

【2021 SyDE 自主企画研修 実施報告】 2021.08.07～2021.08.10

“Privacy concerns and self-disclosure under the impact of context collapse”

This self-planned project is related to information privacy in the context of social media platforms in China. The main purpose is to explore the relationship between privacy concerns and self-disclosure. People usually express strong concerns about their privacy but continually post personal information on online social networks. The inconsistency between privacy concerns and self-disclosure is often called the “privacy paradox”. Previous studies have investigated the relationship between audience-related variables and self-disclosure, few have considered the impact of these variables on the relationship between privacy concerns and self-disclosure. My research wants to explore whether there is a different pattern if we distinguish users’ audience factors. By considering privacy concerns and audience factors together, this study proposes a model to expand the privacy paradox research at the individual level.

This self-planned project is designed to get users’ data through conducting an online survey. The survey data were collected from Weibo, which is a microblogging website launched by Sina Corporation in 2009. It is one of the biggest social media platforms in China with more than 200 million daily active users, which is suitable for our research. The online survey started on 7th August 2021 and was hosted by one of the research companies called NetEase Positioning. After 4 days, we collected 385 responses that were census balanced by gender, of which 358 were valid. The analytical results refute the argument that people do not care about privacy. Privacy concerns negatively predict the amount, depth, and accuracy of self-disclosure. The moderating role of audience-related variables between privacy concerns and self-disclosure also be confirmed. Audience size and diversity strengthen the negative relationship between privacy concerns and accuracy and the positive polarity of self-disclosure. The former also influences self-disclosure intent while the latter influences the depth.

Through the self-planned project, I learned how to design a reliable questionnaire such as finding measurement items and how to balance the age and gender of the respondents when distributing them. It improved my research competency. In the future, I will continue research on information security under the context of computer-mediated communication and explore the mystery of self-disclosure behavior.

梁 冰卿 (文学研究科 総合人間学専攻 D2)

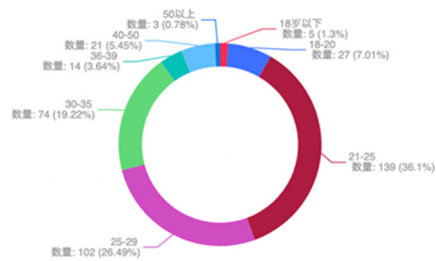


Figure 1: Sample characteristic-age distribution



Figure 2: Sample characteristic-gender distribution