Exploring Critical Factors for User's Ownership on Privacy Concerns toward Social Network Site

TREO Talk Paper

Sheng-Pao Shih
Department of Information Management, Tamkang University, Taiwan
sbao@mail.tku.edu.tw

Hsin-Yi Huang*
Department of Computer Science and Information Management, Soochow University, Taiwan
hyhuang@csim.scu.edu.tw

Weide Chang
Department of Computer Science, California State University, Sacramento
changw@ecs.csus.edu

Wei Lin
Department of Information Management, Tamkang University, Taiwan
robinlin806@gmail.com

Abstract

Social network sites (SNSs), the application of WEB 2.0, has inextricably linked with our lives. Accordingly, the online privacy issue has been studied extensively over the last decade. Past researchers have been studying factors that could affect privacy concerns of social network site (SNS) users. While there are a number of factors that could lead to concerns about privacy by online SNS users, there are less research aiming in terms of the user's sense of ownership after using the social network site. In addition, studies have not yet discussed the causes of SNS user's online ownership.

Based on these research gaps, we propose critical variables that affect the ownership of online SNS user, namely, control, usage experience and knowledge, which will form the user's sense of ownership on the information they provide in social network sites, and further influence the degree of privacy concerns. Specifically, the control aspect is that SNS users provide personal data and they have the right to control. The usage time or efforts that SNS users interacting with the online community is considered the usage experience. The degree of cognitions and understandings on the information that SNS users provide is defined as knowledge. The more information the users provide or share online, the higher SNS user's sense of ownership is toward the data and this also increases the user's privacy concerns. Therefore, the purpose of this study is to understand how control, usage experience and knowledge affect SNS user's sense of ownership over the information they share online, and how the user's ownership influences privacy concerns.

An online survey will be employed to verify the proposed relationships among the research variables mentioned above, and we will finally put forward the conclusions of the study and the meaning of academic and practical.

We have reviewed literature in psychology, organizational behavior, and past SNS related studies that target the phenomenon of social media applications. We are more interested in what critical factors can do to positively influence SNS user's ownership over their online information. We also want to know if researchers are in agreement that this is an important as well as promising field of study and how such studies may develop in the future.

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