12-13-2015

Understanding Users' Motivations for Using Privacy Settings to Cope With Privacy Threats in Social Networking Sites: An Empirical Study

Samira Farivar
McMaster University, farivas@mcmaster.ca

Yufei Yuan
McMaster University, yuanyuf@mcmaster.ca

Understanding users' motivations for using privacy settings to cope with privacy threats in Social Networking Sites: An empirical study

Poster

Samira Farivar
DeGroote School of Business,McMaster University
farivas@mcmaster.ca

Yufei Yuan
DeGroote School of Business,McMaster University
yuanyuf@mcmaster.ca

ABSTRACT

Social Networking Sites (SNSs) are becoming increasingly important. Although these websites bring several advantages to their users, there are also severe potential privacy threats due to the wide disclosure of sensitive personal information. Most of these websites provide some mechanisms (privacy settings) for their users to apply in order to mitigate the privacy threats. In this study, we comprehensively analyze potential privacy threats of SNSs and the possible mechanisms for mitigating these threats. Furthermore, we extend protection motivation theory to explore the users' motivations for exercising SNSs' privacy settings. To test our proposed framework, we will conduct an online survey whose participants will be users of the two most popular SNSs (Facebook.com and Twitter.com).