



Background

Research suggests that there are anxieties at play that deter information disclosure habits (Lee & Stapinski, 2012). Two such anxieties are online privacy concerns (OPC) and social anxiety (SA).

- OPC refers to an individual's desire to maintain control over access to their personal information online (Paine et al., 2007)

- SA is characterized by a need to conceal perceived negative self-attributes and avoid negative evaluation by others in social situations (Moscovitch, 2009)

Previous research from our lab indicates that OPC and SA elicit the same emotional response but derive from distinct objects of anxiety and underlying cognitions.

Based on the cognitive and affective aspects of OPC and SA, it's likely that the two anxieties will also predict different user behavior online.

Purpose

To explore the role of OPC and SA on behaviours associated with self-disclosure through personally identifiable information (PII) and online interaction (OI).

Hypothesis

H1: Users with higher levels of OPC will be less likely to disclose personally identifiable information

H2: Users with higher levels of SA will be less likely to initiate interaction online

METHODS

Participants

- A total of 324 undergraduate students of the University of Ottawa
- Age: 15 – 51 years ($M_{age} = 18$)
- Gender: 77.2% women, 22.2% men, 0.6% other

Measure

Social Phobia Inventory (SPIN; Connor et al., 2000)

21-item measure used to assess participants' degree of social anxiety

Online Privacy Concern Questionnaire (OPC; Buchanan, Paine, Joinson & Reips, 2007)

16-item measure to assess participants' level of privacy concern online

Behaviour test

- PII = when disclosing information on your profile on a social networking site, I would...

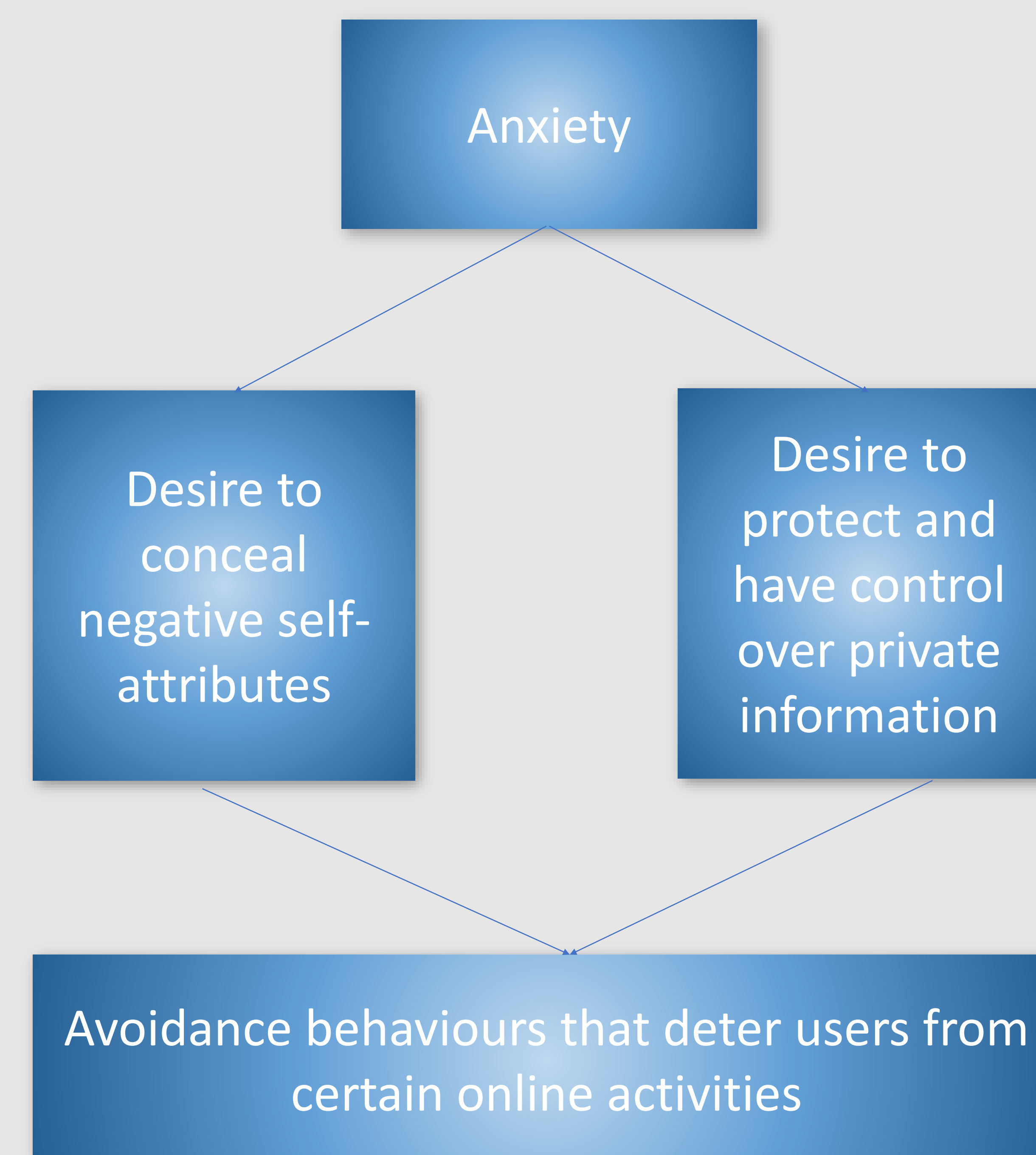
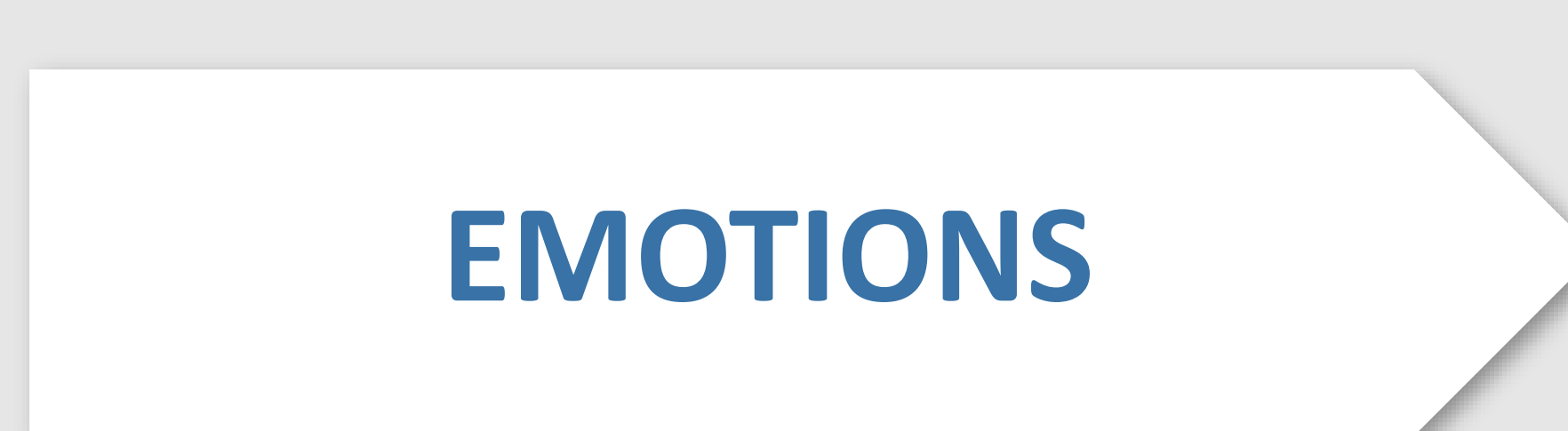
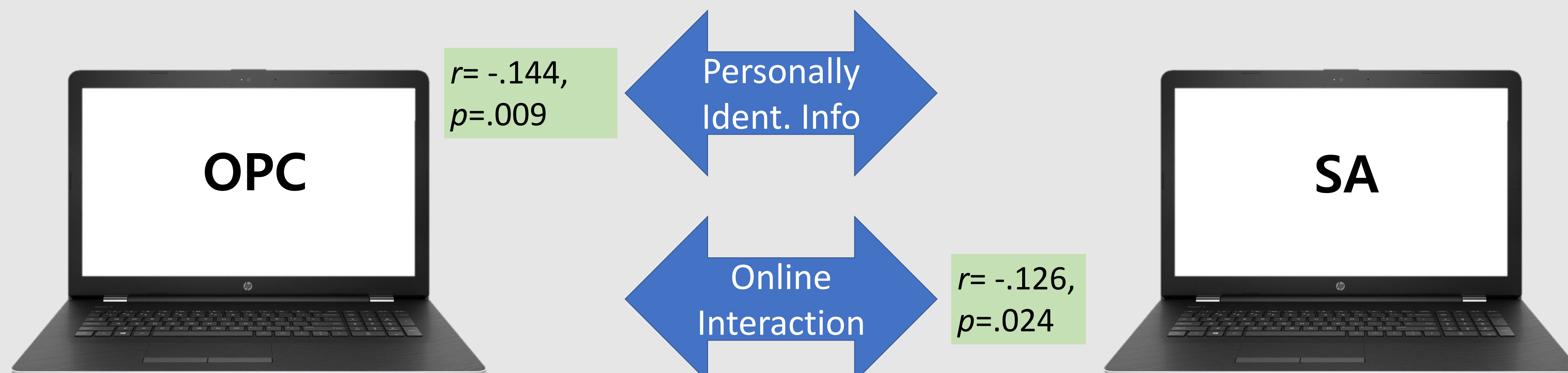
- not sign up
- provide fake PII
- accurately provide the minimal amount of PII required

- accurately complete all of the PII required.

- OI – before disclosing information by interacting with a new person through social networking, I would....

- Do nothing, immediately interact with the person.

Results



Discussion

- Despite the shared affective root, OPC and SA elicit unique behavioural responses that deter from online activities.
- Significant correlation show that as OPC increases the amount of personally identifiable information disclosure decreases and as SA increase the amount of disclosure over online interaction decreases.
- Despite this result, an examination of the percentage of participants in low, moderate and high SA and OPC groups who chose each behaviour option was similar; the largest proportion chose to provide the minimal amount of PII required and to immediately interact with someone online.
- This corresponds to prior research showing that internet context itself may influence user behaviour, independent of SA and OPC

References

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6. OPC-SA Manuscript citation