Adolescents’ Information Disclosure on Facebook: Roles Played by Parents and Personality

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Introduction

Why Facebook?
• Global users: **574 million**
• More than **30 billion** pieces of content (links, news, blogs, notes, photo albums) shared each month.
• Teens: **73%** online teens are FB users

Facebook in Singapore
• Singaporean users: **2.44 million**
• Teen users: **13%** of total FB user
Personally Identifiable Information (PII)

- **Personally Identifiable Information (PII):** any information about an individual maintained by an agency, including:
  I. Any information that can be used to *distinguish* or *trace* an individual’s identity.
  II. Any other information that is *linked* or *linkable* to an individual.

Potential PII on Facebook

- **Text-based:** Name, date of birth, hometown, religion, activities, home address, neighborhood, postal code, e-mail address, mobile phone number, school information
- **Visual items:** all personal photographic images, especially of face or other distinguishing characteristics

*PII = Sensitive Information*
Introduction

Potential Risks

Nightly News on NIGHTLY NEWS

MySpace, Facebook attract online predators

Experts say be careful what you post online — somebody is always watching.

New cyber-bullying weapon: Mobile phones

Widespread use of handsets make youths an easy target

POLYTECHNIC student Alice (not her real name) got a shock in November last year, when she realised that a female classmate had taken upskirt photos of her by using a mobile phone.

The classmate then showed the photos to other students and openly taunted Alice, 19, about it.

Although embarrassed, she ignored the bully.

"Sooner or later, bullies will get bored and switch targets," she said.

Sure enough, the bully stopped taunting Alice last December.

Alice's case reflects an emerging form of cyber-bullying through the use of mobile phones among youths.

Cyberbullying

sites

cyberbullying

racist
technology

phones

someone

networking

rooms

may

defamation

Cyberbullying

communications

prejudice-based insults

virtual

embarrassment

involving

harassment

use,

fixed-point

homophobic

upset

internet
Potential Risks

- Canadian Internet Policy and Public Interest Clinic (PIPPIC) have complained that Facebook violates Information Protection and Electronic Documents Act principle by *failing to seek informed consent* from users to share their *personal information* (Denham, 2009).

- Last month, South Korean officials said the Facebook company did an "*inadequate* job of notifying" users when their *data was given to a third party*. They asked Facebook to review its policies (The Washington Post, December, 2010).
Factors Related to Online Information Disclosure

✓ Users’ Personality Traits

- Narcissism
- Social Anxiety

Information Disclosure on Facebook
Narcissism and Information Disclosure

- **Consistent Findings about Narcissism:**
  - Greater online social activities (Buffardi & Campbell, 2008; Vaidhyanathan, 2006)
  - Greater disclosure of self-promotional content (Mehdizadeh, 2010; Orlet, 2007)
Factors Related to Online Information Disclosure

- Users’ Personality Traits

- Narcissism
- Social Anxiety

Information Disclosure on Facebook
Social Anxiety and Information Disclosure

- **Findings about Social Anxiety**
  - Fewer number of Facebook friends (Orr et al., 2009)
  - Reserved with regard to self-presentation (Marcus, Machilek, & Schütz, 2006)
  - Display fewer opinions and less information (Correa, Hinsley, & de Zuniga, 2010)
Factors Related to Online Information Disclosure

- Users’ Personality Traits
- Parents’ Role
Parental Mediation and Information Disclosure

- Types of Parental Mediation

  • **Regulated Mediation**: rules parents set for children by limiting or prohibiting the viewing of certain content \[(Atkin, Greenberg, & Baldwin, 1991)\]
    
    **Examples**: Limit the hours a child can surf on the Internet,
    Prohibit the viewing of certain websites,
    Monitor children’s online behavior...

  • **Active Mediation**: discuss with children aspects of content either during or after experiencing the media \[(Nathanson, 2001)\]
    
    **Examples**: Discuss the positive and negative aspects of the Internet
    Teach them how to stop uncomfortable experiences
Parental Mediation and Information Disclosure

- **Propositional Findings about Parental Mediation**
  - Both Regulated and Active mediation:
    - Increase children’s awareness of privacy concerns
    - Decrease negative influence of media content on children
    - Reduce disclosure of personal information online
      (Biokzen & Valenburg, 2005; Seounmi, 2008; Shin, Schriner, & Cho, 2008)

- **Conflicting Findings about Parental Mediation**
  - Neither Regulated nor Active Mediation:
    - Develop children’s critical attitude toward privacy
    - Change children’s actual Internet usage
      (Mitchell et al., 2001; Lee & Chae, 2007)
Factors Related to Online Information Disclosure

- Users’ Personality Traits
- Parents’ Role
- Gender Effect
Factors Related to Online Information Disclosure

- Users’ Personality Traits
- Parents’ Role
- Gender Effect
- Age Effect
Research Gaps

1. Adolescents (13-18) were insufficiently studied on their risky online behaviors

   **Research Participants: adolescents age from 13 to 18**

2. Information Disclosure Measurement: questionnaire based among adolescent participants

   **Scenario-based Questionnaire to examine information disclosure on Facebook**

3. General Information Disclosure

   **Sensitive Information (PII) Disclosure**
Research Gaps

4. Personality traits and parental mediation were studied in isolation previously.
Research Gaps

4. Personality traits and parental mediation were studied in isolation previously

Moderation Effect of Narcissism and Social Anxiety on Parental Mediation
Research Design

Information Disclosure

• Behavioral Information Disclosure

Parental Mediation
• Regulated
• Active

• Attitudinal Information Disclosure
Research Design

Narcissism
- Superiority
- Exploitativeness

Parental Mediation
- Regulated
- Active

Information Disclosure

- Behavioral Information Disclosure

- Attitudinal Information Disclosure

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<thead>
<tr>
<th>How willing are you to post the following information?</th>
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<td>2. Basic Information - Sex</td>
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<td>3. Basic Information - Birth date</td>
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<td>4. Basic Information - City you are currently at</td>
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<td>5. Basic Information - Hometown</td>
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<td>10. Basic Information - Bio</td>
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Research Design

Parental Mediation
- Regulated
- Active

Narcissism
- Superiority
- Exploitativeness

Social Anxiety
- FNE
- SAD-New
- SAD-General

Information Disclosure

• Behavioral Information Disclosure

• Attitudinal Information Disclosure

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<th>How willing are you to post the following information?</th>
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Objective

- Downsizing the number of visual items (personal photographs)

Participants

- 27 secondary school students; convenience sample
- Adolescent between 13-18 years of age (Mean = 15.20)
- 15 Girls and 12 Boys
- Chinese 74.1%; Indian: 14.8%; Malay: 11.1%
Measures

Boy Version
26 personal photographs

Girl Version
26 personal photographs

- **Five Categories**
  1. In swimwear or slightly more explicit pose
  2. With boy/girlfriend
  3. With family members
  4. With friends (e.g., playing sports, traveling, partying...)
  5. Solo portrait

- **Rate**: How sensitive do you think these photographs are?
Results

Pretest

26 photos

3 photos were eliminated

7 photos in high sensitivity

Category (I) Category (II)

1 2 3 4

16 photos in low sensitivity

Category (III) Category (IV) Category (V)

5 6 7 8
Results

The 8 selected photos:

(I) In swimwear
(I) In a slightly more explicit pose
(II) Intimate with boy/girlfriend
(II) Non-intimate with boy/girlfriend

(III) With family
(IV) Playing sports with friends
(IV) Partying with friends
(V) Solo portrait

High Adolescent - Perceived Sensitivity

Low Adolescent - Perceived Sensitivity
Objectives

Study One:
Explore how *general* information disclosure is influenced by parental mediation, narcissism, and social anxiety among adolescents

Study Two:
Explore how *sensitive* information disclosure is influenced by parental mediation, narcissism, and social anxiety among adolescents

Participants

• 800 adolescents
• 4 secondary schools in Singapore
• Sec 1 = Sec 2 = Sec 3
• Age between 13-18
• 50% Girls and 50% Boys
Measures

**Parental Mediation** Questionnaire (PMQ)
**Narcissistic** Personality Questionnaire for Children-Revised (NPQC-R)
**Social Anxiety** Scale for Adolescents (SAS-A)

**Attitudinal** Information Disclosure Scale (AIDS)
**Behavioral** Information Disclosure Scale (BIDS)
Conclusion

- Moderation effect of personality traits on parents’ mediation strategies on children’s information disclosure behavior

- Both general and sensitive information disclosure will be examined respectively

- Make up the gap of insufficient study on adolescents information disclosure
THANK YOU FOR THE ATTENTION!
Facebook “Info” scenario
Study One

Facebook “Photos” scenario
Measures

Attitudinal Information Disclosure Scale (AIDS)

- Rate “how willing are you to post the following information on your Facebook pages” (1 = not at all, 5 = very much)
- Boy version & Girl version

Part A – Text-based non visual items

- All Facebook “Info” page items (27 items)
- Examples:
  - Basic Info: real name, birth date, religious views...
  - Likes and Interests: activities, music, movies...
  - Contact Info: e-mail, phone number, address...
  - Education Info: secondary school

Part B – Visual items

- Eight descriptions of personal photos selected through the pretest
- Examples:
  - “A photo of me wearing swim trunks/bikini on the beach”
  - “A photo of me partying with my friends”