

Introduction

Personality

- Socially anxious individuals tend to be cautious and controlling with the information they share (Liu et al., 2013)
- People low on extraversion are less likely to disclose information online (Chen, & Marcus, 2012)
- Individuals high on conscientiousness tend to have higher concerns for privacy in the context of location-based services (Junglas et al., 2008)
- People high on agreeableness tend to have low concerns for privacy towards location-based services, but agreeableness was also found to influence concerns for information privacy (Korzaan, & Boswell, 2008)
- Openness to experience is the strongest predictor of information privacy concerns of Internet users throughout all the Big 5 personality traits (Egelman, & Peer, 2015)

Trust

- According to social exchange theory (Roloff, 1981) social interactions are formed based on a cost-benefit analysis – trust leads to a reduced perception of costs
- People's trust in an online social network provider reduces their perception of privacy risks regarding information disclosure (Krasnova et al., 2010)

Self-esteem

- Individuals with higher self-esteem are more likely to use privacy settings on Facebook (Christofides et al., 2009)

Method

Participants

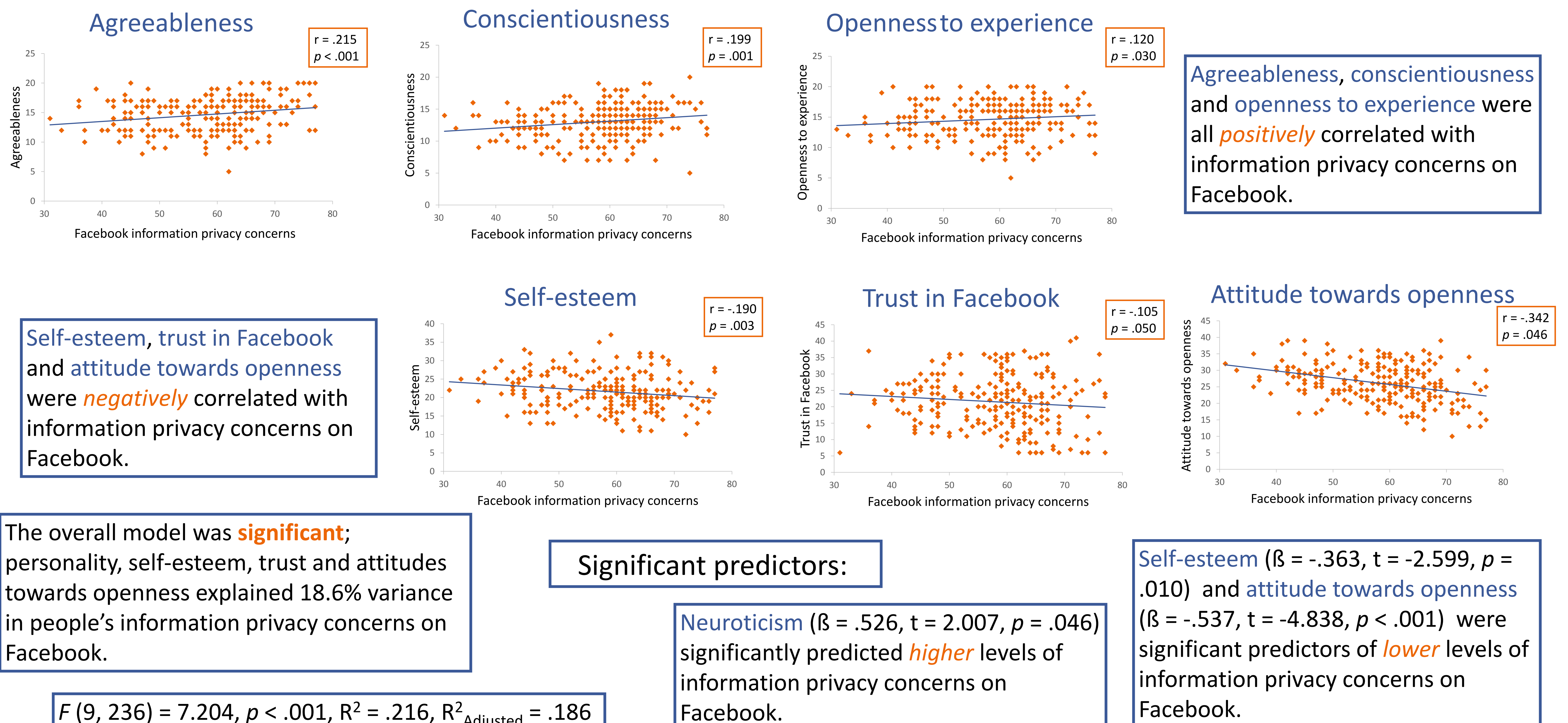
- 246 online participants (135 male, 111 female)
- Aged 18-65 ($M = 29$, $SD = 7.9$)

Key measures

- Personality
- Trust
- Self-esteem
- Attitudes towards openness
- Privacy concerns



Results



Conclusion

- The results of this study extend the literature on information privacy concerns by showing that certain personality dimensions and trust should be taken into account when exploring individuals' information privacy concerns online and on Facebook
- People high on certain personality traits (agreeableness, conscientiousness, openness to experience, neuroticism) are more likely to be concerned about the privacy of their personal information on Facebook
- On the other hand, those who have a higher tendency to share personal information about themselves, put more trust in Facebook and have high self-esteem tend to exhibit lower concerns about their information privacy

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