隱私標準重要嗎? 從社會接受與隱私顧慮探討社群媒體的自我披露

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摘要

自我披露是現今社群媒體經營者跟社群商務所需要面對的重要課題。社群媒體使用者在披露個人資訊的過程中發展出對隱私洩露的考量，但卻又常常自相矛盾的揭露個人資訊來獲得個人在社群媒體上的社會接受度。透過社群媒體上與社交圈互動是現今主流趨勢之一，但使用者如何平衡社交圈上的互動、社會接受度與隱私考量來決定自我披露的程度尚未得到充分的解釋。本研究根據傳播隱私管理理論，從社會接受與隱私的標準觀點切入，來解釋社群媒體上的自我揭露。透過社會接受、隱私的標準與隱私洩露考量之間的三向互動模型，擴展隱私悖論如何在自我披露決策中的運作。

關鍵詞：社會接受度、隱私、自我披露、社群媒體、傳播隱私管理

Social Acceptance and Information Privacy Concerns on Self-Disclosure: Do Privacy-Rule Criteria Matter?

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Abstract

Self-disclosure is an emergent issue faced by social network sites (SNSs) providers and online business owners. Although users may initially struggle with the idea of privacy loss if they decide to make their decisions of self-disclosure on SNSs, many of them eventually behave contrarily by revealing private information in exchange for social acceptance. Drawing upon the theory of communication privacy management, the present study develops a research model grounded in social acceptance and privacy-rule criteria to further examine self-disclosure. Based on the results, the three-way interaction among social acceptance, privacy-rule criteria and information privacy extends our current understanding of how privacy paradox can possibly function in making self-disclosure decisions.

Keywords: Social acceptance, Privacy, Self-disclosure, Social media, Communication privacy management

1. INTRODUCTION

Social network sites (SNSs) are mostly free to access, service providers largely depend on revenue derived from customized advertising by use of a site members' personal details, including interests, check-ins and emotional personalities (Anic, Škare, & Milaković 2019; Mouakket & Sun 2020; Chiu, Chang, & Lin 2021). With significant interest growing in customized advertising, the global revenue of SNSs providers is expected to reach US$115 billion between 2018 and 2023 (Statista 2019). Disclosing personal feelings and thoughts helps SNSs users establish their online identity and share unique perspectives with other users in the pursuit of social acceptance (Sharma & Crossler 2014; Liu, Min, Zhai, & Smyth 2016; Liu & Wang 2018; Pan et al. 2017; Yen 2018). Self-disclosure could be a win-win situation for businesses to accurately target products and services to potential customers (Awad & Krishnan 2006; Chen 2013), for SNS providers to publish personalized content aligned with user preferences (Lee & Choi 2017; Sutanto, Palme, Tan, & Phang 2013), and for users to create a highly prosperous social network (Ko 2013; Liu et al. 2016; Liu & Wang 2018). Nevertheless, the biggest challenge to the realization of these benefits is the resistance of self-disclosure (Jiang, Heng, & Choi 2013; Lowry, Cao, & Everard 2011). Accordingly, the trend of identifying the determinants of self-disclosure has received considerable attention from researchers (Ko 2013; Sharma & Crossler 2014; Shih, Lai, & Cheng 2017; Yang et al. 2020; Mousavi et al. 2020).

Self-disclosure refers to the intentional divulgence of personal information to others. Prior studies concluded that social acceptance was the decisive driver of self-disclosure (Lowry et al. 2011; Jiang et al. 2013; Koohikamali, French, & Kim 2019; Liu et al.2016; Liu & Wang 2018; Teubner & Flath 2019; Yu, Hu, & Cheng 2015; Zhang et al. 2018). Users can access resources and acquire a sense of social acceptance while using SNSs. For example, a Facebook user can share an important memory with a group of friends to acquire a sense of social acceptance. The transparency of personal information that spreads across and within SNSs leaves users more vulnerable to privacy risks, decreasing willingness to disclose personal information (Jiang et al. 2013; Liu et al. 2016; Teubner & Flath 2019; Zhang et al. 2018). SNSs users are risk-takers, because they tend to reveal personal information to others with whom they have reciprocal relationships (Yu et al. 2015). Privacy divulgence is a considered risk that is often a required cost of social acceptance and self-disclosure (Lowry et al. 2011; Yu et al. 2015). This apparent contradiction has not been satisfactorily explained in current literature and remains a subject of debate; thus, it deserves attention and systemic investigation.

While initial studies into the field of self-disclosure stress the role of social acceptance (Lowry et al. 2011; Ko 2013; Yu et al. 2015), others have shifted the focus onto privacy calculus (Jiang et al. 2013; Sharma & Crossler 2014; Koohikamali et al. 2019; Kordzadeh & Warren 2017; Zhang et al. 2018). Previous studies conclude that

users disclose personal information for social acceptance and risk their privacy to reap the positive consequences of being active on SNSs (Liu & Wang 2018; Lowry et al. 2011; Yu et al. 2015). The literature review suggests a gap in the identification of how individuals balance their privacy requirements with differing degrees of social acceptance. Furthermore, earlier studies show a privacy paradox inherent to self-disclosure. In part, the results are contradictory to the role privacy concerns play when considering the negative effects in privacy calculus (Jiang et al. 2013; Mousavi et al. 2020), and the positive effects in social acceptance (Yu et al. 2015). Research to date shows that users are bounded-rational, but largely avoid explaining how the self-disclosure decision functions (Awad & Krishnan 2006; Sutanto et al. 2013).

Communication privacy management (CPM) theory introduces the concept of *privacy-rule criteria* to explain how individuals disclose personal information to people (Petronio 2002, 2010). The popularity of SNSs is still growing, and most users disclose personal information out of the desire for the social acceptance of their friends. Although SNS users explicitly reveal information about themselves to another for social inclusion, self-disclosure is an aspect of social behavior, i.e., it is the degree to which an individual is actively brought into online social interactions by social circles (Liu & Wang 2018; Lowry et al. 2011; Yu et al. 2015). The present study argues that SNSs users make whole-hearted attempts to consider contributing factors in social interaction through which they can better formulate or have their privacy-rule criteria drawn in social interaction considerations. Using CPM theory, this study examines how users formulate their privacy-rule criteria and manage privacy boundaries, while taking into account their privacy concerns.

This study has two major goals. First, this study contextually conceptualizes *social connectivity*, *interactive richness* and *interactional justice* associated with privacy-rule criteria. Self-disclosure is associated with the desire to be socially accepted as well as related with how much users are aware of resulting privacy loss as recipients pass their privacy boundaries. For SNS users, privacy-rule criteria influence self-disclosure as they permit private information to move across a boundary. Disclosing private information inevitably incurs a potential vulnerability (intentional privacy invasion, betrayals, criminality, etc.) (Chen 2013; Jiang et al. 2013). This study further investigates the specific consequences of social acceptance on self-disclosure by showing the three-way interaction among social acceptance, privacy-rule criteria and information privacy concerns to inform the debate on privacy decision making in self-disclosure. Formally stated, the research question is "*How do social acceptance, privacy-rule criteria and information privacy concerns influence self-disclosure*?"

The contributions of this study are as follows. First, the CPM theory is used to develop privacy-rule criteria in the context of SNS. This study examines *how* individuals formulate their privacy-rule criteria. As a result, the findings contribute directly to information systems (IS) literature. Particularly, the study shows *what* the most important privacy-rule criteria are for self-disclosure. Second, the findings of the three-way interaction show the limits of bounded-rational privacy decision making in

self-disclosure. In the presence of privacy concerns, privacy-rule criteria regulate the flow of private information between privacy owners and recipients. Yet, social acceptance leads to privacy-compromising intentions. While the topic of privacy decision-making with respect to self-disclosure has been examined in other studies, existing explanations harbor contradictory results, which are addressed in this study.

2. THEORETICAL BACKGROUND

2.1 Self-disclosure

Studies on self-disclosure tend to be wide-ranging in their scope. Research conceptualizes self-disclosure at an abstract level through five dimensions: amount, depth, honesty, intent and valence (Posey, Lowry, Roberts, & Ellis 2010; Zhang et al. 2019). Research into this concept is followed by Wheeless's perspective on self-discourse encompassing: (1) frequency and duration of an individual's disclosure; (2) degree of intimacy during communication; (3) the degree of accuracy of any disclosed content; (4) degree of an individual's awareness; and (5) the degree of positivity of the disclosed content (Liu et al. 2016; Posey et al. 2010; Zhang et al. 2019). Another significant line of research defines self-disclosure as the personal information intentionally and voluntarily revealed by individuals about themselves to others during social interaction (Chen 2013; Jiang et al. 2013; Liu & Wang 2018; Shih et al. 2017; Yu et al. 2015; Zhang et al. 2018). This reflectively-measured concept considers self-disclosure as a social behavior used to establish and maintain social relationships.

Scholars have attempted to understand factors that facilitate and inhibit self-disclosure using privacy-calculus and social-acceptance metrics. Privacy-calculus studies generally conclude that self-disclosure involves an analytical process that calculates benefits and costs (Krasnova, Spiekermann, Koroleva, & Hildebrand 2010). Individuals compare the benefits and costs in self-disclosure decisions and follow the logic of the privacy paradox, in which they worry about privacy loss but behave contrarily by revealing private information (Shih et al. 2017; Wang, Liang, & Lai 2016). Another line of research takes social acceptance as a theoretical foundation. Researchers examine whether the desire for social acceptance increases the likelihood of self-disclosure due to the tendency of people to strive to interact or become accepted by those they like (Lowry et al. 2011; Yu et al. 2015; Yang & Sun 2016). User perceptions of social interactions in their social circles become essential factors in judging the compensation for privacy loss when managing their private boundaries (Yu et al. 2015).

2.2 Communication Privacy Management

CPM theory focuses on a boundary perspective to manage individuals' privacy in interpersonal communication (Petronio 2002). The SNS users make judgments about whether to disclose themselves based on privacy-rule criteria that may be the result of

motivation to respond, perceived interactive benefits, or interpersonal situation that call for granting privacy access (Petronio 2002; Thompson, Petronio, & Braithwaite 2012).

CPM theory asserts that the privacy owner assesses message received from a sender and determines their response options based on reasons for interacting with him or her (Thompson et al. 2012). ***Social connectivity*** is defined by the extent to which the message demand-response relationship between a user and social circles (Ye et al. 2019). With the use of SNS to achieve social acceptance, social connectivity creates a bridge to close the gap between users and their social circles (Wang et al. 2017). For this reason, the user gets motivated to select the response options that can appropriately meet the particular demands from a social circle. In other word, if one has lower connectivity, then there would be a smaller set of recipients to view personal information. The user may then have less motivation to regulate privacy boundaries since only a few recipients may cross (Lin & Armstrong 2019). When SNSs users have intensive message demand-response relationship with their social circles, those users have more recognition and attention, increasing their motivations for managing disclosures and feeling a stronger sense of responsibility to meet the demands of a social circle.

Second, though the risk-benefit ratio appears to temper decisions for self-disclosure, individuals are more likely to disclose as the benefits are more appealing (Petronio 2010). ***Interactive richness*** is defined by the extent to which social circles can interact and communicate purposefully, socially and affectively in a social interaction (Kim, Suh, & Lee 2013; Tseng & Wei 2020). In the SNS context, physical distance makes social gains resulting from self-disclosure more difficult to be measured and perceived, as important social and emotional cues tend to be filtered out by the Internet (Mirzaei & Esmaeilzadeh 2021). Social interaction through an increased perception of social presence in a virtual space can develop higher perceived entertainment and relational benefits as well as engagement (Shaw, Chen, Harris, & Huang 2009; Srivastava & Chandra 2018). When SNS users feel their social circles are insufficiently engaging, feelings of frustration and a lack of satisfaction may result, leading to a less favorable assessment of self-disclosure (Mirzaei & Esmaeilzadeh 2021). Rich interactions contain more social cues that clarify ambiguities in communication, enabling users to derive more interactive benefits.

Third, interpersonal situation refers to the status of a relationship between a privacy owner and recipient that influences how the owner manages his or her privacy (Petronio 2002). Privacy management for a single man or woman, or a married couple varies as each needs to change privacy management to accommodate the altered status of an interpersonal relationship (Petronio 2010). ***Interactional justice*** is concerned with the fairness of interpersonal relationships in social circles (Bacile, Wolter, Allen, & Xu 2018; Fang, Chiu, & Wang 2011). Interactional justice reflects the interpersonal relationship in which SNS users feel about how they relate to others. If users perceive incivility, such as social shaming, cyberbullying, gossiping and harassment, this will increase social isolation and reduce social bonding (Bacile et al. 2018). Interactional

justice ensures the reciprocal relationship between a privacy owner and recipient. The outcome of an exchange is based on a subjective assessment of relevance and utility, with no qualification on the tangibility or value of the outcome (Stecher & Rosse 2005). From this perspective, the outcome of an exchange resulting from a fair and respectful relationship would likely be perceived as meaningful, particularly when relational needs are salient (Stecher & Rosse 2005). The tendency to reciprocate disclosures follows the concept of interactional justice. SNS users would prefer that private information be exposed and accessed in a respectful relationship.

Social connectivity, interactive richness and interactional justice are concurrent, yet distinct concepts in privacy-rule criteria. Personal motivation to respond in terms of the message demand-response relationship serves as ground for both revealing and concealing personal information (Petronio 2010). Social connectivity is a fundamental step that motivates the individual to enact privacy management, since a network with high-connectivity is likely to encourage and motivate users to respond positively to fulfill different social demands (Phang, Kankanhalli, & Sabherwal 2009; Wang et al. 2017). The more attention being drawn to a SNS user, the greater the chance that the user will experience a sense of urgency in managing social relationships and taking a response option that meets social demands (Lin & Armstrong 2019).

CPM suggests that users who are willing to self-disclose are benefits-sensitive. Since quick yet pointless responses sometimes occur, returns sufficient to compensate for a privacy loss are not guaranteed. To judge the compensation for costs of disclosure, benefits-sensitive users tend to make references based on valuable social cues rather than extrinsic cues of interaction (Wells, Valacich, & Hess 2011; Srivastava & Chandra 2018). Furthermore, interactive richness could be independent from social connectivity given that a network with low-connectivity does not change the inherent attributes of content richness. Interactive richness shapes the sense-making mental models of other virtually interacting members, and provides social cues in uncertain situations (Srivastava & Chandra 2018). These cues help users establish their engagement and lead them to perceive benefits as more concrete or closer in time (Srivastava & Chandra 2018).

Interactional justice can be ensured by always assuming best intentions and treating other people with the respect they deserve. This assumption is contingent in a SNS context. For example, discussions of sensitive issues (e.g., politics, race, sexuality and police brutality) may lead users to feel disrespected or ostracized, and thus change the status of relationships with their social circles (Kim & Kim 2019). In sum, interactive richness provides additional cues about how social circles actually behave, and presents an opportunity to experience and verify relational cues, thereby enabling accurate assessments of benefits. Interactional justice relates to the current status of relationships in which users consider how they are treated by other users. A fair relationship requires fair exchange, and affects privacy management choices. A summary of key privacy-rule criteria of the research constructs in this study is provided in Table 1.

Table 1: Contextual definition of privacy-rule criteria

Concepts	Privacy-rule criteria		
	Social connectivity	**Interactive richness**	**Interactional justice**
	Increased connectivity creates a need to manage how much personal information is being shared.	Interactive richness establishes social presence to reduce ambiguity and envision future rewards.	Interactional justice describes a fair relationship with sincerity, honesty and integrity.
Features	The interconnectedness aspect of a social interaction.	The aspect of richness in a social interaction.	The fairness aspect of a social interaction.
Examples	A job promotion post that receives a large number of "thumbs up" or plain-text responses in a short period.	A social event that sends cards with a thoughtful design, or sends tailored text/voice messages, photos, animations or videos.	A personal opinion on current socio-political issues is discussed in a respectful way.

2.3 Information Privacy Concerns

The disclosure of personal information in the form of post, video or photo increases the likelihood of personal traceability across an entire network (Lin & Armstrong 2019; Mousavi et al. 2020). Although the owner assumes that authorized recipients are held accountable for the care of private information, there remains the possibility that authorized recipients will not abide by the owner's expectations (Thompson et al. 2012). For example, sharing embarrassing old photos on a SNS may result in the strengthening of bonds between close family members, but also increases the probability of involuntary sharing and the potential misuse of private data (Choi, Jiang, Xiao, & Kim 2015). Privacy turbulence often results in information privacy concerns generated by mistrust and suspicion about shared private information (Kaushik, Jain, & Singh 2018; Anic et al. 2019). ***Information privacy concerns*** refer to the expectation of potential privacy loss with regard to shared personal information (Xu et al. 2011; Jiang et al. 2013; Yu et al. 2015). Information privacy concerns reflect the user's inability to fully protect their personal information from improper use (Hann, Hui, Lee, & Png 2007; Xu et al. 2011; Kaushik et al. 2018).

Self-disclosure studies have found that information privacy concerns are an inhibitor of self-disclosure. (Posey et al. 2010; Liu et al. 2016; Kordzadeh & Warren 2017; Zhang et al. 2018; Koohikamali et al. 2019). Although benefits could be a viable compensation for privacy loss, users are aware that revealing personal information only has a potential, not guaranteed, return. Research in this field shows that self-disclosure occurs when the desired benefit outweighs the privacy loss (Jiang et al. 2013; Koohikamali et al. 2019; Teubner & Flath 2019; Zhang et al. 2018). Previous studies also assess how information privacy concerns and social acceptance influence self-

disclosure (Lowry et al. 2011; Yu et al. 2015). Users consider the costs of social acceptance and follow the logic of the privacy paradox, in which privacy risk concerns them greatly, yet they behave contrarily (Guo, Liao, Hsiao, & Wang 2014; Lowry et al. 2011; Yu et al. 2015). As a result, information privacy concerns are a facilitator for self-disclosure because users consider a certain level of risk a necessity, or prerequisite, for social inclusion. The tradeoff between social acceptance and acceptance of privacy risks is a dilemma in self-disclosure decisions (Lowry et al. 2011; Yu et al. 2015).

3. RESEARCH MODEL

CPM theory is based upon the boundary metaphor to offer a rule-based management system that illustrates how people manage private information (Petronio 2002). To that end, the theoretical framework on which this current research is based mainly consist of the following three primary principles. First, an individual's *ownership* over his or her private information can be shared with potential recipients for a particular purpose (Petronio 2010). Besides, users are not anonymous but rather "nonymous", i.e.; their profiles typically include their identities, and so they have ownership over their private information and can decide when, to who, and to what extent their personal information is disclosed (Utz 2015). SNS users can choose to give access to their private information to be socially accepted, opening up boundaries to incorporate certain intended recipients. (Lowry et al. 2011; Yu et al. 2015). The basic premise is that social acceptance as the key underlying construct can influence self-disclosure.

Second, based on CPM theory, privacy owners control privacy boundaries considering *privacy-rule criteria* to determine however much information should be accessible (Petronio 2010). Privacy-rule criteria are formulated from social interactions with recipients (Petronio 1991). SNS usage scenarios are often one-to-many or mass-personal (Xu et al. 2012). This study concerns user privacy boundaries with particular reference to how privacy-rule criteria are established during user interactions with social circles (Liu & Wang 2018). Furthermore, this study was conducted to determine whether social connectivity, interactive richness and interactional justice are antecedents for self-disclosure. These antecedents correspond to privacy-rule criteria as described by CPM theory, for they are representative of the privacy-rule criteria that determine private information access.

Third, privacy owners are prone experience *privacy turbulence* in their rule-based privacy management system (Petronio 2013). When a user receives private information about an information owner, they become authorized recipients within the collective boundary (Petronio & Reierson 2009). However, there still remains a possibility that the authorized recipients will not follow the expectations held by the owner for that information. This study concerns whether information privacy concerns are antecedent to privacy turbulence with regard to self-disclosure.

CPM is a communication theory with its focus on a rule-based privacy management system, along with the interplay between "self" and "recipient" (Petronio 2010). That is, users would more prefer to share personal information for social acceptance, especially if their interaction with social circles is close, socially presented, and equitable. Yet, privacy turbulence still occurs because authorized recipients may not behave consistently with what the users expect (Petronio & Reierson 2009). When this occurs, the social acceptance valued by the users is placed in a dilemma because to light this matter may cause increased social interaction, thereby leading to more exposure of that private information (Petronio & Reierson 2009). Information privacy concerns are viewed as a cost of disclosing or a required condition when SNS users intend to disclose information for social acceptance (Jiang et al. 2013; Lowry et al. 2011; Yu et al. 2015). However, previous studies into this area have not provided substantial empirical evidence for a better understanding of the direct or conditional effects of information privacy concerns on self-disclosure to occur.

As a result, to fill this research gap, this study aims to develop and empirically test a model composed of a three-way interaction among social acceptance, privacy-rule criteria and information privacy concerns. By extending CPM, it is possible to determine how social acceptance operates as a function of privacy-rule criteria at different levels of information privacy concern. Privacy-rule may be subject to other factors, such as gender or culture (Petronio 2002). For this study, a particular country was selected to prevent the need to control for a cultural bias value. The thickness of the privacy boundary may also be gender-specific, as male and female norms and perspectives contribute to privacy at different levels (Mouakket & Sun 2020). Gender was included as a control variable for self-disclosure. The research model is shown in Figure 1.
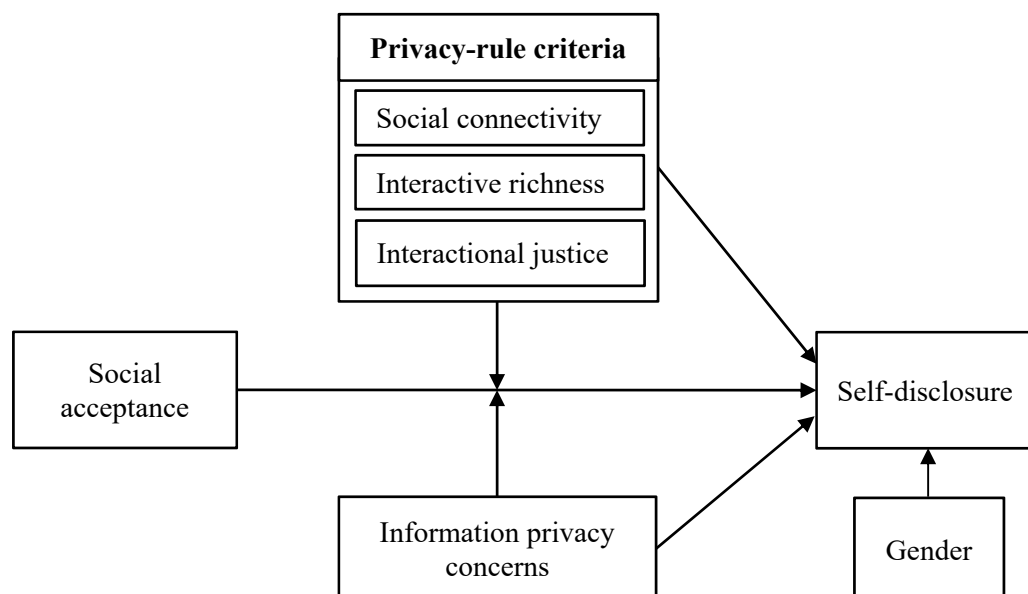

Figure 1: Research model

Social acceptance refers as the extent to which being socially accepted by social circles changes through social engagement (Yu et al. 2015).The desire for social acceptance is the most important factor influencing SNS participation (James et al. 2017; Posey et al. 2010). The "need to belong" is powerful, extremely persuasive, and fundamental, as well as regarded as a major motivator of SNS use (Seidman 2013). SNSs allow users to fulfill their need to belong and can be an effective method for building social acceptance (Sheldon, Abad, & Hinsch 2011). It is important to note that when individuals value social inclusion, they likely disclose more personal information to ensure that their social circles like and accept them (Frye & Dornisch 2010; Yu et al. 2015). Because SNS users own their private information, the exposure of their personal information is driven by social acceptance as they seek to increase relational intimacy with social circles. Thus, H1 is derived as:

H1: Social acceptance has a positive influence on self-disclosure

Social connectivity presents opportunities to stay connected and offers SNS users the ability to summon attention. Individuals are motivated to talk about themselves to satisfy personal acceptance needs, where other members from their network also share feedback the same way. A network that lacks social connectivity would not inspire a user's motivation sufficiently to disclose private information about themselves. The interactive social relationships built on SNSs have long been considered a motivator that stimulates sharing behavior (Olaisen & Revang 2017). Previous studies have confirmed the influence of social connectivity on a person's intent to share (Chang & Chuang 2011). Individuals believe that their connection with a social circle is exclusive, especially when they can perceive connectivity during communication (Ye et al. 2019). Social connectivity motivates users to fulfill expectations from their social circles (Ye et al. 2019), which in turn affects their willingness to disclose private information. H2 is thus developed as:

H2: Social connectivity has a positive influence on self-disclosure

Interactive richness is determined by a relational cue that establishes "personalness" and "socialness" during social interactions (Lengel & Daft 1988). A rich interaction enables emotional experiences to be vividly expressed as the content is presented in multiple formats (e.g., posts, videos, visual messages), allowing SNS users to develop a sense of social presence that creates psychological engagement (Kim et al. 2013). Prior studies suggest that social presence leads to closer personal relationships with others in virtual settings (Gefen & Straub 2004; Animesh et al. 2011). Furthermore, interactive richness diminishes efforts associated with emotional expression and information sharing that helps users create a sense of being socially together (Li 2012). As a result, interactive richness increases the SNS users' assessment of the relationship's value, ultimately leading them to choose to reveal private information when considering the positive returns of doing so. Thus, hypothesis H3 is derived as:

H3: Interactive richness has a positive influence on self-disclosure

　　CPM theory advocates that the social situations in which individuals grow up and develop a network of interpersonal relationships play a significant part in their decisions to openly discuss their feelings (Thompson et al. 2012). Decisions to conceal feelings are derived from expectations of social sanctions and incivilities (Waters & Ackerman 2011). Interactional justice highlights the importance of SNS users' perception of justice in their interpersonal relationships, and how their social circles treat them. SNS users are more inclined to share personal information to maintain a specific relationship, though this relationship is widely considered as equitable and healthy (Zhang et al. 2018). Interactional justice is a significant factor in cultivating positive attachment and loyalty (Otto & Mamatoglu 2015; Wang et al. 2011). SNS users who have been treated fairly and communicate appropriately attach themselves to similar social circles, leading them to preserve the extant relationships and loosen privacy boundaries (Shih et al. 2017). Thus, this study proposes H4 as follows:

H4: Interactional justice has a positive influence on self-disclosure

　　Exposure of personal information on SNSs is accompanied with privacy concerns because individuals have little control over the platform (Lowry et al. 2011) and face the possibility their information may be acquired by others without authorization (Jiang et al. 2013). Higher turbulence leads the privacy owner to close their boundaries and deny access until the owner and recipients achieve mutually agreed upon privacy rules (Lin & Armstrong 2019). Previous studies have found that the higher an information privacy concern is, the more a user is likely to perceive the potential loss due to disclosure (Koohikamali et al. 2019). SNS users with higher privacy concerns result in increased conservation of private information to reduce the downside risks of sharing. Empirical studies indicate that SNS users do not share their personal data if they perceive a high risk of privacy loss (Posey et al. 2010; Liu et al. 2016; Kordzadeh & Warren 2017; Zhang et al. 2018; Koohikamali et al. 2019). Thus, this study proposes H5 as follows:

H5: Information **concerns** *have a negative influence on self-disclosure*

　　In a network with high-connectivity, SNS users believe that they are socially included. SNS users highly involved in their social circles perceive greater social inclusion, while those who are not perceive greater social exclusion (McCord, Rodebaugh, & Levinson 2014). When SNS users have higher perceptions of connectivity, they are motivated to choose the response option that meets the demand of social circles to increase connection and affiliation, elevating the willingness to disclose private information for social acceptance. However, there is a mitigating effect when expectations of privacy turbulence offset positive interaction. Individuals tend to strategically regulate their privacy boundaries and determine under what circumstances to reveal personal information (Xu et al. 2011). SNS users with little concern about privacy perceive stronger connectivity as increased opportunities for them to cultivate and maintain social circles, motivating self-disclosure for social acceptance.

Conversely, when SNS users perceive information privacy concerns greatly, stronger connectivity causes SNS users to worry more about the unwanted attention and potential breaches of private information being accessed (Kaushik et al. 2018; Anic et al. 2019). Thus, this study proposes H6 as follows:

H6: Social connectivity, social acceptance, and information privacy concerns interact to influence self-disclosure in such a way that when social connectivity is high and **information** ***privacy concerns are low, social acceptance has the strongest positive effect on self-disclosure.***

Non-verbal cues in an interpersonal interaction can enrich communications and improve mutual understanding (Zimmer et al. 2010). Studies have suggested that a rich interaction framework and methods of expression are able to create a social presence that lets users feel a sense of social fulfillment (Jiang et al. 2013). A vivid interaction explicitly containing emotional support can reduce uncertainty about future benefits from self-disclosure (Mirzaei & Esmaeilzadeh 2021). Intuitively, SNS users will be less inclined to share personal information for the purpose of social acceptance through an interaction where less social cues are available. Indeed, they will be more likely to share personal information when social cues are rich, as this allows users to gain greater understanding on their possible returns and relations status. If a SNS user is inclined to seek social inclusion, interactive richness reduces social distance and the uncertainty of future rewards, which in effect increases user confidence in disclosure decisions. However, SNS users may perceive a privacy invasion and encounter unexpected problems, such as broadcasting more detailed personal data to the network than intended (Anic et al. 2019). When concerns over information privacy are higher, SNS users perceive the costs of disclosure to be high, and the possible returns that they expect, even with a rich interaction, are insufficient. Thus, this study proposes H7 as follows:

H7: Interactive richness, social acceptance, and information privacy concerns interact to influence self-*disclosure *in such a way that when interactive richness is high and information privacy concerns are low, social acceptance has the strongest positive effect on self-disclosure.

The perception of interactional justice creates a friendly situation for social acceptance as individuals are more comfortable sharing private information with others who treat them in a trustworthy manner and respect their relationship (Lin & Armstrong 2019). Interactional justice could increase the effective attachment towards a social circle (Otto & Mamatoglu 2015). SNS users strongly rely on and attach themselves to social circles from which they have received fair treatment. In this case, they are likely to disclose personal information with less privacy controls (Kordzadeh & Warren 2017). To the extent that individuals have been treated appropriately, the desire to be accepted by their social circles through personal information sharing will increase. However, privacy turbulence triggers SNS users to consider whether the collective boundary is safe, which increases inherent uncertainty and fosters distrust (Lin & Armstrong 2019).

With information privacy concerns, SNS users become hesitant, suspicious and less likely to attach themselves to a social circle they distrust, even when it might have the same degree of interactional justice (Kaushik et al. 2018). Unless information privacy concerns are lowered, a social situation that practices fairness is able to create a more positive attachment, and individuals would likely loosen privacy boundaries to reciprocate more personal information for social acceptance. Thus, this study proposes H8 as follows:

H8: Interactional justice, social acceptance, and information privacy concerns interact to influence self-disclosure in such a way that when interactional justice is high and information privacy concerns are low, social acceptance has the strongest positive effect on self-disclosure.

4. METHODOLOGY

4.1 Measures

All six research constructs in this study were defined using previously validated measures and modified according to the properties of self-disclosure for application in a SNS context. This study was conducted in a Chinese-oriented cultural context, so the original measures were translated from English into Chinese. After the measures were translated, they were then back-translated by an independent translator. The back-translated wording was then compared with the original to ensure that the translation was faithful to the original. Where discrepancies existed, the Chinese and original English versions were cross-checked by the research team and terms were adjusted accordingly.

Before the administration of the survey, this study conducted a pre-test questionnaire to ensure content validity. A panel of experts composed of three MIS professionals and three MIS Ph.D. candidates was gathered to evaluate the measures. Based on their feedback, unclear or ambiguous phrases were refined to improve the validity of the study. Following this, a pilot study was conducted with 42 SNS users. These users are all excluded from the final data collection procedure and data analysis. Using their feedback, this study eliminated ill-defined phrases, and some of the wordy items were modified to improve respondent understanding. All measures used the seven-point Likert scales, which ranged from "strongly disagree" to "strongly agree".

4.2 Data Collection

The proposed model was tested through an online survey distributed over Facebook. For many individuals, Facebook was deemed the most popular SNS on which they frequently interacted with their social circles (Seidman 2013; Sheldon et al. 2011). Thus, respondents in this study were students recruited from across multiple universities with a Chinese-oriented culture. Students were the target population because they exemplify users that often participate in SNSs. The recruitment message contained a hyperlink through which target participants could be automatically directed

to an online questionnaire. A page on the questionnaire clearly introduced participants to the purpose of the study before asking for their permission to conduct the study. Upon completion of the survey, a financial incentive was offered whereby they could win a gift voucher in the range of NT$300 to NT$500. Respondents' IP and e-mail addresses were recorded in the file system to validate against multiple submissions. After data cleaning of 474 questionnaires, 61 incomplete questionnaires were excluded, thus the final number of participants was 413.

Descriptive details of the respondents are provided in Table 2. Respondents were distributed equally in terms of gender and varied in terms of SNS usage experience and frequency. In accordance with Armstrong & Overton (1977), a non-response bias test was used to ensure no significant difference between early and late respondents. According to a mean time-point, early and late respondents were categorized as those who submitted responses within the first and final three weeks, respectively. The values of the hypothesized constructs were compared but no bias was detected. The t-test analysis indicated there were no significant differences; hence, the sampled data was not different from those excluded from this study.

Table 2: Demographic information

Measure	Categories	Frequency	Percentage (%)
Gender	Male	206	50%
	Female	207	50%
Age	18-20	103	25%
	21-22	310	75%
SNSs usage experience	<12 months	19	5%
	12–24 months	111	27%
	Over 25 months	283	69%
Frequency of using SNSs	Several times a day	350	85%
	Almost daily	55	13%
	Twice in a week	8	2%

5. DATA ANALYSIS AND RESULTS

5.1 Measurement Validity

This study followed the practice established by Hayes & Matthes (2009) to explore the three-way interaction. The psychometric properties of the measurement items were assessed for convergent validity, reliability and discriminant validity. Exploratory factor analysis (EFA) was conducted to test the average variance extracted (AVE) and composite reliability (CR) of the measurement items. The KMO (Kaiser-Mayer-Olkin) value was 0.88 and the Barlett Spherity test of significance was 0.00, supporting the fact that the selected psychometric properties were suitable for EFA. A principal components analysis (PCA) of the primary research constructs showed clean loadings on the expected factors; and each item, loaded onto its respective construct, met the cut-off factor loading value of 0.5 (Bagozzi & Yi 1988; Gefen, Straub, & Boudreau 2000).

The Cronbach's alpha (CA) and CR were both above 0.7, and the AVE was greater than 0.5 (Bagozzi & Yi 1988). The results shown in Table 3 support the reliability and convergent validity of the measurement items.

The correlation matrix and square roots of the AVE were used to test discriminant validity (Fornell & Larcker 1981). The square root of the AVE for each construct needed to exceed the outer correlations. Table 4 shows that the square roots of all the AVEs were greater than those outer correlations, supporting sufficient discriminant validity. The data was collected through a cross-sectional study design that included self-evaluation measurements. The potential common method bias (CMB) was evaluated using Harman's single factor test, following work by Podsakoff et al. (2003). By applying factor analysis with an un-rotated solution, the results showed that the five primary factors derived eigenvalues greater than 1, and that the first factors accounted for 39.48% of the total variance, suggesting that CMB was not a serious concern for the data being used.

Table 3: Loadings, CA, CR and AVE.

		Loadings	**CR**	**CA**	**AVE**
Self-disclosure	SD1	.843	.859	.776	.671
	SD2	.880			
	SD3	.726			
Social acceptance	SA1	.880	.911	.876	.773
	SA2	.905			
	SA3	.851			
Information privacy concerns	IPC1	.798	.863	.766	.678
	IPC2	.831			
	IPC3	.841			
Interactional justice	IJ1	.918	.906	.847	.764
	IJ2	.924			
	IJ3	.772			
Social connectivity	SC1	.823	.915	.866	.783
	SC2	.914			
	SC3	.915			
Interactive richness	IR1	.816	.891	.857	.674
	IR2	.645			
	IR3	.884			
	IR4	.913			

Table 4: Discriminant validity

	Mean(Std.)	SD	SA	IPC	IJ	SC	IR	Gender
SD	4.98 (1.26)	**.819**						
SA	4.83 (1.35)	.500	**.879**					
IPC	5.66 (1.09)	-.027	-.173	**.823**				
IJ	4.54 (1.17)	.393	.573	-.176	**.874**			
SC	5.66 (1.11)	.373	.503	-.045	.403	**.885**		
IR	4.98 (1.15)	.501	.695	-.099	.612	.514	**.821**	
Gender	N/A	.051	.044	-.075	.091	.004	.032	N/A
SD = Self-disclosure; SA = Social acceptance; IPC = Information privacy concerns; IJ = Interactional justice; SC = Social connectivity; IR = Interactive richness Diagonal elements are the square roots of the AVEs of the associated constructs								

5.2 Hypotheses Test

The proposed structural model was a moderated multiple regression analysis. Drawing on Aiken, West, & Reno (1991), all predictors needed to be standardized before calculation of the interaction terms could proceed. This permits interpretation of the main effects in moderated regressions containing those interaction terms and reduces concerns of multi-collinearity (Aiken et al. 1991). The PROCESS macro in SPSS was used to enter the predictors for the regression (Preacher, Rucker, & Hayes 2007). A bootstrapping technique was also applied with data re-sampling of 5,000 observations for each round of regression performed (Preacher et al. 2007). Table 5 shows results where positive effects of social acceptance (β = .257, t = 4.20), social connectivity (β = .097, t = 1.96), and interactive richness (β = .235, t = 3.71) on self-disclosure are observable. Interactional justice and information privacy concerns had no significant effect on self-disclosure. The statistical results show support for H1, H2 and H3, but not H4 and H5.

The three-way interaction examines how the effect of social acceptance referred to as a function of privacy-rule criteria can vary as a condition of information privacy concerns. A three-way interaction indicates that the relation between X (independent variable) and Y (dependent variable) is contingent on the interplay of Z (moderator 1) and W (moderator 2) (Jaccard, Turrisi, & Jaccard 2003). The relationship between X and Y is expected to be moderate due to the interplay of Z and W. A significant three-way interaction should therefore serve to examine the concerted interplay of exogenous variables (X*W*Z) (Dawson & Richter 2006). To determine a three-way interaction (H6-8), the coefficient of the three-way interaction term is proved to be significant (Hayes & Matthes 2009; Zhang & Zhou 2014). Further, given that this study proposes that the strongest effect of social acceptance on self-disclosure would take place at low levels of information privacy concern, the interaction for those levels must be significant, and the degree of interaction at low and high information privacy concern levels must be different (Hayes & Matthes 2009).

The results of the three-way interaction term among social acceptance, privacy-rule criteria and information privacy concern were significant. To examine the three-

way interaction more intuitively, the interactive effects on self-disclosure in association with different hierarchical ranks (low, mean and high) of information privacy concerns are shown in Figure 2. Overall, the results supported the proposed hypotheses H6 and H8, but support for H7 was not found.

Table 5: Regression results

	Reg.1	Reg.2	Reg.3	Reg.4
Gender	.061	.089	.071	.077
Main effects				
H1: Social acceptance (SA)	.257**	.250**	.240**	.246**
H2: Social connectivity (SC)	.097**	.108**	.107**	.106**
H3: Interactive richness(IR)	.235**	.243**	.211**	.210**
H4: Interactional justice (IJ)	.070	.057	.044	.034
H5: Information privacy concerns (IPC)	.059	.107	.136	.109
Block1: SI* SA* IPC				
SA*IPC		.033		
SC*SA		.082*		
SC*IPC		.025		
H6: SC* SA* IPC		-.080**		
SI*SA by different levels of IPC				
Low IPC		.162**		
Mean		.082*		
High IPC		.002		
Block2: IR * SA* IPC				
SA*IPC			.124**	
IR*SA			-.008	
IR*IPC			-.121*	
H7: IR * SA* IPC			-.104**	
IR* SA by different levels of IPC				
Low IPC			.096	
Mean			-.008	
High IPC			-.112**	
Block3: IJ * SA* IPC				
SA*IPC				.049
IJ*SA				.046
IJ*IPC				.025
H8: IJ * SA* IPC				-.121**
IJ* SA by different levels of IPC				
Low IPC				.167**
Mean				.046
High IPC				-.074
R^2	.310	.323	.328	.328
F-change	30.391**	3.873**	6.372**	9.18***
* p < 0.1 ; ** p < 0.05				

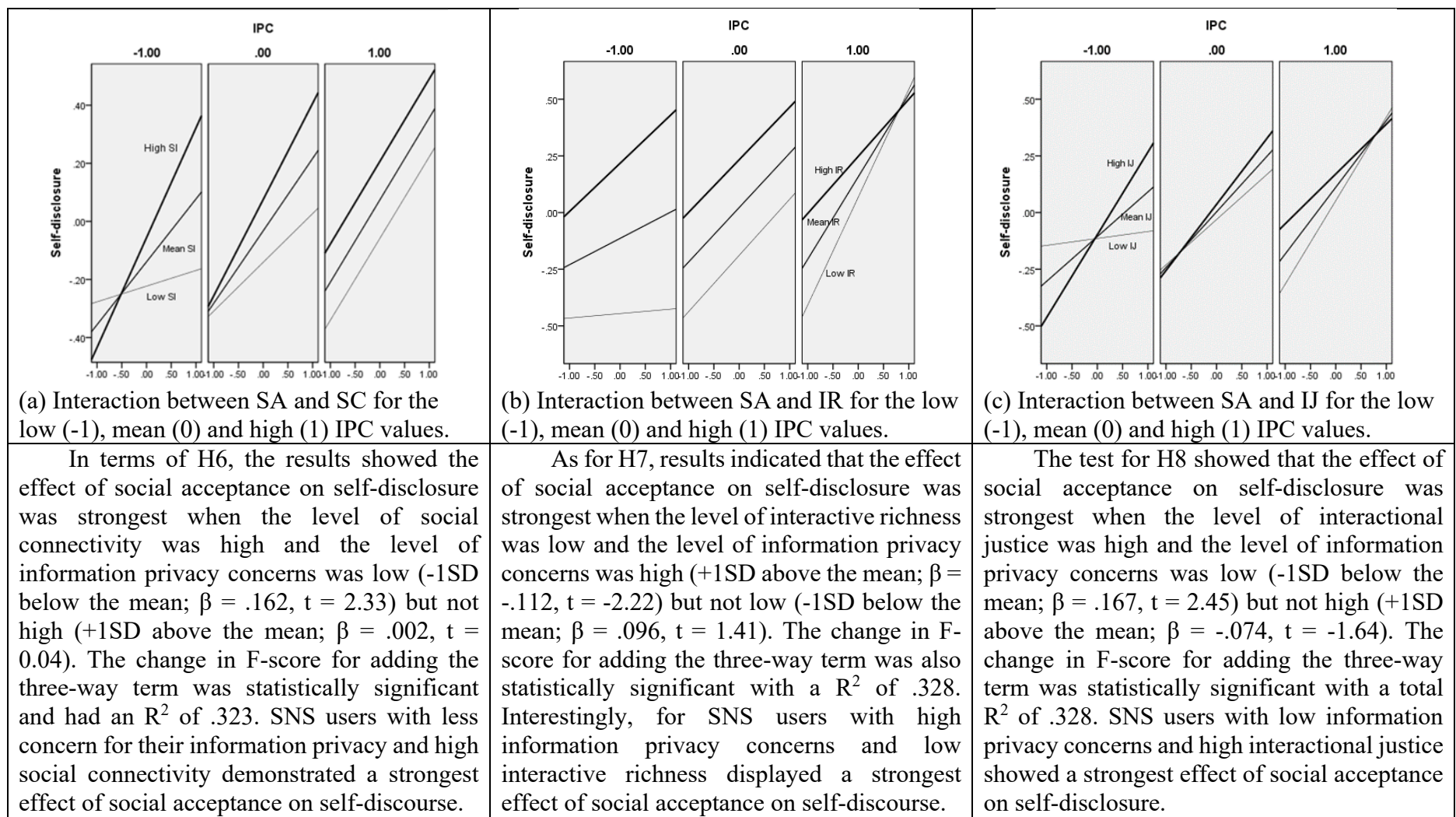|		
(a) Interaction between SA and SC for the low (-1), mean (0) and high (1) IPC values.	(b) Interaction between SA and IR for the low (-1), mean (0) and high (1) IPC values.	(c) Interaction between SA and IJ for the low (-1), mean (0) and high (1) IPC values.
In terms of H6, the results showed the effect of social acceptance on self-disclosure was strongest when the level of social connectivity was high and the level of information privacy concerns was low (-1SD below the mean; β = .162, t = 2.33) but not high (+1SD above the mean; β = .002, t = 0.04). The change in F-score for adding the three-way term was statistically significant and had an R^2 of .323. SNS users with less concern for their information privacy and high social connectivity demonstrated a strongest effect of social acceptance on self-discourse.	As for H7, results indicated that the effect of social acceptance on self-disclosure was strongest when the level of interactive richness was low and the level of information privacy concerns was high (+1SD above the mean; β = -.112, t = -2.22) but not low (-1SD below the mean; β = .096, t = 1.41). The change in F-score for adding the three-way term was also statistically significant with a R^2 of .328. Interestingly, for SNS users with high information privacy concerns and low interactive richness displayed a strongest effect of social acceptance on self-discourse.	The test for H8 showed that the effect of social acceptance on self-disclosure was strongest when the level of interactional justice was high and the level of information privacy concerns was low (-1SD below the mean; β = .167, t = 2.45) but not high (+1SD above the mean; β = -.074, t = -1.64). The change in F-score for adding the three-way term was statistically significant with a total R^2 of .328. SNS users with low information privacy concerns and high interactional justice showed a strongest effect of social acceptance on self-disclosure.

Figure 2: Interactive effects of privacy-rule criteria and IPC in the relationship between social acceptance and self-disclosure.

6. DISCUSSION

6.1 Direct Effects

SNS users have a tendency to seek social acceptance; therefore, based on the results of H1, social acceptance was found to have a positive influence on self-disclosure. This result is consistent with existing studies in the context of SNS (Yu et al. 2015). Also, both social connectivity (H2) and interactive richness (H3) were important criteria for individuals making self-disclosure decisions. Interactive richness helps the co-creation of a positive group that feels socially present, in which SNS users would disclose more about themselves. Social connectivity reflects a quantitative measure of social interaction, e.g. immediacy, frequency, etc. If there is no connectivity, there is no strong motivation for a user to respond to the demands of a social circle, and thus the willingness of self-disclosure is decreased.

The interactional justice reflects the fairness aspect of social interactions, but this has no direct effect on self-disclosure. To better explore plausible explanations, this study performed ex-post analyses to further examine the degree of mean of interactional justice. A t-test revealed a significant result, where the actual mean was greater than 4 (mean = 4.54, t = 9.46), thus indicating that the agreeability of interactional justice was closer to *slightly-agree* and *not neutral*. This is because many Facebook friends or "friends-of-friends" have personal relationships with SNS users, and so this makes unfair or disrespectful interactions less likely to occur. The other aspect is that Facebook is an informal platform through which college students can develop their social relationships. As a result, they might not employ the very strict standards to what is deemed to be fair in their social interactions. Due to the potential covariates in the selected platform and sample, the interactional justice becomes a less significant factor instead in the decision to disclose personal information.

The role of information privacy concerns was found to have no significant effect on self-disclosure. A possible explanation for this is due to the realization by users that they have to incur a privacy risk to be more socially accepted through self-disclosure (Yu et al. 2015). Information privacy concerns were negatively and significantly correlated with social acceptance (r = -.173, p < .05), but insignificantly correlated with self-disclosure (r = -.027, p =.58). This finding echoes previous studies that users who pursue social acceptance might become less aware of privacy risks; or the alternative is that they consider lack of privacy is the required cost for social acceptance through self-disclosure (Lowry et al. 2011; Yu et al. 2015). Another explanation for the lack of significance may be a Facebook social circle mostly consists of friends and relatives, rather than strangers. A privacy concern associated with the release of personal information to a friend or an acquaintance might not immediately raise awareness on the protection of their personal information. Last, the majority of the respondents are college students, and this plays a vital role in this regard. Previous studies have suggested that online older users are more generally concerned about information privacy (Lee et al. 2019). In contrast, for their

younger counterparts, they are often more conscious of not only data collection policies but also the social benefits that might accrue through the dissemination of their personal information (Chen, Zhang, & Lee 2013). Information privacy concerns increase with age and, as a result, older SNS users tend to have higher tendency to not disclose themselves in their online activities, while, in contrast, younger SNS users are likely to reveal their personal information online regardless their perception of privacy (Chen et al. 2013; Lee et al. 2019). Thus, younger SNS users in this study can possibly tolerate a certain degree of privacy turbulence only if they seek social acceptance through self-disclosure.

Drawing on CPM theory, the present study conceptualizes privacy-rule criteria based on social interaction in the context of SNSs and identifies the individual effects of each criterion on self-disclosure. Although privacy management has been deemed important and influential on self-disclosure (Liu et al. 2016; Liu & Wang 2018), no studies to date have developed and investigated the specific privacy-rule criteria for SNS users, particularly with reference to the determination on the impact of privacy management on self-disclosure. The findings of this study open the black-box of privacy management and show the overall effects of various privacy-rule criteria. Knowing the effectiveness and relative importance of each criterion can help SNS providers optimize their services. The results suggest that more interactive and immediate features in masspersonal communication settings facilitate interactive richness and social connectivity. This can satisfy SNSs users' needs, resulting in a higher willingness for self-disclosure.

6.2. The Three-way Interaction Effects

The findings of this study reinforced the importance of a three-way interaction among social acceptance, privacy-rule criteria and information privacy concerns on self-disclosure. Three different patterns in self-disclosure were revealed. First, when there was little concern for information privacy, more intense and fair interactions would facilitate the effect of social acceptance on self-disclosure. As indicated by H6 and H8, perceived connectivity and fairness in social interactions makes individuals feel more intimate and comfortable, so they were more likely to self-disclose in exchange for acceptance in their social circles.

Second, with a high level of information privacy concern, perceived connectivity and fairness in social interactions would *no longer* magnify the effect of social acceptance on self-disclosure. Thus, high information privacy concerns force individuals to guard their privacy boundaries, and even more intense and fair interactions do not maximize the effect of social acceptance on self-disclosure the same way for users with low information privacy concerns. In the positive relationship between social acceptance and self-disclosure, social connectivity and interactional justice is more pronounced for low information privacy concerns than high.

Third, as indicated by H7, increased richness in interactions can *even* hinder the influence of social acceptance on self-disclosure if a user has a high level of information privacy concerns. Where privacy turbulence is expected, SNS users are aware that, in an informationally rich environment, too much personal data can be broadcast too far on

social media. In the positive relationship between social acceptance and self-disclosure, interactive richness is more pronounced for high information privacy concerns than low. High privacy concerns drive SNS users to consider the risks associated with the amount and richness of information shared with others, and this criterion (i.e. interactive richness) actually translates information privacy concerns into a protective behavior that reduces the effect of social acceptance on self-disclosure.

The privacy calculus perspective in self-disclosure literature considers the role of information privacy concerns as an obstacle that should be eliminated (Awad & Krishnan 2006; Sutanto et al. 2013; Sharma & Crossler 2014). However, the social acceptance perspective in self-disclosure literature counters this with the fact that information privacy is a minimal cost required for acquiring social acceptance (Lowry et al. 2011; Yu et al. 2015). The inconsistency of privacy concerns among SNS users and their intent for self-disclosure have been characterized as a privacy paradox from bounded-rational view, such as "*users' privacy decision processes are affected by bounded rationality*" (Lowry et al. 2011, p. 192), and "*they tend to be subject to bounded rationality, suffer processing capacity constraints, and cope with incomplete information in their decision making and judgments*" (Yu et al. 2015, p. 245).

This study offers a fresh perspective to explain this paradoxical behavior. First of all, SNS users utilize various privacy-rule criteria to control their privacy boundary with recipients, but each criterion functions differently according to levels of information privacy concerns. To a large extent, individuals strategically formulate criteria to respond to existing privacy concerns. Logically, information privacy concerns restrict the impact of social acceptance on self-disclosure through privacy-rule criteria. The manner through which individuals manage their privacy is based on their own specific internal rule set that may either retain (i.e. social connectivity and interactional justice) or decrease (i.e. interactive richness) the positive effect of social acceptance on self-disclosure. SNS users act according to their own sense of social acceptance and judge whether privacy risks meet their internal privacy-rule criteria. This indicates that self-disclosure takes a very effective use of both the rational and rationally-bounded sides. Rationally speaking, SNS users rely on privacy-rule criteria when meeting their own companionship and socialization needs. Yet, the desire to be socially accepted leads to self-disclosure despite the fact that personal information might be compromised. Such insights make contributions to the current discussion of the privacy paradox on self-disclosure. The findings suggest that privacy-rule criteria play a determining role whether information privacy concerns affect the relationship between social acceptance and self-disclosure.

6.3 Practical Implications

Facebook is regarded as one of the best examples to which a growing number of SNSs can refer for a better understanding of how its users can manage privacy boundaries. For this reason, those emerging SNSs can provide effective feature to induce a higher level of self-disclosure and reduce their users' concerns on privacy risk. The findings

suggest that more system features related to create social presence and maintain the message demand-response relationship can lead to a higher level of self-disclosure.

To increase self-discourse, SNS providers should design system features associated with immediate and intensive feedback and secure a fair social environment especially when users are vulnerable to potential privacy threats. However, to increase self-discourse, a direct investment to establish social presence must be executed with caution when users are vulnerable to potential privacy threats. Assuming that the richness aspect in social interaction is the key component in privacy-rule criteria, a user with high information privacy concerns will reduce self-disclosure. In this case, providers must develop clear data usage polices and improve awareness. The addition of privacy-enhancing technologies can also enable users to manage their own information and minimize privacy risks at an earlier level.

The findings suggest that SNS providers should implement different system features to support the different criteria, such as interconnectedness, richness and fairness embedded in social interactions, so that users can more comprehensively manage their social circles and degree of self-disclosure. SNS providers should also specifically identify individual and platform responsibilities. Within the pre-defined rules, SNS users are less likely to worry about privacy loss during masspersonal communication, thus enabling privacy concerns to be managed in a timely and appropriate manner. SNS providers would also be able to leverage the interactive features to disseminate privacy policies and procedures to their users to remedy privacy concerns. Through such interventions, SNS providers could make an effort to address user privacy concerns and satisfy their sharing needs.

6.4. Limitations and Future Research

This study has several limitations. First, there may be some underlying bias in the perceptions of interactional justice and information privacy concerns. The context of this study involves masspersonal communication. SNS users might perceive and interpret the interpersonal treatment and privacy invasion differently based upon their past experiences. Future research could examine SNS users who experienced incivility online or privacy invasion, and compare the antecedents of self-disclosure with this study to eliminate this possible bias. Second, this study assumes that active SNS users tend to be socially accepted and adopt behavioral intention to measure their self-disclosure. The assumption of social acceptance is consistent with the literature, as social factors are largely found to have a significant influence on self-disclosure (Yu et al. 2015). Alternatively, SNS users may disclose personal information in exchange for more tangible social benefits. The consideration of tangible benefits leads users to develop a different set of privacy-rule criteria when managing their privacy boundaries. As a new direction, researchers for future studies could consider disentangling the effects of social acceptance and social benefits. Third, each respondent has their own social circle. One can have a large social circle, with workout friends, or a small social circle with childhood friends. However, the measures of each construct do not specifically refer to the size of a particular circle. The

size of a particular circle to which the respondent is connected could be different and thus create a potential bias when evaluating social interactions. Methods of mitigating this limitation require further investigation.

Last, to better test the research model, the Facebook users in this research were mainly recruited from colleges. This sample is not a general representation of all SNS users. This particular sample in the present study makes it necessary for other additional studies into this related field to be conducted. For example, the comparison of the data from more diverse age groups to be gathered and then reexamine whether the findings in this study can be generalized to some extent. Still, many other different types of SNSs would entail different levels of social interactions and privacy concerns. Although the data collected from a single population might have threatened external validity, a single population does rather avoid potentially confounding effects. Further research could address this limitation with more data collected from different types of SNS to better verify the research model.

7. CONCLUSION

Employing the CPM theory, the results build on and develop current knowledge concerning social connectivity and interactive richness. These two are context-specific criteria that increase self-disclosure on SNSs. Social connectivity and interactive richness influence how users perceive interconnectedness and social presence, which are factors considered critical in privacy boundary decisions. This study presents some noteworthy findings. First, social connectivity, interactive richness and interactional justice all function differently among users with varying levels of information privacy concerns. The richness of social interactions actively translate privacy risks into protective behaviors. Second, the findings suggest that self-disclosure is a product of both rational and rationally-bounded decision making. SNS users establish privacy-rule criteria to manage privacy boundaries with recipients. Rationally-bounded users who concentrate on social acceptance would place greater priority on sharing over the potential privacy risk and privacy-rule criteria they have internalized, eventually leading to privacy-compromising behavior. The issue of self-disclosure deserves more attention and the empirical findings in this study suggest that further research into this area should be conducted.

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