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ABSTRACT

Past research (Drake et al., 2016) has found that a job candidate's beliefs about the perceived morality of requesting social media logins during a job interview and the perceived moral intensity of that request impacted his or her intended information privacy protective responses (Son and Kim, 2008). However, legal doctrine suggests that there are four common types of invasion of privacy issues 1) intrusion of solitude, 2) appropriation of name or likeness, 3) public disclosure of private facts, and 4) false light (Prosser, 1978). Only the intrusion of solitude was captured in the original research. In this research, we propose to replicate the original research and extend it to different types of invasion of privacy on social media. Using traditional ethical decision-making models (Jones, 1991), this research will explore how moral intensity impacts recognition of a moral issue, judgment of the moral issue, and the intended responses, for each of the four types of invasion of privacy issues. To accomplish, we will start by testing new vignettes in each type of privacy invasion issue to determine 1) if the vignette is understandable and plausible, 2) if it accurately captures the legal and privacy issues, and 3) if it elicits a strong moral reaction. Next, we will use an online survey-based data collection, adopting the new vignettes, using identical survey items as the original research, and targeting a general population. We will analyze the data using an SEM based statistical techniques, applying traditional means of assessing construct validity. We hope to find different patterns for protecting privacy on social media based on the type of invasion of privacy. Such findings can help social media companies better construct policies that address such issues, either before they occur or after a breach is discovered. It could also help third parties interact with customers on social media more appropriately.

Keywords

Privacy, social media, ethical decision making, moral intensity

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