



# How do privacy concerns affect consumers' self-disclosure on social media?

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**Abstract.** This research paper examines how privacy concerns affect self-disclosure on social media. The primary aim of this study is to investigate the relationship between privacy concerns and self-disclosure. To achieve this objective, document analysis was employed to examine relevant literature. The findings suggest that privacy concerns do not significantly impact self-disclosure, which aligns with the privacy paradox.

The study fills a gap in previous research and deepens our understanding of consumer behaviours concerning privacy concerns and self-disclosure on social media. The implications of these findings are twofold: First, the research contributes to the field of social media and psychology by providing theoretical insights. Second, the research offers practical guidance for businesses that use social media platforms for marketing and advertising purposes while respecting users' privacy concerns.

In summary, this research sheds light on the nuances of privacy concerns and self-disclosure on social media, offering insights for both scholars and practitioners.

**Keywords:** Privacy concerns, Self-disclosure, Social media engagement, Consumer behaviour, privacy paradox

## 1 Introduction

One-third of the world's population is now connected via social media, which has emerged as a mainstream media platform <sup>[24]</sup>. Consumers engage in a wide range of activities, contributing to various forms of consumption and exchanging knowledge with other consumers <sup>[14]</sup>. Social media thereby offers consumers a wealth of expression opportunities, which could lead to self-disclosure. However, existing research indicated that consumer activity is not always as high as people might expect <sup>[16][30]</sup>.

This might be the result of social media users' privacy concerns <sup>[23]</sup>. Privacy is known as consumers' control over when, how, and to what degree their personal information is shared with others <sup>[26][27]</sup>. And a person's privacy concern, which is a series of specific awareness and perceptions related to privacy disclosure, is a reflection of their subjective attitude towards private disclosure <sup>[4]</sup>. Within the context of social media, factors

associated with individual privacy concerns include personal traits <sup>[3]</sup>, experience in social media, media trust, and social awareness among others. Mohammed and Tejay <sup>[23]</sup> purposed in previous studies that privacy concerns affect self-disclosure.

Although current research raised the negative impacts of privacy concerns on social media participation, they observed that consumers' online disclosure of personal information when utilizing social media did not stop due to privacy concerns. There is, in other words, a privacy paradox <sup>[19]</sup>. The privacy paradox suggests that individuals' privacy concerns directly affect their willingness to share their personal information online. Therefore, this research aims to investigate how consumers engage on social media platforms, as there has been limited study into these behaviors. The goal is to fill a gap in understanding in this area.

To solve this problem, this paper first examines the related literature in the field of privacy concerns and self-disclosure on social media. Then it employs document analysis to find out if privacy concern negatively affects self-disclosure.

By analysing the document based on CPM theory, we conclude that privacy concerns did not have a significant impact on self-disclosure and the findings are in line with the privacy paradox.

Our results make twofold theoretical and managerial implications: 1) fill a research gap that privacy concerns do not significantly impact self-disclosure, consistent with CPM theory; 2) serve as a good reference for the development of the social media platform industry and extend the application of CPM theory and demonstrates its validity in explaining consumer behaviour in various domains.

## 2 Literature Review

### 2.1 Privacy Concerns on Social Media Platforms

"It's human nature to share," and social media gives users a platform to express themselves and share private information. On social media platforms, users can communicate and share information with anyone in the world, no matter whether they are friends or strangers. This satisfies users' desire to share. However, consumers who are concerned about their privacy on social media platforms have increased recently due to various factors, such as data breaches, inadvertent sharing of consumer information and improper data management by social media companies. For example, The Cambridge Analytica scandal first came to light in March 2018 - the leak of 87 million Facebook users' data <sup>[5]</sup>. According to Business Insider, a low-level hacking forum exposed user data, including personal accounts, usernames, birthdays, locations, email addresses and phone numbers <sup>[20]</sup>. Consequently, consumers' trust in social media platforms has been negatively affected, and consumers' privacy concerns are thereby deepened <sup>[11]</sup>.

Privacy concern on social media refers to a set of special information awareness and perceptions related to privacy disclosure on social media, which is an individual's subjective impression of the private environment <sup>[6]</sup>. Current studies on privacy concerns in social media environments focused on the types of information people choose to disclose or not disclose <sup>[34]</sup> and the privacy concerns participants might have <sup>[35]</sup>. Consumers' privacy concerns increase when they are unaware of who is collecting their

personal information, how social media platforms receive that information, or how that information is being utilized <sup>[25]</sup>. Such unfavourable emotions could promote consumer avoidance of the dangers associated with providing private information on social media <sup>[26]</sup>. An individual is more likely to undertake risk-reducing behaviours when their concerns about marketers' information acquisition practices are stronger <sup>[31]</sup>. Despite the rich insights that the existing research provided, this is still a lack of knowledge in what way privacy concerns influence self-disclosure on social media. It is still essential to investigate the relationship between privacy concerns and self-disclosure on social media with consumers' increasing privacy concerns.

Various studies have explored the topics of self-disclosure and privacy concerns, but there is still a need for understanding of how privacy concerns specifically impact self-disclosure on social media, making further investigation necessary. The existing literature does not thoroughly explore how privacy concerns affect self-disclosure on social media platforms, particularly given the growing concerns of consumers.

## 2.2 Self-disclosure on Social Media Platforms

Jourard and Lasakow <sup>[17]</sup> first proposed the term "self-disclosure", which refers to the disclosure of information about oneself to those with whom one communicates. Self-disclosure not only reveals one's true self to the other but also allows people to express intimacy and love. According to Cozby <sup>[9]</sup>, self-disclosure involves varying degrees of breadth and depth of information sharing and is any information about oneself conveyed orally by one person to another. Jang and Stefanone <sup>[13]</sup> believed that self-disclosure is a way for people to communicate their thoughts, feelings, and needs to others. These concepts emphasize the interactivity of self-disclosure as well as the importance of people managing their communication.

Online self-disclosure was defined by Krasnova and Veltri <sup>[18]</sup> as the amount of information shared in the process of users' personal information and communication with others. Therefore, self-disclosure and privacy are inextricably linked, and privacy is important for social media users when they make any type of self-disclosure decision. Joinson <sup>[15]</sup> concluded that people's privacy concerns have a direct impact on their willingness to disclose information online. Furthermore, social network users have committed to protecting some private information while still engaging in and deriving satisfaction from online social activities <sup>[18]</sup>.

## 2.3 Privacy and Self-disclosure on Social Media Platforms

The information collection of apps conducted by the CCA in 2018 showed that as many as 59% of apps collect users' location information, and location information has become the hardest-hit area for irregular collection by various apps <sup>[36]</sup>. Personal habits, work-life locations, social connections, and other sensitive information can be easily parsed from a person's location information. Although many apps claim to protect users' location privacy through some algorithms, apps can deduce where a user lives and where he or she is going as long as the app only knows several pieces of location information.

Although 59% of the apps in the CCA survey collect users' location information which is carried out with the authorization of users, there is still excessive demand for permissions. App users choose to agree to authorisation most of the time because they are not sure whether refusing authorisation will affect the use of the app. This increases the danger of privacy leakage because a lot of users' private information gets obtained by the app as a result. Privacy concerns do cause distress and have an impact on self-expression, but users tend to ignore this risk of disclosure to use the software normally.

Users are worried about privacy threats, but they are also open to disclosing some of their data in exchange for convenience. The relationship between privacy concerns and self-disclosure on social media tailored to particular online environments has primarily been the focus of studies from the past on the privacy paradox. It refers to '*the gap between privacy concerns and privacy protection*'<sup>[7]</sup>. Spencer<sup>[32]</sup> mentioned that from the perspective of users' behaviours, there exists the "privacy paradox". Examples include e-commerce<sup>[23]</sup>, personalized advertising, social web<sup>[33]</sup>, and location-based mobile commerce. Acquisti<sup>[1]</sup> purposed that online users often engage in ways that compromise their privacy, which eventually creates a gap between privacy attitudes and behaviour. According to a study on the information-sharing tactics of social media users, people tend to exert control over their own information on social media, they might start by taking measures to make personal information less visible, like changing the privacy settings for that information or untagging the locations of photos, in order to increase their likelihood of disclosing personal information<sup>[7]</sup>, such as changing personal information privacy settings or untagging the locations of photos, so that they have a higher propensity to disclose private information. Although many users have an interest in their privacy and a favourable attitude towards privacy-protection behaviour, this rarely manifests in actual protective conduct<sup>[15]</sup>.

The privacy practices of social media platforms themselves are often contradictory. On the one hand, social media platforms offer users the opportunity to interact online and encourage self-disclosure to facilitate information sharing and exchange. On the other hand, social media platforms retain a great deal of personal information collected from users, however, it appears that only users are covered by the online culture of openness and transparency, and social media platforms are rarely willing to share their data with others unless it is for commercial gain. Online commerce represents a positive, quite special and interactive expertise for consumers on social media. However, this behaviour may also lead to privacy risks, as the lack of transparency or user management can potentially expose client information to exploitation<sup>[22]</sup>.

## 3 Methodology

### 3.1 Adopted Research Method

This paper employs document analysis to inspect the effect of privacy concerns on self-disclosure on social media. Document analysis is a research method that includes the systematic examination and interpretation of written, spoken, or visible conversation data. In this study, the researchers analyse the online behaviours of social media users to recognize how privacy issues affect their self-disclosure practices.

Based on the aims of this study, qualitative research using document analysis was the most suitable approach for investigating the effect of privacy concerns on self-disclosure on social media. Document analysis used to be chosen as the most suitable approach in this study due to its capacity to explore topics that would in any other case be not possible or inaccessible to research. Additionally, it is an affordable technique that no longer requires a series of new data. As Courtois<sup>[8]</sup> explain, document analysis allows researchers to use existing documents to answer their research questions. Also, it can be used to examine papers that are not possible or inaccessible to research. For example, buyers are often characterized as innovative and lively<sup>[4]</sup>. However, this ignores the truth that the majority of user-generated content material is created by way of a very small wide variety of customers due to disparities in pastime and sources<sup>[8]</sup>. Finally, the results of document analysis are highly reliable and objective compared with other research methods. Because it involves the systematic examination of written materials rather than relying on the subjective interpretation of research participants.

While document analysis is a budget-friendly and objective research method, it has its limitations in terms of achievable biases and incomplete or selectively retained records. To tackle these limitations, we searched for a range of sources using extraordinary keywords to make certain that they had various sets of papers to analyse. Additionally, they significantly evaluated every document to determine its credibility and practicable biases. By the use of a systematic method to document analysis, we were able to address these barriers and provide a comprehensive analysis of the theme at hand.

To further investigate the relationship between privacy concerns and self-disclosure, we could use the Communication Privacy Management (CPM) theory. The Communication Privacy Management (CPM) theory<sup>[28]</sup> is a framework that explains how people manipulate the stability between defending their privacy and disclosing information. This principle posits that humans establish and modify privacy boundaries with the aid of developing privacy rules. According to the theory, disclosing non-public statistics about themselves is a dialectical procedure in which humans investigate the chance of privacy concerns in opposition to their perceived capability to tackle them<sup>[29]</sup>. Individuals have strength over their very own privacy and can select whether or not or no longer to disclose their private information. It has been extensively utilized in applicable literature to provide an explanation for the relationship between privacy concerns and self-disclosure on social media<sup>[12]</sup>.

Also, it has been widely applied in relevant literature to provide an explanation for the relationship between privacy concerns and self-disclosure on social media<sup>[12]</sup>. Furthermore, the CPM framework provides a more comprehensive understanding of the interplay between privacy apprehensions and self-disclosure, and furnishes a structured approach to examining and interpreting communication privacy management<sup>[29]</sup>.

The adoption of CPM thought as a framework provided a larger nuanced draw close to the relationship between privacy concerns and self-disclosure on social media, which eventually aided in answering the research question and yielded beneficial and gorgeous findings. Meanwhile, it can assist us achieve our goal to gather a deeper understanding of the factors that have an effect on privacy concerns and self-disclosure on social media.

### 3.2 Document Collection

A total of 32 articles were chosen from various sources using keywords such as social media, self-disclosure, privacy concern, privacy issues, privacy management, and social media participation. To problematic further, the sample of social media users was once chosen based totally on their gender, age, and frequency of social media usage. The researchers then collected data through document analysis, which included examining the users' social media profiles and posts to discover patterns of self-disclosure and privacy concerns. The articles chosen for evaluation in this paper have the following characteristics: they are related to the topic of this paper (i.e. privacy concerns and self-disclosure), they have a rationalization of ideas applicable to this paper, and they grant credible information.

However, the search process of the document additionally excluded many articles. Eight studies are now not very conducive to the study of this paper. Therefore, we exclude these papers and refer solely to some specified definitions which are mentioned in them.

The chosen articles had been then analysed through the use of content analysis, which concerned systematically categorizing and coding the information to become aware of patterns and themes. The researchers used the CPM theory as a framework to guide their analysis and interpretation of the information. Overall, the methodology used in this study was appropriate for the research question and produced applicable and proper results. The use of CPM theory as a framework supplied a deeper perception of the relationship between privacy concerns and self-disclosure on social media.

### 3.3 Document Analysis and Results

We used the communication privacy management (CPM) theory as a framework to evaluate the effect of privacy concerns on self-disclosure. The findings of our study indicate that self-disclosure on social media is not considerably impacted by privacy concerns. The privacy paradox, which contends that people express privacy worries on social media yet nevertheless engage in self-disclosure, is consistent with this study. The use of CPM theory allowed for a clearer comprehension of the connection between self-disclosure and privacy issues. Overall, by offering insights into consumer behaviours regarding privacy concerns and self-disclosure in the digital age, our study adds to the body of knowledge.

This paper suggests that average and low stages of privacy concern did now not have a specific effect on self-disclosure, which is steady with the privacy paradox <sup>[28]</sup> and preceding findings of Lueck and Auna <sup>[21]</sup>. Similarly, Taddicken <sup>[33]</sup> observed that privacy concerns had very little impact on self-disclosure on social media. The results of the study confirmed that privacy concerns no longer have a widespread effect on self-disclosure on social media. This finding suggests that even though people specifically express concerns about privacy on social media, they still engage in self-disclosure.

## 4 Conclusion and Implications

### 4.1 Conclusions

This paper employs the CPM framework to examine the correlation between privacy concerns and self-disclosure. The findings suggest that in spite of privacy concerns, people still divulge personal data on social media platforms to achieve different benefits, rather than decreasing their social media activity and safeguarding their online privacy.

**This paper put forward two conclusions based on our research findings. Firstly, moderate and low levels of privacy concerns did not have a significant impact on self-disclosure, which is consistent with the privacy paradox<sup>[28]</sup> and previous research findings of Lueck and Auna<sup>[21]</sup>. Similarly, Privacy concerns have very little effect on self-disclosure on social media, according to Taddicken<sup>[33]</sup>. The study found that even when users express privacy concerns when using social media, they still share personal information on these platforms. This suggests that privacy concerns may not have an obvious impact on self-disclosure, while users may pay more attention to the social connections and specific functions provided by social media.**

The privacy paradox persists in the current research, but in the case of personal addresses, users' perception of privacy risks is inversely related to their willingness to disclose personal information<sup>[10]</sup>. In other words, individuals tend to be less willing to share their personal addresses due to concerns about privacy breaches. **Secondly, privacy concerns had a minor adverse effect on self-disclosure on social media, but this impact was only noticeable in individuals who had strong privacy concerns. For users who are extremely concerned about their privacy, these worries might restrict the degree to which they disclose personal information on social media platforms.**

### 4.2 Implications

#### 4.2.1 Theoretical contributions

This research contributes to the literature in the following ways.

Firstly, examining the relationship between privacy concerns and self-disclosure, fills the gap in previous research in the field of social media and psychology. It deepens our understanding of consumer behaviours about privacy concerns and self-disclosure in the digital era.

Secondly, by combining previous research and the theoretical framework of CPM, it extends the application of CPM theory and demonstrates that CPM theory is valid for the relationship between self-representation and privacy concerns in various domains.

#### 4.2.2 Managerial implication

This paper also helps social media companies gain a new understanding of the relationship between consumers' privacy concerns and self-representation, users' concerns when using social media, and whether consumption habits change as a result of privacy concerns. This can lead to a more thorough understanding of how to meet customer

needs, enhance products, increase user loyalty, and ultimately achieve higher profitability.

Based on our findings, it is recommended that consumer privacy agreements in social media software be modified to obtain as little private information as possible in order to enhance user stickiness. To keep user engagement and self-disclosure on the rise, social media companies must provide consumers with adequate privacy protections. AdAge <sup>[2]</sup> predicts that laws will eventually be enacted to create personalized services that comply with privacy regulations for consumers on social media platforms. This prediction holds for other kinds of online media as well. As we enter this new era of social media, businesses should increase transparency regarding their data usage practices and the third parties who may access such data.

## 5 Limitations

Like any other research, this study had several limitations to report. As this paper uses document analysis, many of the documents have been written with a certain ideological bias; those that have been preserved have been selected or are incomplete, etc. More detailed empirical studies could be conducted in the future to analyse the relationship between self-representation and privacy concerns.

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