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Communication privacy management in Social Network Sites: the influence of parental involvement and social on information disclosure

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Abstract

The trend of research in Social Network Sites have focused on privacy disclosure and its effect on motivation (Mazer, Murphy, Simonds,2007), relationships (Youn, 2005; Muise et. al.; 2009) and security (Norsaremah Salleh et.al.; 2011). Nevertheless, privacy disclosure needs further attention to address adolescence well being and positive behavior. This study seeks to investigate factors related to parental involvement and social influence on privacy disclosure that influence adolescences' well being. Underpinning the framework of Petronio's theory of Privacy Management, the study extended the factors of culture, social and motivation to explain the behavior of privacy disclosure. Using Structural Equation modeling analysis, this study estimated the relationships of privacy management influenceial factors and well being. The implications of the study included the intervention of parents, schools and universities to educate students formally and informally.

Key words: CPM (communication privacy management), structural equation modeling, privacy disclosure, Social Network Sites

Introduction

The influence of Social Network Sites (SNSs) to the society has changed the way people of all ages to communicate. The need to understand how people communicate has been explored in the field of communication privacy management theory (CPMT) by Petronio (2002). As a multi-dimensional construct, privacy disclosure relates to the self that a person communicates to one another (Wheeless and Grotz, 1976). In the technology of SNSs, there are factors that influence how people disclose their personal information which are; i. culture ii. motivation iii. individual differences iv. situations v. gender (Petronio, 2002).

According to Boyd and Ellison (2008), SNSs center around three ways to disclose information. Firstly, an individual can construct profiles and restrict it when needed. Secondly, an individual can include others with whom they want to share the same interest and information. Thirdly, he can view and surf other contacts among the list whenever he desires. Thus, personal needs are fulfilled when he or she gives access or reveal private information to a circle of private boundary or accepted friends in the cyber world. The nature of managing private information has been studied in the field of CPM. Privacy involves the extent of information is communicated to others (Westin, 1967), achieved from self regulation through interaction with others (Altman, 1975), and a multidimensional nature involving informational, accessibility, and expressive privacy (DeCew, 1997).

The concern of privacy was not addressed in research within the year of 90s. With the advancement of technology namely SNSs, the issue has taken its hype due to the social ills, political unrest and crimes. Recently, many researchers have investigated on the privacy management. Gross and Acquisti (2006) have revealed potential attacks on various aspects of University students' privacy. Norsaremah, Ramlah and Umar (2011) found that trust, and self efficacy became the significant factors to have influenced privacy disclosure. These have proven difficulties to control the boundaries and the information flow between the community members in a SNS environment, since there have always been the so-called trusted friends in the cyber world. Thus, there is a need to discover whether parental involvement as bonded in the culture can influence privacy disclosure and communication flow among the adolescence and adults.

As a basis of the research framework, CPM has been utilized in the context of financial transactions (Metzger, 2007); and SNSs (Mazer, Murphy and Simonds, 2011; Waters and Ackerman, 2011). In SNSs, these researches mainly focused on the impact of disclosure towards motivation, affective learning and risks. In applying the CPM in this present research, the researchers have investigated the factors influencing the behavior of privacy management that drives toward well being of an adult or adolescents. Specifically, the present study seeks to investigate the frequent visit and type of SNSs usage among the adolescents. Secondly, it will also reveal the relationships between parental involvement, privacy management disclosure and well being.

Communication Privacy Management Theory (CPMT)

The theory of CPMT has been forwarded by Petronio (2002) where he postulated the benefits and risks of providing information to people through many contexts. The benefits have been outlined as self expression to relationship development and social control. On the other hand, the risks include the aspects of embarrassment, loss of status and control. These risks will expose the individuals to exploitation by others. The theory also emphasizes on developing rules as to help the individuals maximize the benefits and minimizing the risks at the same time. Thus, what, when and to whom shall a person disclose her personal information must be guided by her own principles or regulated rules developed by herself.

In managing the boundaries, the theory postulates that individual must first decide on when and what situations are necessary to reveal or to withhold information. Secondly, the boundary of coordination where negotiation usually takes place between partners in order to disclose or not. The

third aspect in managing communication boundaries in privacy management involves the boundary of turbulence in which different rules are set by individuals. This can result into privacy rule violations where other partner may not be pleased with the information exposed to others.

In CPM, Petronio (2002) postulates that gender, contextual, culture, and motivation criteria can influence the extent to which individual can disclose their information to the public. Gender is the influence factor that affects the circle of social friends involved that leads to rules operated and understood. Contextual is referred to the physical and social environments whether information should or not to be shared. Further, the culture criteria mold the person's attributes of sharing and expectations. Motivation is somehow linked to self clarification and forming bonds of relationships. Petronio, Martin, and Littlefield (1984) have revealed earlier that risk-benefit is also the factor that influences privacy disclosure. It carries the weight of considerations to social acceptance, shame, embarrassment, knowledge sharing and others.

Parental involvement in privacy disclosure

Positive parenting has always triggers adolescents to disclose his personal information to the parents. Thus, it builds up positive and strong relationship in the family. Hunter, Barber, Olsen, McNeely and Bose (2011) have proven that adolescents across culture will generally perceive to be social competent whenever he discloses to his parents about personal information. Previous researches have shown that parents can influence their adolescents to manage their privacy disclosure that results healthy peer relationship (Tocik & Pecnik, 2011) and positive well being related to self esteem and self evaluation (Cripps & Zyromsky, 2009).

In contrast, Petronio (2002) concludes that Asians have high family loyalty and obedience as compared to the West. Family loyalty and parenting involvement will not be able to influence adolescents' behavior without submitting themselves to religion or cultural values. Religion regardless Buddhism, Hinduism, Christians and Islam has profoundly influenced the Asians (Hasan Langulung, 2001; Reid, 1993). However, the development of ICT specifically the social networks has further influenced the integration and assimilation of values and culture from the West. This has raised a concern among the scholars on curbing and sustaining the religion values among adolescents. Morr et. al. (2008) have argued that parents do not appear to change their children decisions about privacy management regardless of whether they stay in one roof or not with their children. This indicates that values nurtured by parents are deeply internalized by their children with or without their parents' presence. With the technology of Web 2.0 namely Facebook, there will be a bigger space, circle of friends and opportunities for adolescence to open up their feelings to others regardless of their personalities. As a result, culture, family and parents may or may not influence the young adults' behavior in social network environments. Petronio (2002) and Lewis et. al (2008) however, agree on the social use and general cultural adaptations as factors among those influencing privacy management practices. Thus, there is a need to investigate the privacy management among Malaysian adolescents and young adults as it will further contribute to the literature of privacy disclosure in SNSs. Despite the religious values and parenting involvement can bound the privacy disclosure, adolescents may have their own set of rules constructed through the social influence from their peers.

Social influence in SNSs

The main reason on why people stay connected in Facebook is to maintain relationships with new and old friends and updated with this new trend of social network. However, despite many people are aware of the risks in disclosing their personal information and feelings, Govani and Pashley (2005) have discovered that students did not take any measures to protect their privacy. This implies that social influence play a vital role in shaping the adolescents' behavior whether in real or cyber world.

Lewis et. al.(2008) argue that individuals who have more friends will use private profiles that is similar with her or his friends. Thus, the values ascribed by parents will mold the adolescents' behavior to choose a good circle of friends who have similar interest and values. Lenhart (2009) has found that many parents are also involved in using Facebook in order to monitor their adolescents activities. In line with Lenhart, Child (2007) has further concluded that the increased in parental involvement on using Facebook and SNSs in general will promote young adults and adolescents to consider the potential of parental friends' requests to be included in the social network. Thus, parents and their parental friends become the young adults' surveillance and will limit their privacy disclosure.

Conceptual Framework

In applying the CPM in the context of SNSs in Malaysia, the researchers expanded the factor of culture to include parental involvement. Parental involvement is determined by monitoring adolescents activities, advice, and setting rules. As for contextual factor, social influence is studied on the aspect of peer influence and social expectations. The expansion of the factors studied in CPM has been explored to influence adolescence privacy management behavior and their well being in the context of SNSs in Malaysia.

In providing a clearer framework for the research, managing privacy disclosure is referred to reveal relationships status, personal profiles, accepting friendships and knowledge sharing which are bounded by rules. Thus, by practicing the appropriate behavior on line will enhance their feelings of social relationships, self motivated and satisfaction. As a postulated model, the following hypothesized model (Figure 1.) will illustrate the factors involve in the expanded CPM theory in Malaysian context.

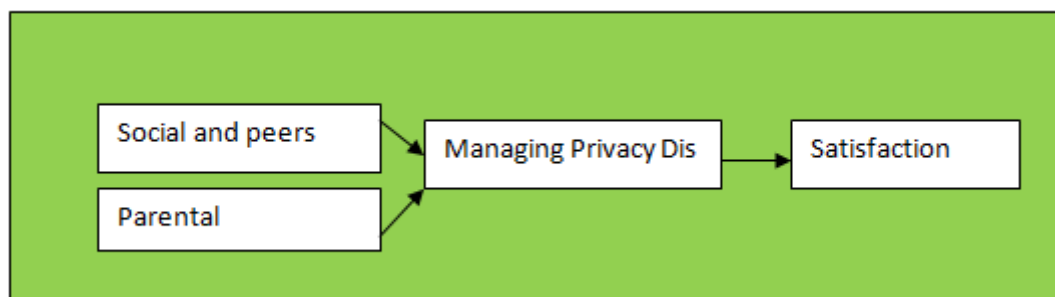


Figure 1.0: Hypothesized model of CPM in SNSs

Based on the postulated model, the following hypotheses have been tested.

H1: Parental involvement influences privacy management disclosure

H2: Social and peers influences privacy management disclosure

H3: Privacy management disclosure influences satisfaction

In answering the hypotheses, the researchers utilized quantitative methodology research design to provide responses from a survey throughout Malaysian schools and Universities.

Research Design and Methodology

The research has been designed to accommodate the structural model analysis. Thus, the questionnaire has been constructed based on the theories and previous researches. There were 50 questions to address the five factors namely; parental involvement, social, privacy management disclosure and satisfaction/well being. Demographic variables were also included covering the information on gender, age, religion, race and type of SNSs and frequent use.

The questionnaire was validated through the process of content validation by two experts from Instructional technology and administration fields. Secondly, the questionnaire was piloted with

200 students of year one (18-19 years old) from the International Islamic University Malaysia to represent the adolescents. The reliability test of Cronbach's Alpha (1960) was estimated to be 0.78 to ensure consistency of the items for further use in the final study. Amendments have been made by rephrasing and deleting to address the weak questions. As a final survey, a total of 900 respondents were distributed to 5 Malaysian schools and 3 Universities. This was to represent adolescents and early adulthood population.

Analysis Procedure

Descriptive statistics were computed to provide the distributions of mean and standard deviations. For the purpose of validating the model, the items related to privacy management disclosure were then re-coded to ensure positive management regulated by rules. All the items of the factors were run separately to conform the convergent and construct validity using Confirmatory factor analysis (CFA). The Statistical Package for Social Science (SPSS) Version 15.0 (SPSS Inc., 2006) was used to compute the descriptive statistics and to perform reliability. Analysis of moment structures (AMOS) Version 16.0 (Arbuckle, 2005) with Maximum likelihood estimation (MLE) was used to perform confirmatory factor analyses (CFA) and covariance structure analyses or structural equation model (SEM). A selection of variables was based on the CFA where only loadings of 0.5 and above were taken for final analysis of SEM. All violations have been addressed (error variances >0.8) with model fit indices were in the threshold point (rmsea<0.08, CFI-comparative fit index>0.9, Tucker Lewis fit indexLI>0.9, GFI-goodness fit index>0.9). p significant value is expected to be non significant (>0.05) to indicate a fit model to the data.

Results

There were 885 students responded in the survey. The respondents are made up 486 males and 399 females giving a good equal distribution of gender. The highest age group is 14 to 16 years of old representing the school population. (refer Table 1.0)

Table 1.0:age group of respondents

		Gender		Total
		Male	Female	
agegroup	1.00	228	256	484
	2.00	148	101	249
	3.00	1	5	6
	4.00	55	20	75
	5.00	53	10	63
	6.00	1	7	7
Total		486	399	885

Note:1(14-16 yrs),2(15-17yrs),3(18-20 yrs), 4(21-23 yrs), 5 (24-26 yrs), 6 (27 yrs and above)

The results show that majority of the participants have 70.5% of Facebook account, followed by 19.3% of Twitter followers. The least is Linkedin (2%). (see Table 2.0). This is in line with the report cited in Cohler (2005) where Facebook statistics reveal that five million accounts have been created with 70% of these account are accessed daily.

Table 2.0: The most active SNS account and time spent daily

		SnsUsage				Total
		less than 1hour	Betw1 and3hrs	Betw3hrs and 5hrs	morethan5h rs	
ActiveSns	Twitter	52	94	50	33	229
	Facebook	184	259	104	51	598
	Blog	9	4	9	1	24
	Myspace	8	2	2	3	16
	Google+	9	0	2	4	15
	Linkedin	1	2	0	0	3
Total		263	361	167	88	885

Based on the most active account, the majority of the participants reveal strong fans of Facebook (598 users or 67.6%), followed by Twitter (229 or 25.9%), MySpace (16 or 1.8%), Google+ (15 or 1.7%) and Linkedin (3 or 3.4%). They have reported to spend between 1 to 3 hours daily (259 or 29.3%) while only 51 (5.8%) of them use more than 5 hours for reading and responding to Facebook. The majority of them (94 or 10.7%) also tweet to their friends in the time frame of 1 to 3 hours. The moderate use of social networking is expected as the majority are school students (age 14 to 17) where they have limited time to access the Internet at home.

Table 3.0: mean score and standard deviations of managing privacy disclosure

	Mean	Std. Deviation
Accepting friendship request from unknown person is a normal culture on social network	3.4045	1.29618
Acceptance of friendship request from unknown persons should be without investigation	2.8328	1.23818
I have no problem in sharing my lifetime photos on SNSs	2.7887	1.21430
Putting my biography/Background on SNSs is ideal to me	3.1435	1.13499
I put photos of my recent trip on my SNSs	3.0768	1.19045
I share my health issues on SNSs	2.6904	1.22066
I look for anything that I want for online	3.0102	1.22793
I usually disclose my exact location on my SNSs profile	2.6124	1.26744
It is ideal on SNSs to get hold of other personal information without their knowledge	2.7605	1.29007
I do not mind if other people use my personal information on SNSs for any purpose	2.2113	1.28931
Anything that happen to me (Good or Bad) I always update profile.	3.0972	1.31457

Using the 5-Likert Scale (1-never, 2-seldom, 3-sometimes, 4-often and 5-always), Table 3.0 reveals the distribution of mean score ranging from 2.2113 to 3.4045 for the items representing management of privacy disclosure. Overall scores show that the adolescents and young adults in Malaysia do not reveal high frequent practice on disclosing their privacy to others.

The lowest mean score (M=2.2113) is represented by the item (I do not mind if other people use my personal information on SNSs for any purpose). This indicates that the adolescents chose to respond as *seldom* in allowing other people to use their personal information.

The highest mean score (M=3.4045) is represented by 'Accepting friendship request from unknown person is a normal culture on social network'. This response highlights the adolescents sometimes accept request from unknown people. Based on the descriptive data, it can be concluded that majority of adolescents in Malaysia are using Facebook as the main stream of social network.

Majority of them are careful in their daily practice to disclose private and personal information. When asked about friendship, pictures, and sharing biography, they are likely to show their frequent practice to allow other users to access it (mean scores are 3.09 to 3.41). This indicates that they are very careful about building a reputation and friendship in the cyber world.

To address the second purpose of the study where relationships of factors (parental involvement, social, managing privacy disclosure and life satisfaction) are estimated using structural equation model analysis, all the factors and items have been estimated using AMOS version 16. All the violations of estimation were addressed. Items that contributed to error variances of greater than 1.0, high modification indices, and non significant values of paths have been deleted. The final results (see Figure 2.0) have shown that the hypothesized model is accepted with a good model fit (RMSEA=0.042; CFI=.945 and TLI=.939). Despite the model is valid and accepted, the path of parental involvement and managing disclosure is not significant (Critical Ratio =1.7; CR <1.96). Thus, the model has been further re-specified. Figure 3.0 illustrates the re-specified model where parental involvement factor has been deleted from the model. The detail items and standardized parameter estimates are provided in Table 4.0.

The re-specified model includes social, privacy management disclosure, life satisfaction. Parental involvement factor has been dropped due to non significant relationship with privacy management. The model has shown a good model fit with all significant paths.

Table 4.0: Standardized parameter estimates for paths and items

Paths			
managing privacy_disclosure	<---	Social	.576
managing privacy_disclosure	<---	religion practice	.112
life satisfaction	<---	managing privacy_disclosure	.564
Item loadings			
SIF37	<---	Social	.651
SIF34	<---	Social	.662
SIF36	<---	Social	.571
SIF38	<---	Social	.676
BP61	<---	managing privacy_disclosure	.492
BP59	<---	managing privacy_disclosure	.556
BP56	<---	managing privacy_disclosure	.536
BP64	<---	managing privacy_disclosure	.613
LS65	<---	life satisfaction	.710
LS66	<---	life satisfaction	.889
LS67	<---	life satisfaction	.869
LS68	<---	life satisfaction	.678

Note: all relationships and items are significant at C.R. >1.96.

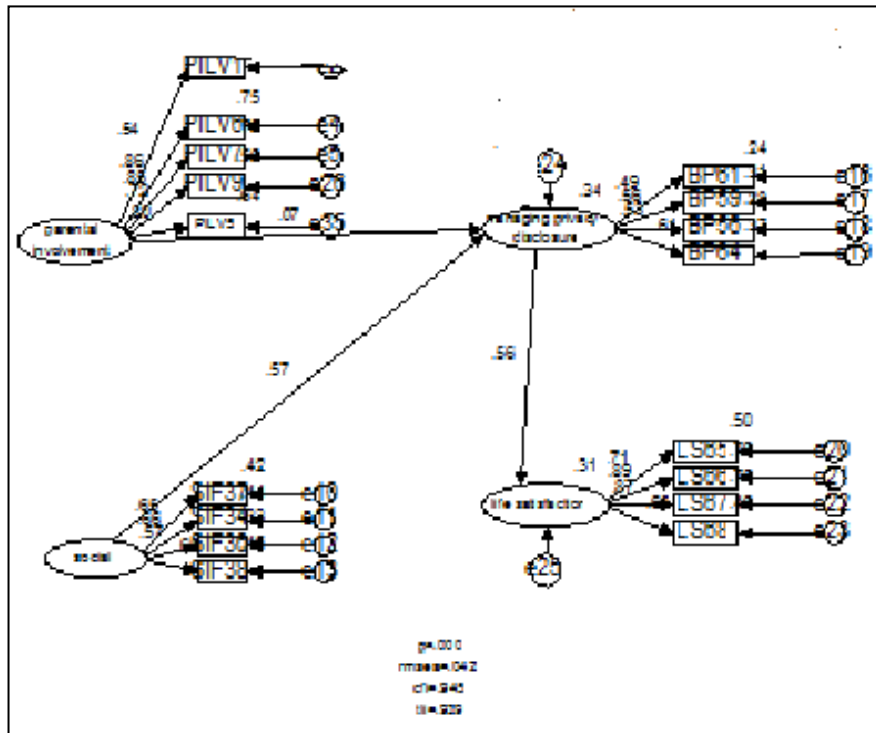


Figure 2.0: hypothesized structural model

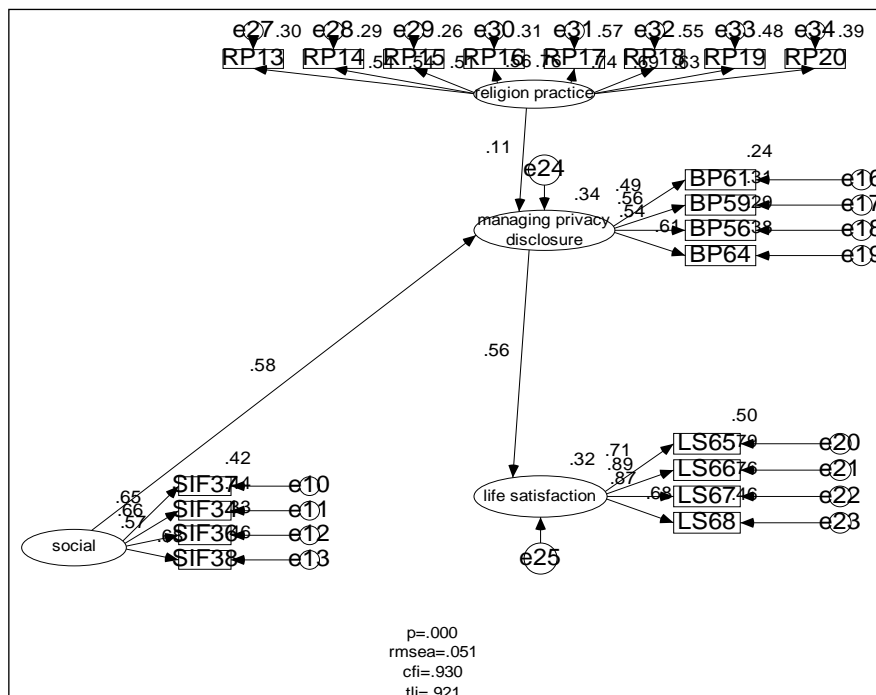


Figure 3.0: re-specified hypothesized model

Relationship between parental involvement and privacy management (H1)

Parental involvement has been detected by the explanation of items; always ask on their children's activities, reminding what is good and bad, reminding about the exposure of SNS that cannot be curbed and to communicate well. These reminders and advice do not really affect the adolescents and young adults to manage their privacy management. Thus the hypothesis of direct relationship of parental involvement and privacy management SNSs is not accommodated. The

standardized parameter estimate ($\beta=0.07$) with critical ratio is 1.87 shows a weak relationship and does not carry practical importance (Kline, 2010). There is an indication that parental involvement in SNS is not strong enough to influence the adolescents in managing their privacy. Despite the majority of students participated in the study encompassing adolescents of age group from 14-17, it has shown that parents are not directly involved and aware of their children activities in the SNSs. With the religious background and teaching provided by the parents, it is sufficient to mold the adolescents' actions and behavior without directly monitoring the social network activities. In line with Morr et. al.; (2008), they indicate that parents do not change their children decision making in privacy management in social network regardless they stay together or otherwise. Thus, parents can involve in another way which is the childhood development that ascribe the positive values in the adolescents.

Relationship between social and privacy management (H2)

The influence of social or peers on the adolescents to manage their personal profile is significant ($\beta =.58$, C.R.>1.96). Information that is communicated to the social friends will improve their self regulation (Altman, 1975). Due to the social factor which detects the items of "*rely on friends' advice in the SNSs activities, Social network communities motivate my usage of SNSs, confident with my SNSs friends to do anything in accomplishing a task, and motivated by extended community in SNS*" has influenced the adolescents to '*Sharing ideal biography, health issues, information on exact location and updating profiles*'. There seems to show that these adolescents have developed the trust within the social network community. Parallel with Norsaremah, Ramlah, Umar (2011)'s findings where they found that trust and self efficacy influence significantly on privacy disclosure. Thus, adolescents may not take measure to protect their privacy which is in line with Govani and Pashley (2005). Social becomes the entity to set the boundaries among the adolescents, whether giving approval and disapproval to actions taken in the SNSs.

Relationship between privacy management and well being/ life satisfaction (H3)

Privacy management where adolescents and young adults have '*Sharing ideal biography, health issues, information on exact location and updating profiles*' has shown a strong relationship with their satisfaction and enjoyment ($\beta=0.56$, C.R.>1.96). They were found to *reflect enjoyment when communicating in SNS, love to use SNSs, be in the SNS environment and love to socialize with friends their updates and trends*.

Adolescents and young adults are expressive in the SNSs environment that enjoyment seems take very important factor as the outcome when disclosing their private information. Many researchers have shown enjoyment is enhanced through the use of online mass customization process (Dellaert & Dabholkar, 2009), and when choosing and using technology (Wolfenbarger & Gilly , 2001).

Discussion and Implications of Finding

With reference to the research question that guides this study, it can be stated that positive relationships exist between parental involvement, privacy management disclosure and satisfaction/well being. Managing disclosure involves the ability of a person to weigh the benefits and risks (Petronio, 2002). The hypothesized structural model has been tested and proven to be valid only when it was re-specified. The re-specification of the hypothesized model was deemed necessary, because the parental involvement factor does not take an important role to signify the boundaries of privacy management.

The findings also show that when it comes to building and expanding friendship in the social network, adolescents have no doubt in sharing with others and even with strangers. Another aspect of disclosing is due to trust. When other friends have the trust in certain people, the adolescents may also want to share the personal information. This relates to the strong influence of social or peer

influence on disclosure (eg. Govani and Pashley, 2005). However, the adolescents are still careful in managing their privacy. The main outcome and issue is about being happy and the feeling of enjoyment to be in the SNSs. To be accepted in the community is crucial in adolescents and young adults' lives.

Thus, the findings have led to the suggestions that more effort need to be taken in parental involvement in their adolescents and young adults activities in SNSs. Despite being taught as a subject in school, moral or instructional technology curriculum must also evolve parallel with the advancement of technology. Teachers must educate the students on the importance of privacy for security reason and personal dignity.

The intervention of parents must be more serious and put into effective strategies. Thus, media, schools, and universities must thrive hard to engage social network as a trend to provide a flow of information and knowledge rather than merely for fun and enjoyment. If otherwise, the adolescents will be influenced by negative values spread on the SNSs. The findings however must be well addressed before generalizing to a bigger population in different context. More efforts need to be carried out to further validate the instrument in different context.

Limitations of this study include the fact that the researchers did not further provide information or clue on compatibility of the re-specify model with regards to the group of respondents (adolescent) used in the study. Thus, we cannot be assertive that the model is compatible with other age group. There is possibility, that the re-specified hypothesized model described herein, does not take the unique nature of university students (adults) who have minimal parental control where the use of SNSs for the purpose of business, education, religious, communicating with friends e.t.c., (*presumed to be self-controlled*) are taken into consideration. Unlike the secondary school students, who mostly use SNSs for chatting and social activities; they are likely to be highly monitored by their parents.

To deal with this limitation, future research should consider testing the moderating effect of the model via invariance analysis for the different age groups of students.

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