Adolescents’ Information Disclosure on Facebook: Roles Played by Parental Mediation, Narcissism and Social Anxiety

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Topics

- Motivation
- Literature Review
- Current Research
- Research Design
- Future Studies
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Motivation

Why Select this Research Topic?

- New Media
- Communication via New Media
- Privacy Disclosure on the Internet
- Current Research

Adolescents’ Information Disclosure on Facebook: Roles Played by Parental Mediation, Narcissism and Social Anxiety

- Psychology
- Adolescents Psychology
- Parental Mediation
- Personality
Topics

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Why Facebook?

- Dominator of Social Networking Sites (SNSs)
  - Over 350 million registered users by 2009 (Zukerberg, 2009)
  - Over 1 million users in Singapore among the 5 million population (Labels, 2009)

- Potential Risk for Young Teens
  - 11% are 13-17 year-old teenagers in U.S. (Smith, 2009)
  - Young teens with low awareness of privacy control may be putting themselves at risk both offline (e.g., stalking) and online (e.g., identity theft) (Gross and Acquisti, 2005)

References
Studies about Facebook

- **Personality & Information Disclosure**

  - Personal and often sensitive information is freely and publicly provided, such as birthday, address and phone number. (Gross and Acquisti, 2005)
  - Individuals higher in narcissism were related to greater online activity as well as disclosure of self-promotional content on Facebook. (Mehdizadeh, 2010)
  - Narcissism predicted higher levels of social activity in the online community and more self-promoting content. (Buffardi and Campbell, 2008)
  - Information disclosure on Facebook are predicted by the need of popularity. (Christofides, Muise, and Desmarais, 2009)
  - Facebook usage provides greater benefits for users experiencing low self-esteem and low life satisfaction. (Ellison, Steinfield, and Lampe, 2007)

References:

Literature Review

Studies about Parental Mediation

- Parental Mediation (PM) Strategies

<table>
<thead>
<tr>
<th>Active Mediation</th>
<th>Regulated Mediation</th>
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<tbody>
<tr>
<td>high</td>
<td>Selective</td>
</tr>
<tr>
<td>low</td>
<td>Promotive</td>
</tr>
<tr>
<td>high</td>
<td>Restrictive</td>
</tr>
<tr>
<td>low</td>
<td>Laissez-Faire</td>
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- Parents discussing media experiences, encouraging positive & rejecting negative content/requests
- Parents discussing media experiences, encouraging positive & rejecting negative content/requests

- Parental Mediation and Information Disclosure in New Media

  - Active mediation strategy works better than Regulated mediation in reducing online disclosure among young teens (13-14 year olds); only active mediation reduces online disclosure among older teens (15-17 year olds). (Lwin M. O., Stanaland A. J. S., and Miyazaki A. D., 2008)
  - Active parental mediation affects children’s online behaviors, while restrictive mediation indirectly reduces the likelihood to disclose personal information on the Web. (Shin W., 2009)
  - Active parental mediation (recommendations and co-using) helps to improve children’s educational online activities; while regulated mediation (restrictions on time and Web sites) does not alter children’s internet change. (Lee S., Chae Y., 2007)

References:
## Research Gaps and Novelty of Current Research

<table>
<thead>
<tr>
<th></th>
<th>Aspects</th>
<th>Previous Studies</th>
<th>Current Study</th>
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<tbody>
<tr>
<td>1</td>
<td>Media that PM involves in</td>
<td>Old Media (e.g. television)</td>
<td>New Media (e.g. SNW)</td>
</tr>
<tr>
<td>2</td>
<td>Participants</td>
<td>Undergraduates (&gt;18)</td>
<td>Teenagers (13-17)</td>
</tr>
<tr>
<td>3</td>
<td>Problem</td>
<td>Online Activities (e.g., meeting online friends; viewing restricted websites)</td>
<td>Information Disclosure</td>
</tr>
<tr>
<td>4</td>
<td>Personality Factor</td>
<td>Predictors</td>
<td>Moderators</td>
</tr>
<tr>
<td>5</td>
<td>Implications</td>
<td>Phenomenon Prominent</td>
<td>Provides empirical evidence to parents</td>
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</tbody>
</table>
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Current Research

*Research Questions*

1. Will Active and Regulated PM lower the levels of adolescents’ information disclosure on Facebook?
2. Which type of PM works best in reducing the disclosure?
3. How narcissism and social anxiety moderates the effect of PM?

*Samples*

- Four hundred secondary school students in Singapore.
- Eligibility: Between 13-17 years old;
  - Active Facebook users (i.e., be on Facebook at least once a week; with at least 50 Facebook friends).

*Questionnaires*

1. **Parental Mediation Questionnaire**
   28 items, 5-point Likert scale. (Revised from Lwin, Stanaland, and Miyazaki, 2008)
2. **Narcissistic Personality Questionnaire for Children-Revised (NPQC-R)**
   12 items, 5-point Likert scale. (Ang, and Raine, 2009)
3. **Social Anxiety Scale for Adolescents (SAS-A)**
   18 items, 5-point Likert scale. (Greca, and Lopez, 1998)
4. Scale of **Attitudinal Information Disclosure**
   14 items, 5-point Likert scale. (Revised from Lwin, Stanaland, and Miyazaki, 2008)
5. Scale of **Behavioral Information Disclosure**
   Scenario based survey. (Self-Developed)

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Outcomes – Sensitive Information Disclosure

Behavioral -- Verbal

Examples:
• How willing are you to disclose your address/ phone number/ email on Facebook?
• How much are you concerned about protecting your information you post on Facebook?

Behavioral -- Visual

Examples:
• How willing are you to disclose your photo with your family members/ that you are partying with friends on Facebook?
• How much are you concerned about protecting your photos you post on Facebook?

Attitudinal -- Verbal

Examples:
• How willing are you to disclose your address/ phone number/ email on Facebook?
• How much are you concerned about protecting your information you post on Facebook?

Attitudinal -- Visual

Examples:
• How willing are you to disclose your photo with your family members/ that you are partying with friends on Facebook?
• How much are you concerned about protecting your photos you post on Facebook?

Predictor

Parental Mediation
• Regulated
• Active

Moderator I

Narcissism
• Superiority
• Exploitativeness

Moderator II

Social Anxiety
• Fear of Negative Evaluation
• Social Avoidance and Distress - New
• Social Avoidance and Distress - General
Research Design - Pretest

Pretest for Sensitive Information Disclosure

Step 1.
All verbal and visual items

Verbal items -- Facebook Profile lists: **Basic information** (e.g., sex, birthday, hometown, relationship status); **Personal information** (e.g., interests, favorite music and movies); **Contact information** (e.g., emails, mobile phone number); **Education** (e.g., university, concentration).

Visual items -- selected pictures: all kinds of personal photos containing the participant him/herself.

Step 2.
Pretest

Pretest Participants: secondary school students; 13-17 years old.
Rate “how sensitive”; 5 point Likert-scale.
Average the scores.

Step 3.
Sensitive verbal and visual items

Supposed sensitive verbal items: real name, family members’ names, address, mobile phone number, school, etc.

Supposed sensitive visual items: photos of drinking, smoking and partying, sexy photos, intimate photos, and photos with family members, etc.
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Future Studies

- Gender differences
- Effect of PM in different age groups: 13-14 versus 15-17
- Expand to young adults: Poly students / Undergraduates
- Cross Cultural study: Singaporean sample v.s. Chinese samples
Thanks for your time!

Questions
Hypotheses

- **Two General Parental Mediation**
  - **H1a.** Increasing levels of *Active parental mediation* will lead to lower levels of adolescents’ sensitive information disclosure on Facebook.
  - **H1b.** Increasing levels of *Regulated parental mediation* will lead to lower levels of adolescents’ sensitive information disclosure on Facebook.

- **Four Specific Parental Mediation**
  - **H2.** The type and level of parental mediation will influence children’s online disclosure of sensitive information in the following order from least disclosure to most disclosure: *Selective mediation*, *Promotive mediation*, *Restrictive mediation* and finally *Laissez-Faire mediation*.

- **Personality**
  - **H3a.** The effect of parental mediation on sensitive information disclosure are stronger for adolescents with higher *narcissism* level.
  - **H3b.** The effect of parental mediation on sensitive information disclosure are stronger for adolescents with lower *social anxiety* level.
### Data Analysis

- **H1. Effect of Active/Regulated PM on Disclosure level**
  One-way ANOVA Test

<table>
<thead>
<tr>
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<th>Marginal Mean</th>
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<tbody>
<tr>
<td>High</td>
<td>High</td>
<td>μ1.1</td>
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<tr>
<td></td>
<td>Low</td>
<td>μ1.2</td>
</tr>
<tr>
<td></td>
<td>Marginal mean</td>
<td>μ1.</td>
</tr>
<tr>
<td>Low</td>
<td>High</td>
<td>μ2.1</td>
</tr>
<tr>
<td></td>
<td>Low</td>
<td>μ2.2</td>
</tr>
<tr>
<td></td>
<td>Marginal mean</td>
<td>μ2.</td>
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</tbody>
</table>

- **H2. Effect of four PM strategies**
  One-way ANOVA Test

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- **H3. Moderation of Narcissism and Social Anxiety**
  Multiple Regression

- PM x Narcissism
- PM x Social Anxiety
Behavioral Disclosure Scenario