

The Role of Commercial Friendship between Social Network Site and Users

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Abstract

The era of Web 2.0 has dramatically changed the way people live. Users provide their own information to establish mutually beneficial relationships with other friends online. This makes social media an indispensable part of our daily lives. However, past studies have shown that online user's behavior tends to expose individual's privacy and have started to investigate this phenomena from privacy calculus perspective. Different scholars hold distinct opinions on users' weighting importance of benefits and risks. In this study, in order to figure out whether different human characteristics would influence user's view on benefits or risks. We argue that the chronic regulatory focus is to guide the development of different behaviors through experience accumulation. Promotion focus users tend to weight more on the benefits than risks while prevention focus users might concern risks more than benefits when using social network sites (SNS). Given SNS providers have tried to gain trust of users to maintain user engagement with commercial friendships. The magnitude of the influences of promotion focus and prevention focus may be contingent on the commercial friendship. Data will be collected from the Facebook users to examine the research model. We expect to contribute to privacy calculus theory by showing that the effects of promotion focus and prevention focus may be contingent on certain conditions.

Keywords

Regulatory focus theory, privacy calculus theory, commercial friendship

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