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THE ROLE OF SOCIAL MEDIA PRIVACY CONCERNS IN PREDICTING USERS' RISK BELIEFS

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ABSTRACT

Social media utilization continues to grow and people are using these platforms to keep in contact with others, conduct business, get news, and more. The purpose of this paper was to examine the role of social media privacy concerns SMPC (collection, secondary usage, errors, improper access, control, and awareness) in predicting risk beliefs. The researchers used multiple regression to analyze data from a sample of 138 students. Results showed that collection, error, and awareness were influential in predicting users' risk beliefs.