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The Collective Information Privacy on Social Networking Sites

Emergent Research Forum (ERF)

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Abstract

With surprising evolution over the past decade, different numbers of social networking sites (SNSs) have created an obligation in the everyday lives of their users and modified the modes of social interaction into content-sharing activities arising the concern toward the group and individual privacy. Drawing from the theory of multilevel information privacy, this study investigates the determinants behind the perception of collective information privacy norm (IPN) and how the perceived psychological ownership affects the individual's decision to disclose or disguise group-created content. More specifically, we aim to explain how users arrive at the decision to share content, including others, considering their tie strength, the user's salient identity while in the group, and group characteristics (formal, informal). Our research contributes to the Information Systems and privacy literature by delineating group behavior among virtual communities.

Keywords

Collective Privacy Norm, Social Networking Sites, Content Sharing, Theory of Multilevel Information Privacy