

# Facebook Privacy & Information Disclosure

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# Introduction

# Hypotheses

- H1: Individuals who use Facebook daily are more concerned about privacy than users who do not use Facebook daily.
- H2: Individuals who use Facebook daily have misrepresented information on their Facebook profile in order to protect their privacy.
- H3: Individuals who use Facebook daily are more likely to hide or restrict their profile information from their co-workers than their family members, in order to protect their privacy.

# DEMOGRAPHICS

# Gender

#	Answer	Response	%
6	Male	14	38%
7	Female	23	62%
	Total	37	100%

# Age

#	Answer	Response	%
1	18-25	18	49%
2	26-35	14	38%
3	36-45	3	8%
4	46-55	1	3%
5	56-64	1	3%
	Total	37	100%

# Education

#	Answer	Response	%
1	High School Diploma or GED	7	19%
2	Associates Degree	7	19%
3	Bachelor's Degree	16	43%
4	Master's Degree/Professional Degree	7	19%
5	Doctoral Degree	0	0%
	Total	37	100%

# Usage

#	Answer	Response	%
1	Personal	28	76%
2	Professional	0	0%
3	Both	9	24%
	Total	37	100%

H1: Individuals who use Facebook daily are more concerned about privacy than users who do not use Facebook daily.

## **HYPOTHESIS ONE**

I am concerned with the functions of the privacy settings within Facebook and how they protect my information.

#	Answer	Response	%
1	Agree	25	68%
3	Disagree	12	32%
	Total	37	100%

How important is it for you to be able to control the information on your Facebook profile?

#	Answer	Response	%
1	Very important	24	65%
2	Important	10	27%
3	Neither important or unimportant	2	5%
4	Unimportant	0	0%
5	Very unimportant	1	3%
	Total	37	100%

# Do you feel that your identity information is well-protected on Facebook?

#	Answer	Response	%
1	No	10	27%
2	Somewhat	24	65%
3	Yes	3	8%
	Total	37	100%

## Sufficient Privacy Settings

#	Answer	Response	%
1	Yes	22	59%
2	No	15	41%
	Total	37	100%

# Frequency: How often do you use Facebook?

#	Answer	Response	%
1	Less than Once a Month	0	0%
2	Once a Month	1	3%
3	2-3 Times a Month	3	8%
4	Once a Week	1	3%
5	2-3 Times a Week	2	5%
6	Daily	30	81%
	Total	37	100%

# Privacy Concern: How concerned are you regarding Facebook privacy?

#	Answer	Response	%
1	Unconcerned	3	8%
2	Slightly unconcerned	4	11%
3	Slightly concerned	15	41%
4	Concerned	9	24%
5	Very concerned	6	16%
	Total	37	100%

# Cross Tabulation: H1

		How often do you use Facebook?						Total
		Less than Once a Month	Once a Month	2-3 Times a Month	Once a Week	2-3 Times a Week	Daily	
How concerned are you regarding Facebook privacy?	Unconcerned	0	0	1	0	0	2	3
	Slightly unconcerned	0	0	0	0	0	4	4
	Slightly concerned	0	1	0	1	1	12	15
	Concerned	0	0	1	0	0	8	9
	Very concerned	0	0	1	0	1	4	6
Total		0	1	3	1	2	30	37

	4
	12
	8
	4

Daily users who are concerned with privacy:

*Slightly Concerned*

*Concerned*

*Very Concerned*

H2: Individuals who use Facebook daily have misrepresented information on their Facebook profile in order to protect their privacy.

## **HYPOTHESIS TWO**

# Frequency: How often do you use Facebook?

#	Answer	Response	%
1	Less than Once a Month	0	0%
2	Once a Month	1	3%
3	2-3 Times a Month	3	8%
4	Once a Week	1	3%
5	2-3 Times a Week	2	5%
6	Daily	30	81%
	Total	37	100%

What information would you most likely misrepresent on your Facebook profile in order to protect your privacy?

#	Answer	Response	%
1	Education	0	0%
2	Lifestyle	14	38%
3	Employment	1	3%
4	Personal Information	16	43%
5	Photo/Video	6	16%
	Total	37	100%

Willingness: I am willing to misrepresent information on my profile in order to protect my privacy.

#	Answer	Response	%
1	Agree	30	81%
2	Disagree	7	19%
	Total	37	100%

Misrepresentation: Have you ever misrepresented information on your profile to in order to protect your privacy?

#	Answer	Response	%
1	Yes	23	62%
2	No	14	38%
	Total	37	100%

Likelihood: How likely are you to misrepresent information on your profile in order to protect your privacy?

#	Answer	Response	%
1	Very Likely	5	14%
2	Likely	9	24%
4	Neither Likely/Unlikely	14	38%
6	Unlikely	9	24%
7	Very Unlikely	0	0%
	Total	37	100%

# Cross Tabulation: H2

*Frequency:* How often do you use Facebook?

*Misrepresentation:* Have you ever misrepresented information in order to protect your privacy?

*Willingness:* How willing are you to misrepresent information in order to protect your privacy?

		How often do you use Facebook?						Total
		Less than Once a Month	Once a Month	2-3 Times a Month	Once a Week	2-3 Times a Week	Daily	
Have you ever misrepresented information on your profile to in order to protect your privacy?	Yes	0	1	2	0	2	18	23
	No	0	0	1	1	0	12	14
	Total	0	1	3	1	2	30	37

	a Week	Daily
Yes		18
No		12
Total		30

Daily users who have misrepresented information:

Yes

No

	es a Week	Daily
Yes	2	25
No	0	5
Total	2	30

Daily users who are willing to misrepresent information:

Yes

No

# Cross Tabulation: H2

- *Frequency*: How often do you use Facebook?
- *Misrepresentation*: How likely are you to misrepresent information in order to protect your privacy?

		How often do you use Facebook?						Total
		Less than Once a Month	Once a Month	2-3 Times a Month	Once a Week	2-3 Times a Week	Daily	
How likely are you to misrepresent information on your profile in order to protect your privacy?	Very Likely	0	0	0	0	1	4	5
	Likely	0	0	1	0	1	7	9
	Neither Likely/Unlikely	0	1	1	0	0	12	14
	Unlikely	0	0	1	1	0	7	9
	Very Unlikely	0	0	0	0	0	0	0
	Total		0	1	3	1	2	30

Once a Week	Daily
1	4
1	7
0	12
0	7

Daily users who are likely to misrepresent

information:

Very Likely

Likely

Neither

Unlikely

Thank you for your time.

**QUESTIONS?**