Societal Factors, Internet Privacy Concerns, and Self-Disclosure: The Case of Social Networking Sites in Saudi Arabia

Submission Type: Emergent Research Forum

Tawfiq Alashoor  
Georgia State University  
talashoor1@gsu.edu

Mark Keil  
Georgia State University  
mkeil@gsu.edu

Mazen Shawosh  
King Fahd University of Petroleum and Minerals  
mshawosh@kfupm.edu.sa

Abstract
The growing interest in “big data” coupled with powerful data analytic tools provides marketers with new capabilities to target consumers through Social Networking Sites (SNS). This raises privacy concerns for consumers. While internet privacy is not a new issue, there has been little attention to the concerns of consumers from developing countries. Further, individuals may perceive targeted advertisements differently depending on their social backgrounds. In this research-in-progress, we examine the phenomenon of Internet Privacy Concerns (IPC) among Saudi SNS users. Inspired by family systems theory (FST), we will explore the impact of two societal factors – family cohesion and social ties – on IPC and self-disclosure in different SNS contexts (Facebook, Twitter, LinkedIn, and Instagram).

Keywords
Privacy concerns, family, social ties, self-disclosure, APCO, SNS