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

Alex Koohang  
*Middle Georgia State University, alex.koohang@mga.edu*

Johnathan Yerby  
*Middle Georgia State University, johnathan.yerby@mga.edu*

Follow this and additional works at: [https://aisel.aisnet.org/sais2018](https://aisel.aisnet.org/sais2018)
THE ROLE OF SOCIAL MEDIA PRIVACY CONCERNS IN PREDICTING USERS’ RISK BELIEFS

Alex Koohang  
Middle Georgia State University  
alex.koohang@mga.edu

Johnathan Yerby  
Middle Georgia State University  
Johnathan.yerby@mga.edu

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.