

Users' Information Disclosure Determinants in Social Networking Sites: A Systematic Literature Review

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Abstract : The privacy paradox describes a phenomenon whereby there is no connection between stated privacy concerns and privacy behaviours. We need to understand the underlying reasons for this paradox if we are to help users to preserve their privacy more effectively. In particular, the Social Networking System (SNS) domain offers a rich area of investigation due to the risks of unwise information disclosure decisions. Our study thus aims to untangle the complicated nature and underlying mechanisms of online privacy-related decisions in SNSs. In this paper, we report on the findings of a Systematic Literature Review (SLR) that revealed a number of factors that are likely to influence online privacy decisions. Our deductive analysis approach was informed by Communicative Privacy Management (CPM) theory. We uncovered a lack of clarity around privacy attitudes and their link to behaviours, which makes it challenging to design privacy-protecting SNS platforms and to craft legislation to ensure that users' privacy is preserved.

Keywords : privacy paradox, self-disclosure, privacy attitude, privacy behavior, social networking sites

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