



Self-Disclosure and Privacy Online from a Psychological Perspective

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Internet Privacy – A culture of Privacy and Trust on the Internet

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A. Privacy and Self-Disclosure from a Psychological Perspective

Self-Disclosure and Privacy – explicated

Psychological Definitions

Self-Disclosure:

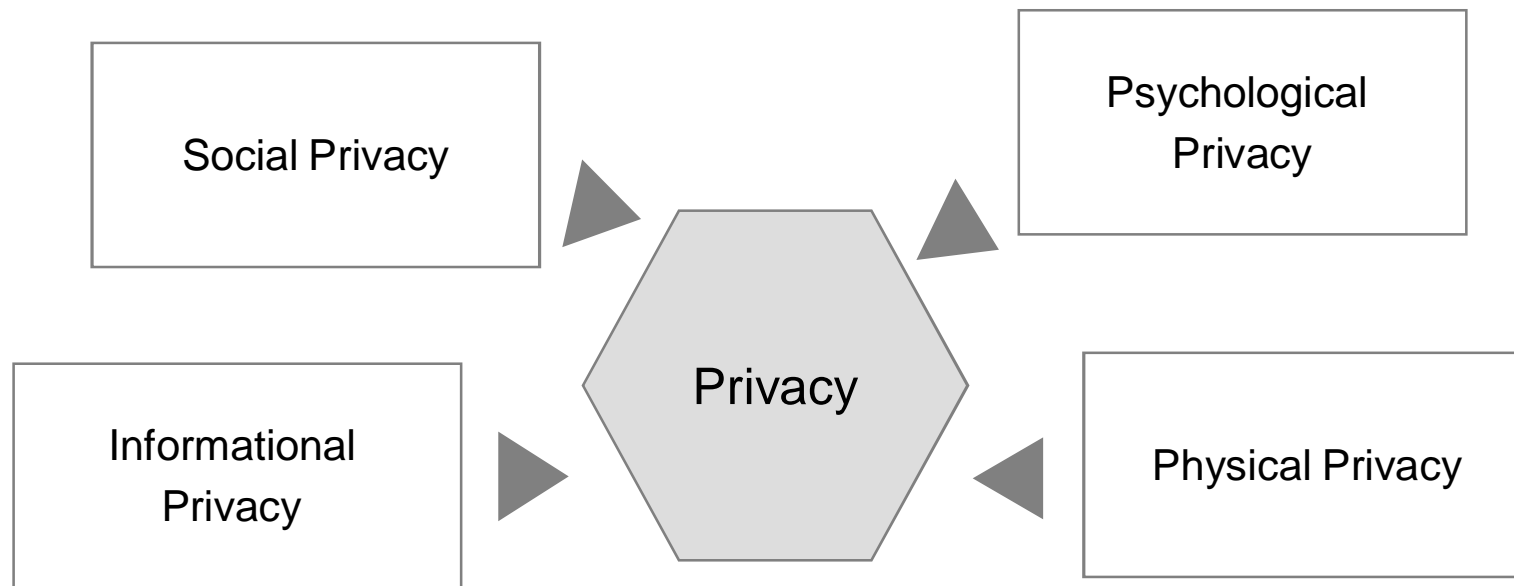
- „any information about himself which Person A communicates verbally to a Person B“ (Cozby, 1973, S. 73).
- Norm of reciprocity: Tit for tat (Berg & Derlega, 1987)
- Positive effects on Well-Being, psychological health and social capital (Forgas, 2011; Green, Derlega & Matthews, 2006; Ignatius & Kokkonen, 2007)
- Self-disclosure has been shown to be a common practice among social networks site users (boyd & Hargittai, 2010; Ledbetter, 2011; Nguyen, Bin, & Campbell, in press)

Privacy:

- dialectic and optimizing process
- “regulatory process by which a person (or group) makes himself more or less accessible and open to others.” (Altman, 1977, p. 3)
- Privacy infringements have been shown to negatively influences psychological health, well-being and life-satisfaction (Vinsel et al., 1980)

Dimensions of Privacy

Psychological Definitions



B. Does Social Network Site Use Socialize its Users Towards more Self-Disclosure?

Socialization Hypothesis

Does social network size use socialize its users towards more openness?



Selection Hypothesis

Do particular people, who are fond of disclosing private information online, actively select social network sites to live out their psychological tendency to self-disclose?



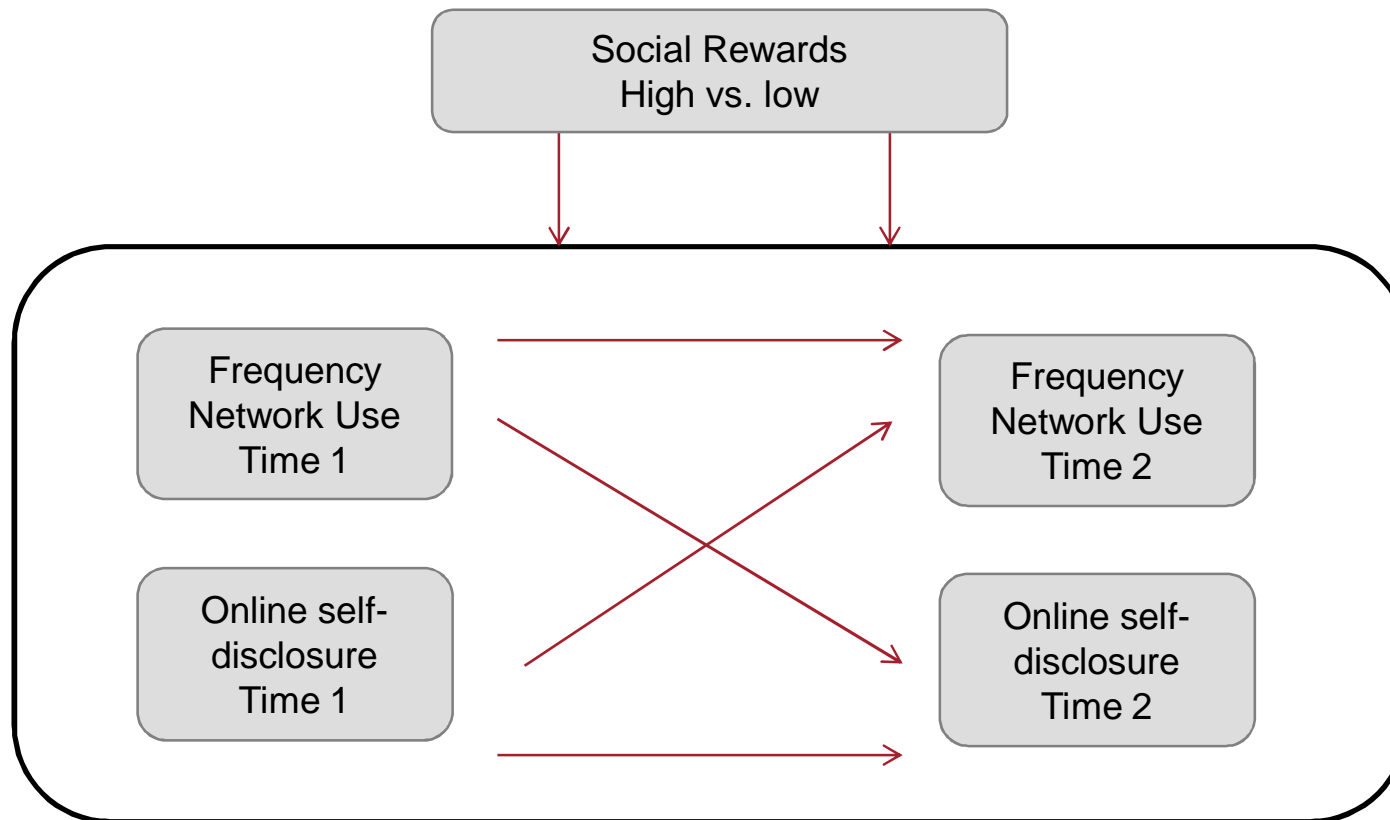
Moderation Hypothesis

Do social rewards reinforce social network site use and self-disclosure online?
How do social rewards interact with SNS use and self-disclosure online?



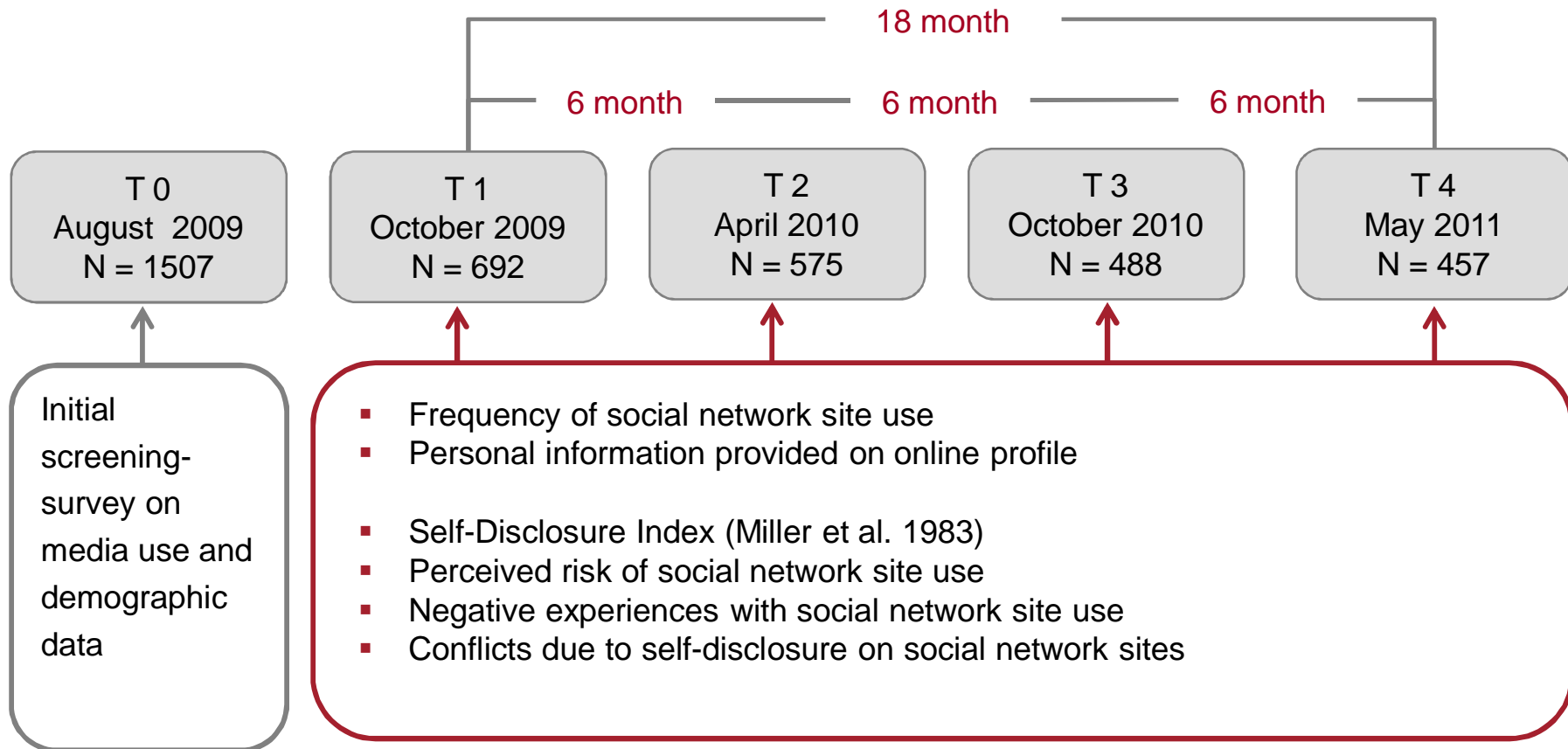
A Reciprocal Model of Self-Disclosure and SNS-Use

Model



Longitudinal Study on the Uses and Effects of the Social Web

Method

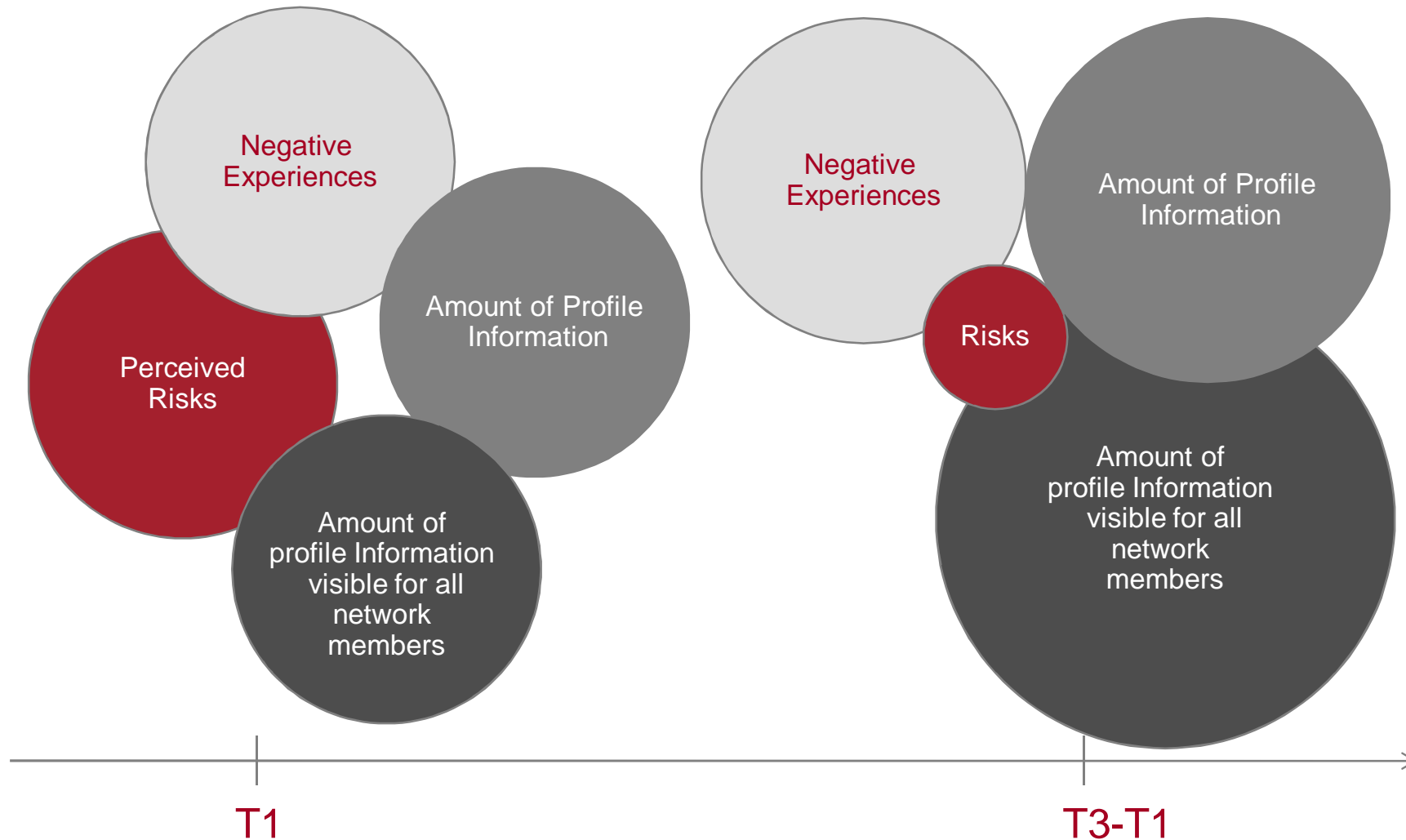


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C. Do Perceived Privacy Risks and Negative Experiences Influence the Users' Privacy Management on Social Network Sites?

In spite of negative experiences, users increasingly self-disclose online and perceive less risks

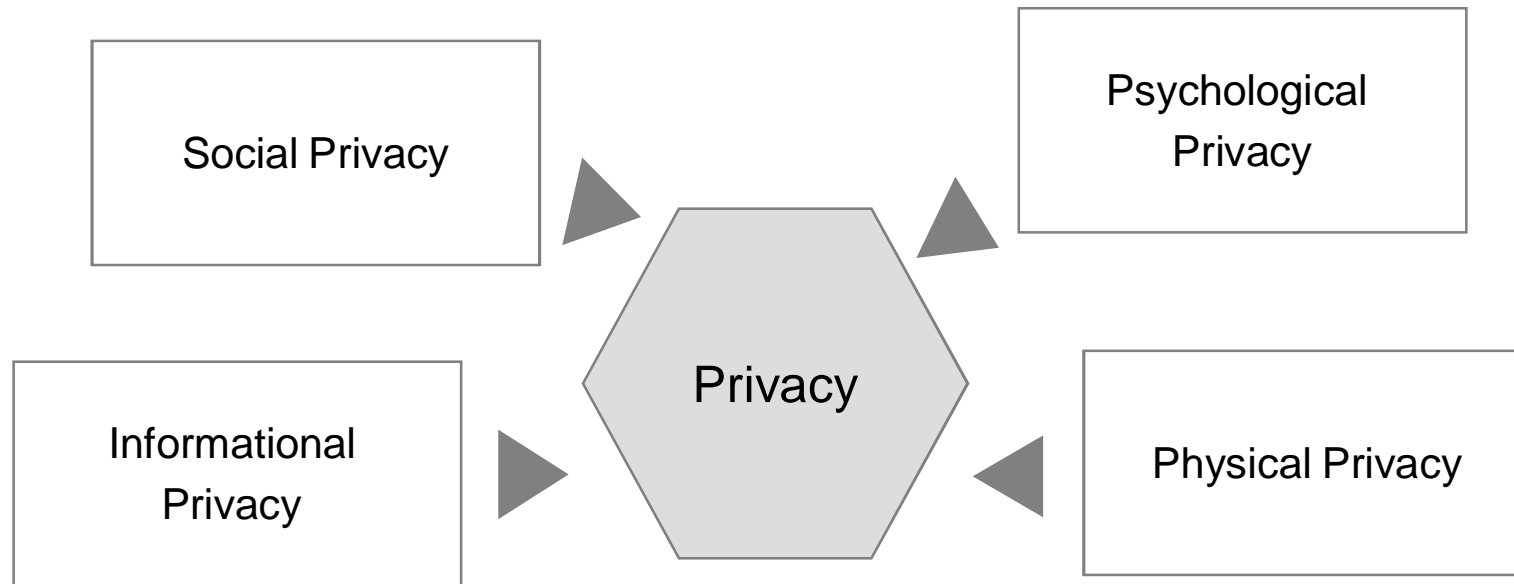
Negative experiences, perceived risks and amount of profile information



¹³ All differences indicated by different sizes of bubbles are significantly different (T-Test for dependent samples of at least $p < .05$)

Privacy Paradox – Not so Paradox After All...

Psychological Definitions



D. Discussion

Longitudinal results reveal reciprocity of Social Network Site Use and Self-Disclosure

Discussion and conclusion

Selective Exposure Hypothesis and Socialization Hypothesis confirmed

- Selective Exposure: Online self-disclosure influences the frequency of SNS use
- Socialization: SNS use increases online self-disclosure

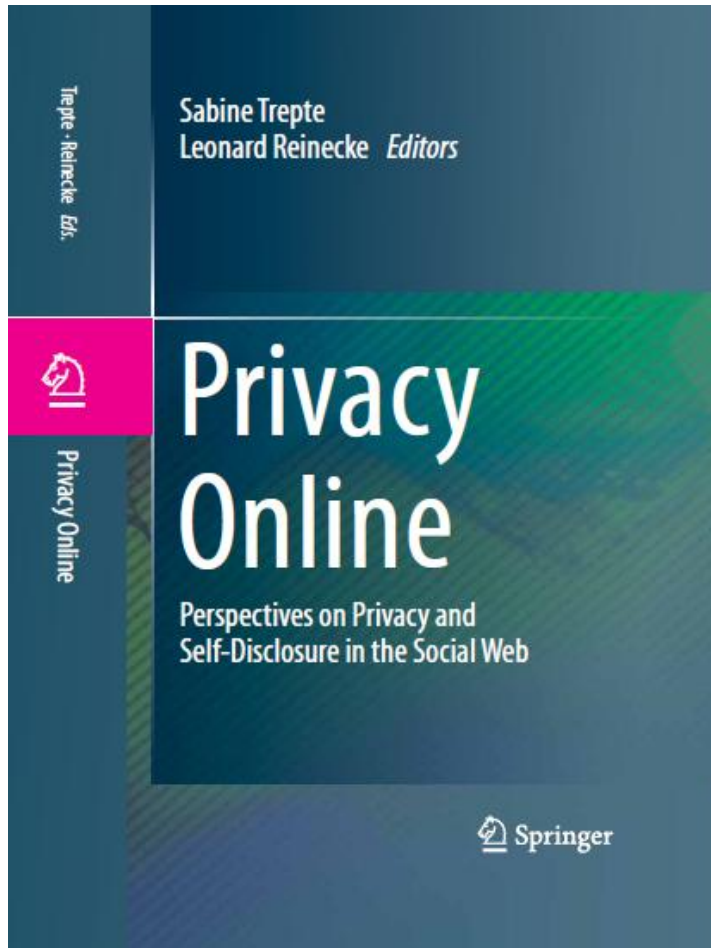
Social Rewards as a Currency and the „Driver“ of Social Web Use

- Social rewards amplify social network site use
- Social rewards strengthen reciprocity of social network site use and online self-disclosure

Privacy Paradox – Not So Paradox

- Benefits of self-disclosure are perceived as higher than risks
- Presumably users evaluate psychological and informational privacy in different hemispheres and on different accounts

Edited Book with Interdisciplinary Perspectives on Online Privacy



Trepte, S. & Reinecke, L. (Eds) (2011): *Privacy Online: Perspectives on Privacy and Self-Disclosure in the Social Web*. Springer: Heidelberg.

Many Contributors are Members of the „Young Scholars Network of Privacy & Web 2.0“

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Thank you very much for you attention!

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