plug-ins?

**NBC NEWS** SECTIONS NIGHTLY NEWS MSNBC MEET THE PRESS DATELINE TODAY

advertisement

Free Shipping and Returns

Shop Now \$515.00 Shop Now \$545.00 Shop Now \$1,570.00 Shop Now \$425.00

BARNEYS NEW YORK

STORYLINE >

NEWS  
SEP 5 2017, 4:07 PM ET

# What Is DACA? Here's What You Need to Know About the Program Trump Is Ending

by KATIE HEINRICH and DANIEL ARKIN

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The Trump administration plans to "wind down" the government program that protects young undocumented immigrants from deportation, Attorney General Jeff Sessions announced Tuesday.

The end of the Deferred Action for Child Arrivals, or DACA, initiative is sure to be intensely debated across the country. Here's what you need to know about the program.

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### DACA Recipients By State

Just under 800,000 individuals have signed up and received approval for the federal Deferred Action for Childhood Arrivals (DACA) program since its inception in 2012.

To be eligible for the program, one must have arrived to the U.S. before turning age 16 and meet education and other related requirements. If approved, DACA recipients are protected from deportation for two years, after which they must file for renewal.

DACA recipients mostly reside in concentrated areas, with approximately half of all program beneficiaries living in just three states: California, Illinois and Texas. The following map shows states' numbers of DACA participants per capita as of March 2017:

[v]



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### US immigration

# What is Daca and who are the Dreamers?

**Joanna Walters** *in New York*

@Joannawalters13  
Thu 14 Sep 2017 11:30 EDT



5,070

Here is everything you need to know about the program that gives temporary protection to undocumented migrants who arrived in the US as children



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## A Profile of Current DACA Recipients by Education, Industry, and Occupation

By Jie Zong, Ariel G. Ruiz Soto, Jeanne Batalova, Julia Gelatt, and Randy Capps

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With the rescission of the Deferred Action for Childhood Arrivals (DACA) program moving into full force in spring 2018, an average of 915 young unauthorized immigrants will lose their work authorization and protection from deportation each day beginning on March 6, 2018 through March 5, 2020, according to MPI estimates.

This fact sheet examines predicted DACA expirations, as well as offers estimates for the educational and workforce characteristics of the nearly 690,000 current DACA holders. Among the national and state-level estimates offered, school

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Q: Here is the definition of **social media traffic**: Social media traffic is the information flow and social networking within social media sites that could be collected, analyzed and converted to sales or other benefits. According to the definition above, which of the user behaviors does NOT contribute to social media traffic of a brand?

- Following the brand's Instagram official account
- Visiting the brand's Twitter homepage
- Sharing a brand's YouTube video to Facebook
- Talking with friends about a brand's Twitter video [✓]

Q: According to U.S. federal guidelines and industry practice, what is the most widely-used method to remind users that a social media article is an advertorial, which has commercial persuasion intent but looks like editorial content?

- A responsibility-free statement
- A clear and conspicuous label [✓]
- The author's certificate of professionalism
- The trade name of the company

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