PRIVACY CONCERN, LOCUS OF CONTROL, AND SALIENCE IN A TRUST-RISK MODEL OF INFORMATION DISCLOSURE ON SOCIAL NETWORKING SITES

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Abstract

The social networking site (SNS) acts as a gateway through which online networking connections are made possible. Therefore, a user must be willing to provide his or her information to the SNS in order for others to find and “befriend” him or her and vice versa. Results from an online survey was used to test a trust-risk model of information disclosure in which two dispositional factors (Internet privacy concern and locus of control) and one situational factor (salience of SNS in daily life) were hypothesized to influence perceived risk regarding SNSs in general and trust in a SNS in particular. All proposed hypotheses were found significant, suggesting that the dispositional and situational factors are potentially salient in the SNS context. Findings also suggest that perhaps providing completed categories of personal information may be more sensitive than individual pieces of information alone.