

Adolescents' Information Disclosure on acebook: Roles Played by Parents and Personality

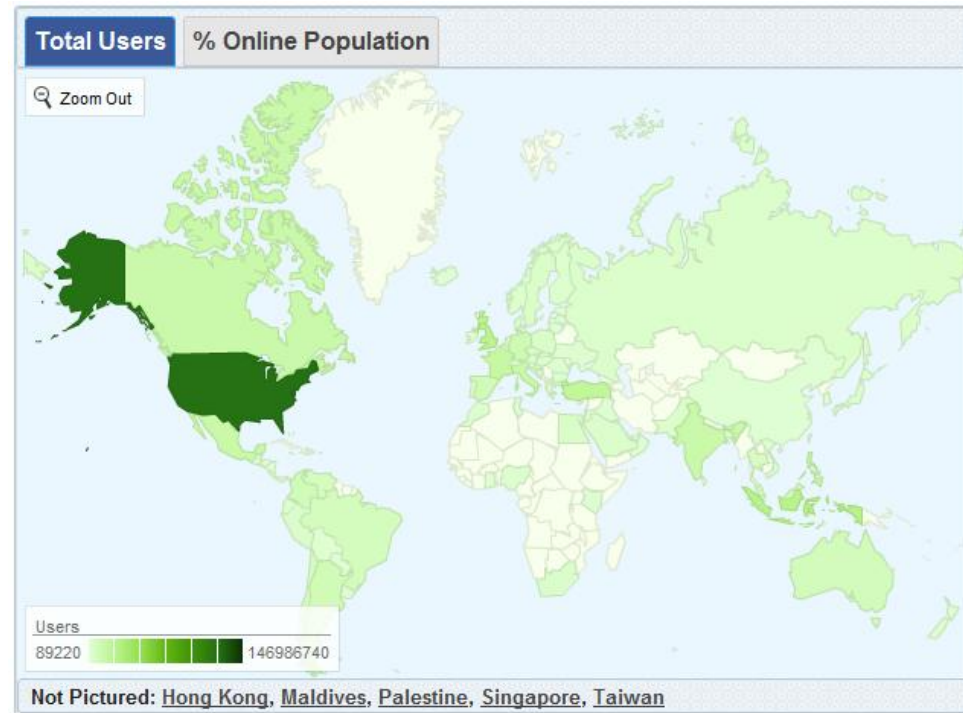
Liu Cong

Supervisor: Associate Professor Rebecca Ang Pei-Hui (HSS)

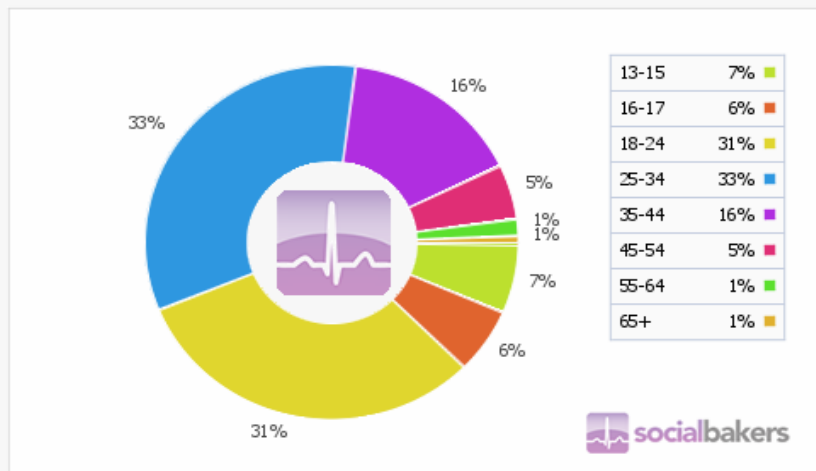
Co-supervisor: Associate Professor May Lwin (WKWSCI)

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



User age distribution on Facebook in Singapore



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

Potential Risks

Nightly News on  NIGHTLY NEWS

MySpace, Facebook attract online predators

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

websites form reported Information Environments particularly cyberbullying racist technology phones someone networking rooms may Cyberbullying communications prejudice-based virtual embarrassment cameras involving harassment use fixed-point homophobic upset internet sites digital deliberately cases discrimination email bullying threats consist sites digital deliberately cases discrimination email bullying threats consist sites digital deliberately cases discrimination email bullying threats consist

New cyber-bullying weapon: Mobile phones

Widespread use of handsets make youths an easy target

KENNY CHEE

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



COMMUNICATING FEAR: Though cyber-bullying cases involving mobile phones have gone up, phone bullying can be hard to spot. PHOTO: IZZIE



weapon, because more young people own them, they added.

Last year, 64 per cent of Singaporeans aged seven to 14 were mobile-phone users, an increase from 49 per cent in 2007, according to the Infocomm Development Authority of Singapore's website.

But phone bullying can be hard to spot, said Ms Tan Bee Joo, deputy director of the Singapore Children's Society's Student Service Hub.

"Children and teens see mobile phones as status symbols and a way to connect with friends. So, they might be willing to live with phone bullying and hide it than risk losing their phones if their parents found out (about the bullying)," she said.

Parents have to be non-confrontational when addressing such issues with their children, she added.

Australian freelance writer Steve Clark, 52, wrote to my paper recently to urge schools to ban mobile phones among students, so that they would not use these devices to intimidate their schoolmates.

Asked if mobile phones should be banned in schools, an Education Ministry spokesman said: "Schools are empowered to make policies regarding disciplinary matters to best fit their school situation."

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— ADDITIONAL REPORTING BY DEVI SRIWAHYUTO

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

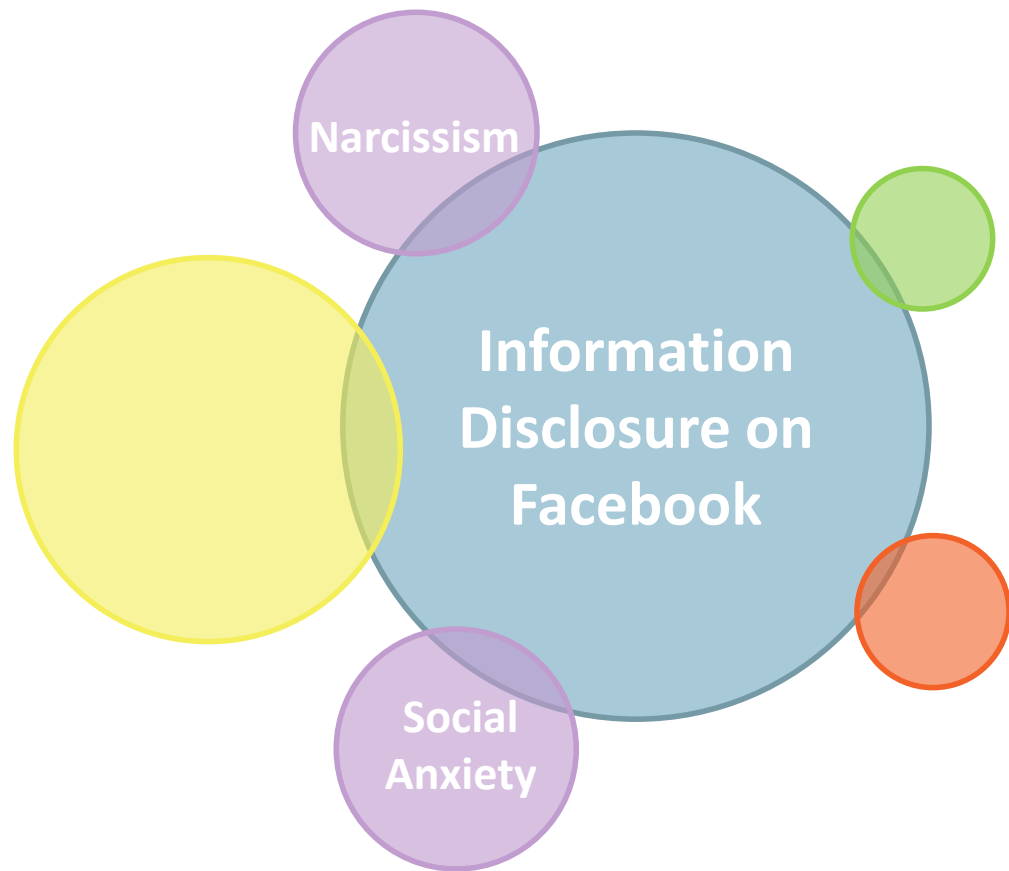


Narcissism and Information Disclosure

- **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

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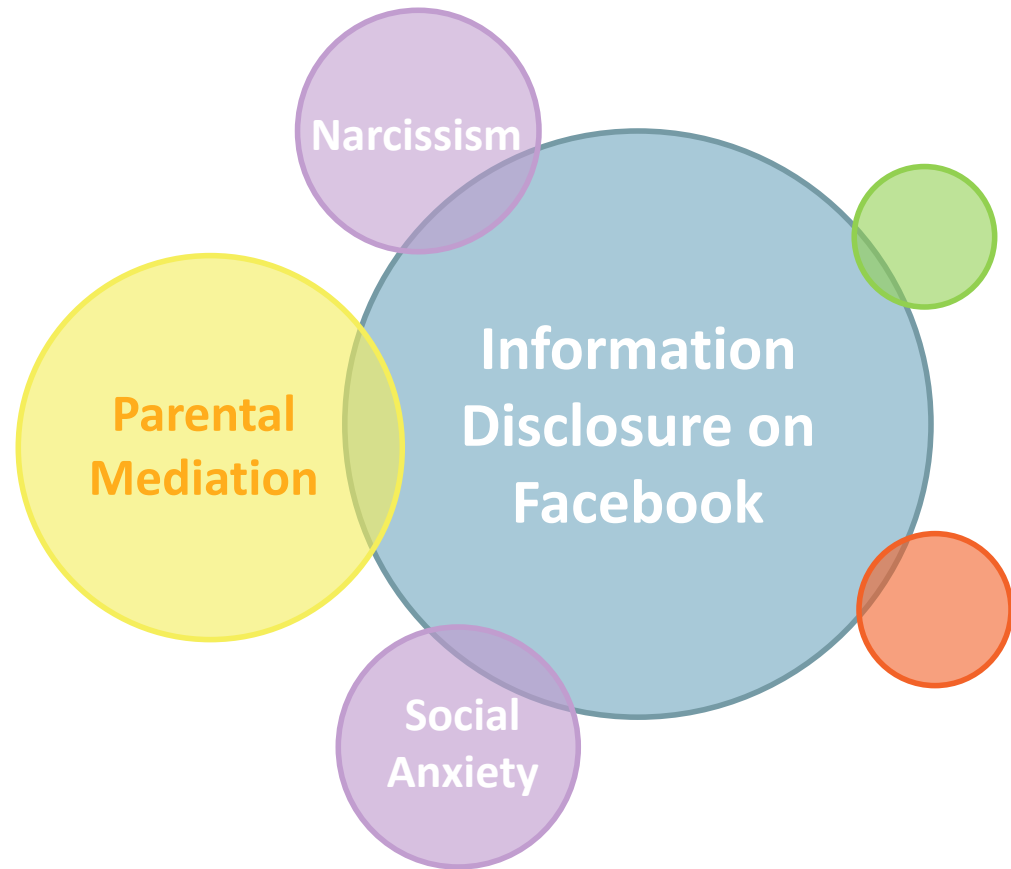
Social Anxiety and Information Disclosure

- **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, Schriener, & Cho, 2008)

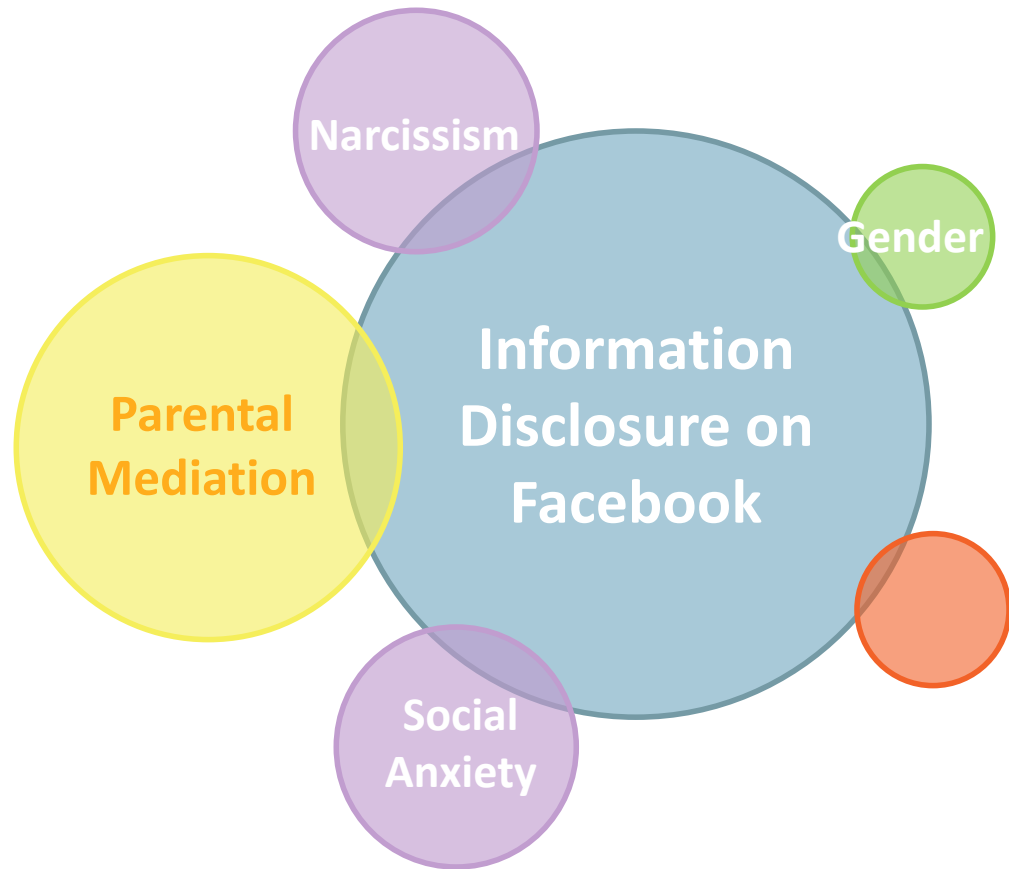
▪ Conflicting Findings about Parental Mediation

- 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)

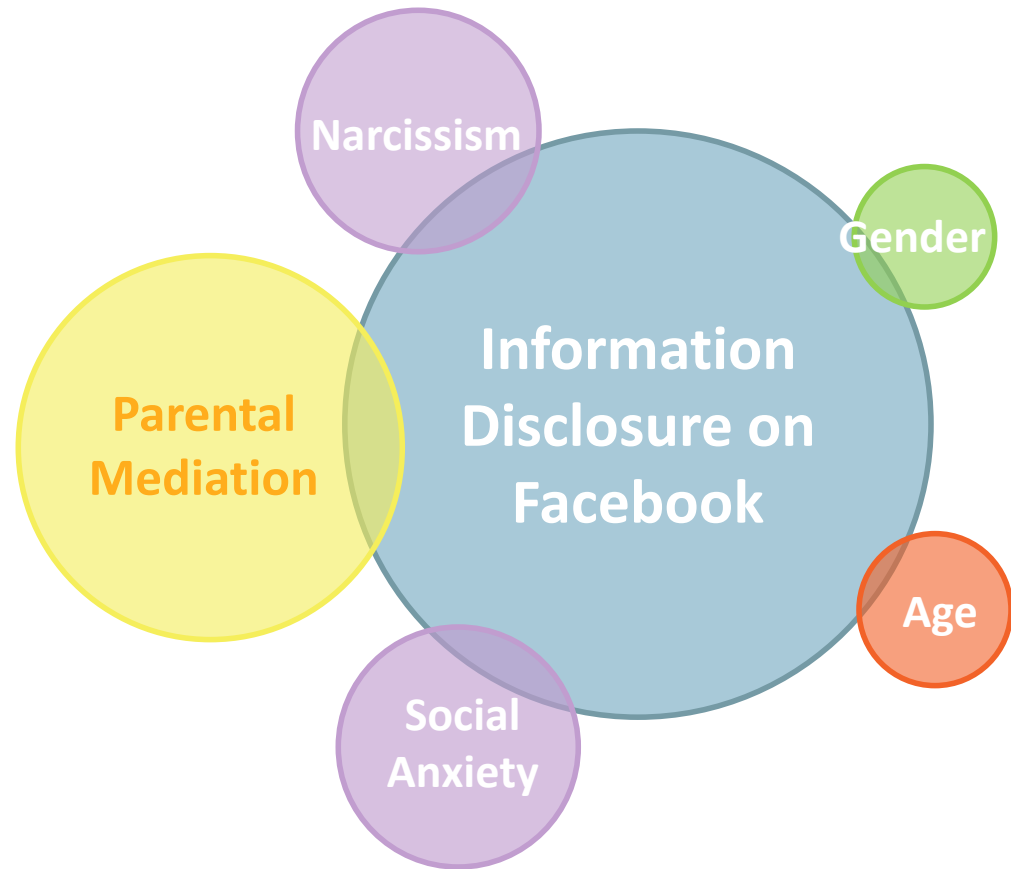
Factors Related to Online Information Disclosure

- ✓ 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

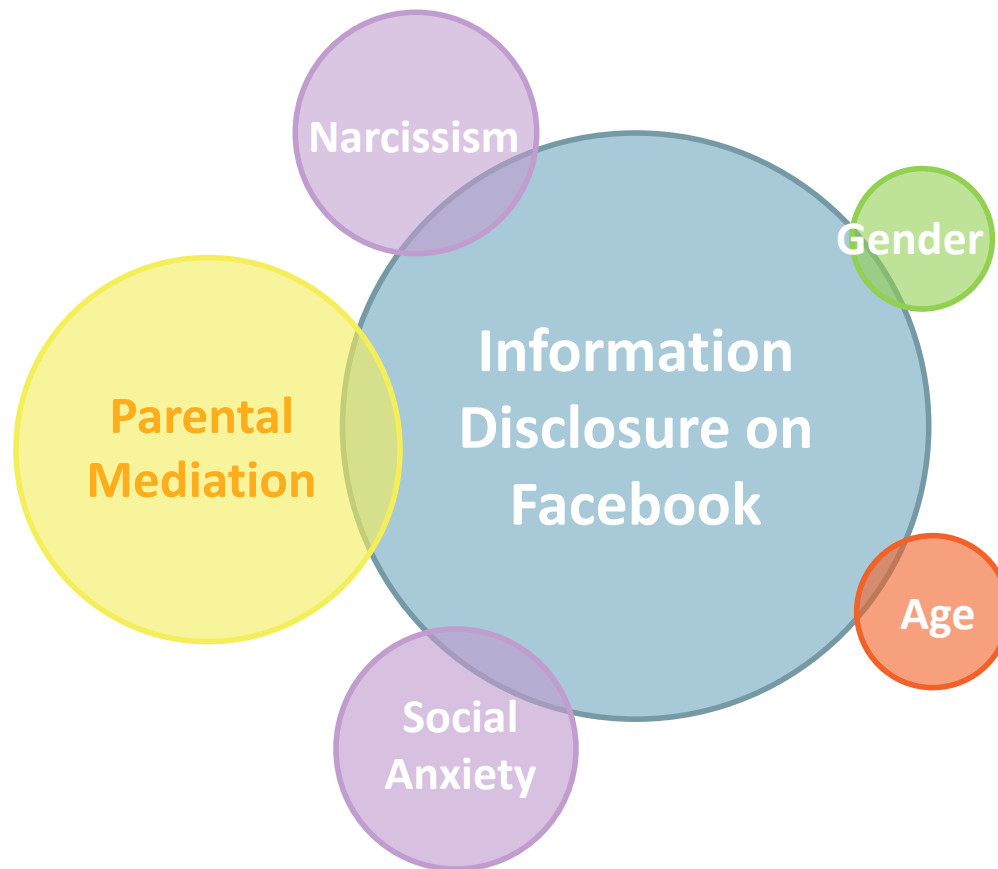
Scenario-based Questionnaire to examine information disclosure on Facebook

3. General Information Disclosure

Sensitive Information (PII) Disclosure

Research Gaps

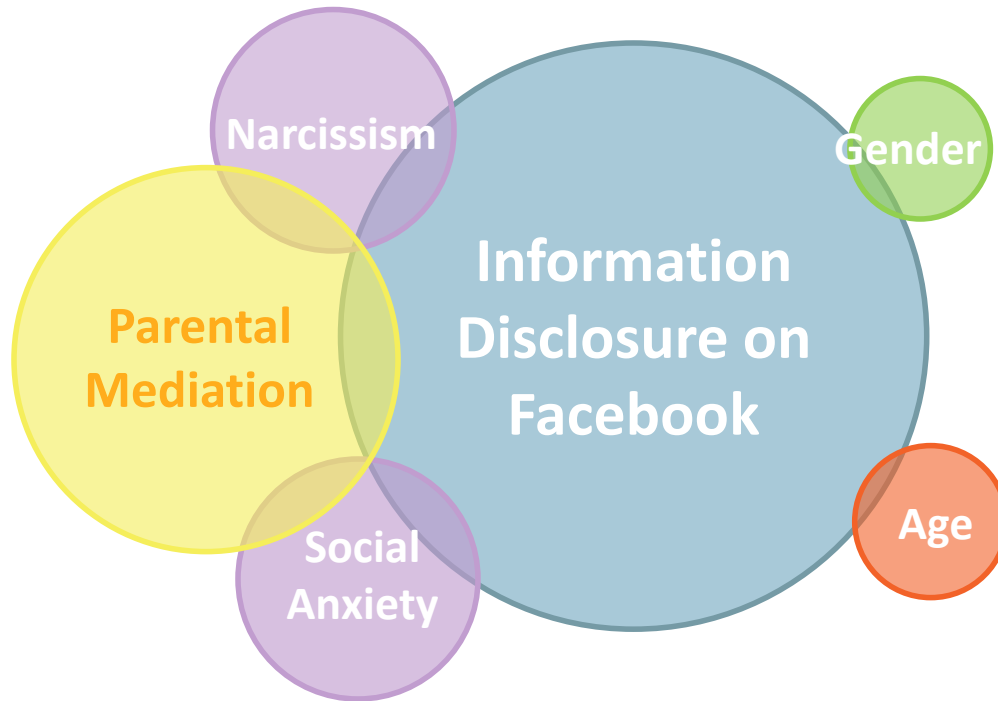
4. Personality traits and parental mediation were studied in isolation previously



Research Gaps

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

Moderation Effect of Narcissism and Social Anxiety on Parental Mediation



Information Disclosure

•Behavioral Information Disclosure



•Attitudinal Information Disclosure

How willing are you to post the following information?					
1. Basic Information - Real name	1	2	3	4	5
2. Basic Information - Sex	1	2	3	4	5
3. Basic Information - Birth date	1	2	3	4	5
4. Basic Information - City you are currently at	1	2	3	4	5
5. Basic Information - Hometown	1	2	3	4	5
6. Basic Information - Interested in girls or boys	1	2	3	4	5
7. Basic Information - Looking for	1	2	3	4	5
8. Basic Information - Political views	1	2	3	4	5
9. Basic Information - Religious views	1	2	3	4	5
10. Basic Information - Bio	1	2	3	4	5

Parental Mediation

- Regulated
- Active



Information Disclosure

• Behavioral Information Disclosure



Narcissism

- Superiority
- Exploitativeness



Parental Mediation

- Regulated
- Active



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Narcissism

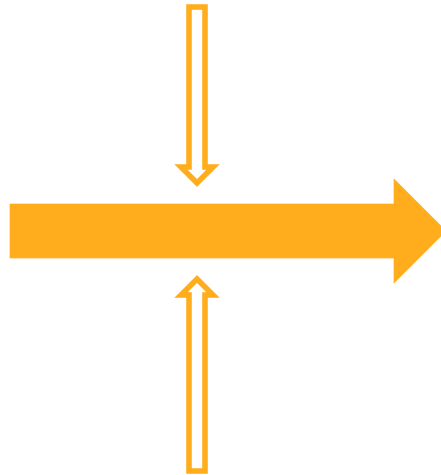
- Superiority
- Exploitativeness

Parental Mediation

- Regulated
- Active

Social Anxiety

- FNE
- SAD-New
- SAD-General



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

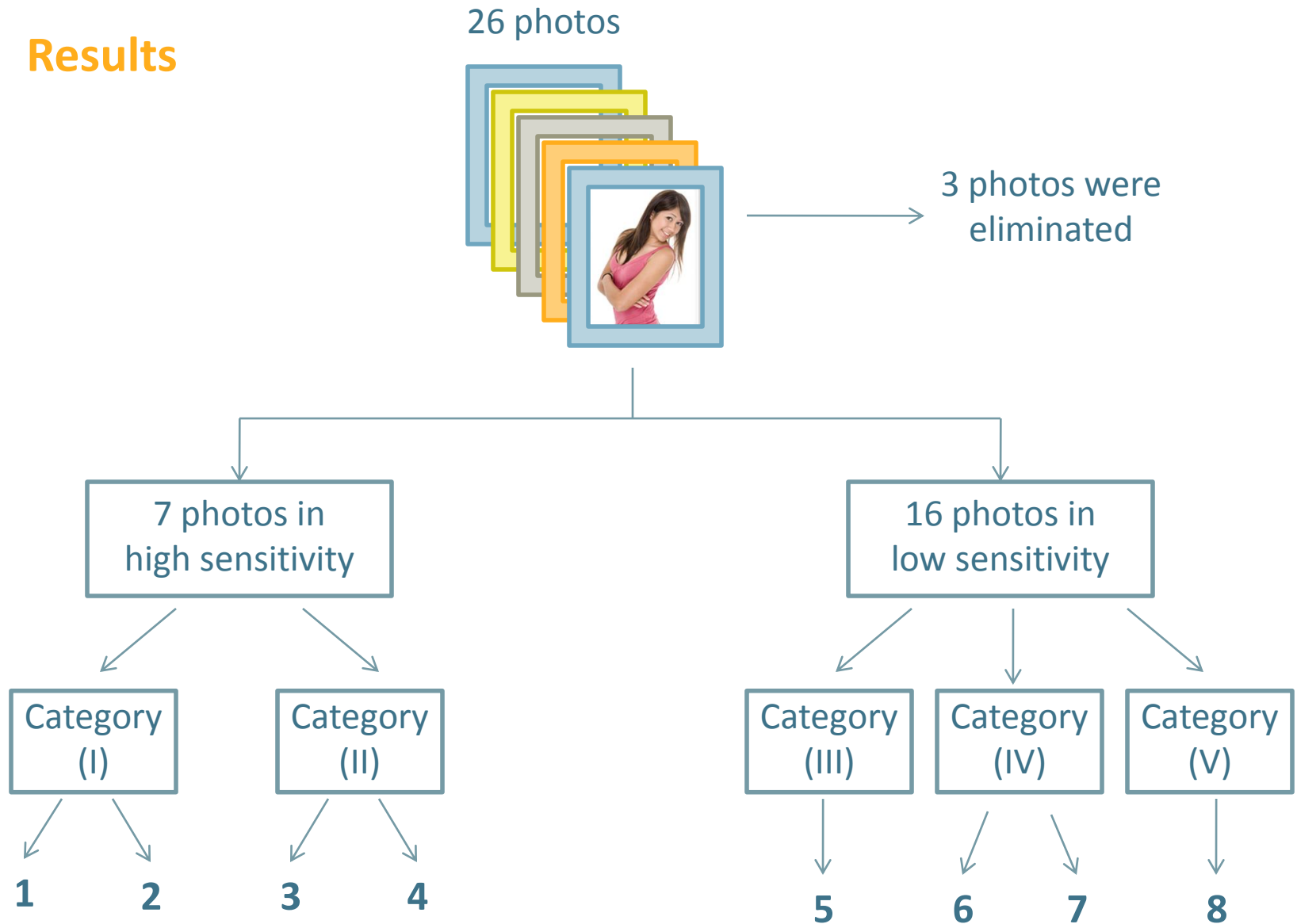
26 personal photographs

- **Five Categories**

- I. In swimwear or slightly more explicit pose
- II. With boy/girlfriend
- III. With family members
- IV. With friends (e.g., playing sports, traveling, partying...)
- V. Solo portrait

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

Results



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



High Adolescent -
Perceived Sensitivity

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



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)

- ◆ **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

facebook    Search Home Profile

 **John** Welcome to my Facebook!

Wall Info Photos Video +

▼ Basic Information

Real Name	<input type="text"/>	Sex	<input type="text"/>
Birth Date	<input type="text"/>	Hometown	<input type="text"/>
City You Are Currently at	<input type="text"/>	Looking for	<input type="text"/>
Interested in Boys or Girls	<input type="text"/>	Religious Views	<input type="text"/>
Political Views	<input type="text"/>	Bio	<input type="text"/>
Favorite Quotations	<input type="text"/>		

▼ Likes and Interests

Activities	<input type="text"/>	Interests	<input type="text"/>
Music	<input type="text"/>	Television	<input type="text"/>
Movies	<input type="text"/>	Books	<input type="text"/>

▼ Contact Information

Email Address	<input type="text"/>	IM Screen Name(s)	<input type="text"/>
Mobile Phone Number	<input type="text"/>	Land Phone Number	<input type="text"/>
Address	<input type="text"/>	City/Town	<input type="text"/>

Study One



John Welcome to my Facebook!

- Wall
- Info
- Photos
- Video
- +

Control who sees each of these photos.



- Everyone
- Friends of Friends
- Only Friends
- Customize
- Won't Post At All



- Everyone
- Friends of Friends
- Only Friends
- Customize
- Won't Post At All



- Everyone
- Friends of Friends
- Only Friends
- Customize
- Won't Post At All

Facebook "Photos" scenario

Measures

Attitudinal Information Disclosure Scale (AIDS)

- Rate “how willing are you to post the following 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”

How willing are you to post the following information?		
1. Basic Information - Real name	1	2
2. Basic Information - Sex	1	2
3. Basic Information - Birth date	1	2
4. Basic Information - City you are currently at	1	2
5. Basic Information - Hometown	1	2
6. Basic Information - Interested in girls or boys	1	2
7. Basic Information - Looking for	1	2
8. Basic Information - Political views	1	2
9. Basic Information - Religious views	1	2
10. Basic Information - Bio	1	2