Facebook Privacy & Information Disclosure

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Abstract

This study examines the privacy settings on Facebook and explores how users disclose personal information on their Facebook profile in order to protect their privacy. It is based on the Communication Privacy Management (CPM) Theory. The study also provides awareness and an explanation about the secure use of Facebook. A survey and content analysis were used to test the relationship between the perceptions of Facebook privacy and the efforts Facebook users make to stay updated about changes in privacy settings.

Introduction

The growth of social media has significantly influenced the way the world operates today. Modes of communication between people have become easier, faster, more convenient and more efficient (Skiba, 2007). With the evolution of social networking sites (SNS or SNS's,) which includes peer sites such as Facebook.com and Myspace.com, dating sites like Match.com, and blog posting sites such as Twitter.com, our communication with other individuals has increased. This paper covers the use of privacy restrictions on Facebook, a well-known social networking site, and how these privacy restrictions relate to the Communication Privacy Management (CPM) theory through the use of computer mediated communication.

Social networks and the need to communicate are universal human conditions, according to Coyle and Vaughn (2008). Coyle and Vaughn (2008) feel that a social network is a configuration of people connected to one another through interpersonal means, such as friendships, common interests, or ideas. It is assumed that social networks existed long before the phrase became well-known. Adam Acar (2008) argues that while social networking sites are changing the way people use the internet, he feels that little attention has been focused on how people's socialization processes, feelings, and communication habits have changed.

According to Ryan, Magro, and Sharp (2011); social networking sites can aid adaptation through:

- facilitating knowledge exchange,
- alleviating apprehension, and

- enabling socialization and building community (87)

The following hypotheses were formulated to aid this study:
- 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.

Rationale

Our goal of this study is to examine how Facebook users have concern for privacy and whether they hide or misrepresent their information to protect their privacy. As noted by Baym (2010), individuals can become an entirely different person online than who they are face-to-face. In addition, we wish to further analyze how users protect their information based on specific groups named by the authors, while using the Communication Privacy Management (CPM) Theory as a tool to explain how surveyed users protect their information from the specific groups mentioned in this study.

Computer Mediated Communication

According to Rice and Love (1987), computer mediated communication systems are becoming more involved as organizations implement electronic mail (email), chat clients, bulletin boards, and other systems. It is noted that computer mediated communication transmits less interaction between individuals who are online versus face-to-face interaction (1987). This is also supported by Joseph Walther (1992), who states that extremely low interaction exists in computer mediated communication. Two indicators of behavior, according to Rice and Love (1987) are duration and frequency of messaging in a computer-mediated setting. The authors also state that "sociability" is implying that people who are socioeconomically

oriented show greater response duration and shorter latency of a verbal response (1987, 88). In addition, they state two general categories of a computer mediated communication which involves the nature and structure of communication. Rice and Love (1987) feel that multiple approaches are needed to analyze the content and structure of computer mediated communication.

Rice and Love's (1987) approaches:

1. Compliment the study of the changing structure with archival measure of content.
2. Conceptualize the network as the co-occurrence of similar words.
3. Directly compare the content of messages that constitute the linkages of the communication network. (87)

Verbal questions and self-disclosure are often more common in computer mediated communication. According to Tidwell & Walther (2002), CMC provides sheltering effects not available in face-to-face communication. The authors also feel that the Social Information Processing (SIP) Theory brings forth personal knowledge during computer mediated communication interaction. Participants in computer mediated communication were found to be more task-oriented than individuals in the face-to-face interaction setting (Walther, 1992).

Types of conversations between individuals in CMCs include video conferences, email, instant messages, blogs, and wiki updates (Burns, Bruce, & Friedman, 2011). According to Walther (2006), computer mediated communication displays elements of interpersonal communication and allows people to meet and develop relationships based on typed messages as the primary channel of communication.   In addition, computer mediated communication can be used for simple information inquiries to establishing a full connection with an individual (2006). Computer mediated communication does have the absence of face to face communication, which is often used by individuals to develop first impressions of others. Aspects such as facial features, gestures, and voice are not prominent in computer mediated communication (Walther, 2006). Walther (2006) also feels computer mediated communication users form impressions from other users based on message contents as receivers. As senders, these users can select how they want to form the image perceived by the receiving user(s). While the advantages of privacy, self-control, and disclosure are evident, the

disadvantages of computer mediated communication can include that users can exaggerate or lie about their physical attributes, personality, and other aspects that are generally present in face to face communication (Walther, 2006).

Computer mediated communication is often used when nonverbal communication and face-to-face communication is not available, and it is often used for task-oriented and interpersonal messages (Walther, 1992). According to Walther (1992), computer mediated communication is "synchronous or asynchronous electronic mail and computer conferencing, by which senders encode in text messages that are relayed from senders' computers to receivers" (59). Walther (1992) also states the differences between CMC and face-to-face communication eliminate non-verbal cues that are used in face-to-face communication, which can include social context cues. These can also include the individual's physical environment and nonverbal behaviors that describe the person's status. It is also noted that computer mediated communication takes longer to process data than face-to-face communication (Walther 1992). Walther (1992) also states that it is sufficient over time, however it is not recommended for immediate messages and interaction.

CMC also is known to allow users to disclose more information to others they think might be too over-bearing in a face-to-face communication setting (Walther, 2005). This could be a mistake, however, as many people often disclose too much information in a computer generated setting.

Deception & Self-Presentation

Along with the evolution of computer mediated communication, comes deception. According to Dictionary.com (2012), "deception" is the act to deceive, or intent to fraud. With the advancing use of social media, deceit is a key issue that has grown tremendously. Lies and deception are part of our everyday lives with people telling typically one to two lies per day (DePaulo, Kashy, Kirkendol,Wyer, & Epstein, 1996). According to O'Hair & Cody (1994), the deceiver who is caught and confronted by the deceived partner frequently also suffers embarrassment, guilt, and loss of credibility.

People are figuring out ways through which they can cheat people into doing what they want (Laursen, 2009). According to Guillory & Hancock (2009), deception is very common in online environments, especially in social network settings. Individuals will often exaggerate or lie about their personalities, achievements, or life's goals.

Also, deception can vary from blatant lies to indirect actions such as exaggeration and false implication (Hopper & Bell, 1984). This has been extended to deception in online resumes, according to Guillory & Hancock (2009). Moreover, people who created fake information in online communications and tried to deceive others could lose their relationship. According to Whitty (2008) blatant deception in one's online dating profile can be grounds for terminating a budding relationship. Moreover, Wilmot (1995) argues the deception is always damaging to the other person and to the relationship.

O'Hair and Michael Cody (1994) identify six motives or reasons people give for lying to their relationship partners. The three positive motives are egoism, benevolence, and utility, and are labeled positive because they generally have positive consequences for at least one individual and they don't harm the relationship. Negative motives are exploitation, malevolence, and regress, and are labeled negative because the consequences do include harm to at least one person in the relationship.

With self-presentation, the user can construct a message with a virtually unlimited time span, allowing the shaping of the message into the way they desire (Walther, 2006). These messages can also include descriptive words and photographs and includes the quality of the message as well. This message-shaping ability is beneficial so that comments may not be repeated or misinterpreted. Users are also able to utilize the language they wish to speak, which can differ from general to serious conversations. Moreover, self-presentation is the behavior used to display an image of themselves to others in a desired way. According to (Goffman, 1959), self-presentation involves strategically disclosing and/or concealing information in order to portray the self in a desirable way.

Many online social networking sites have gained recognition because of their ability of facilitating communication between friends and acquaintances, and the renewal of old friendships and relationships (Baym, 2010). These sites are also appreciated because of the way

in which they provide information about the activities, opinions, and interests of people's friends (Skiba, 2007).

Communication Privacy Management Theory

Communication Privacy Management (CPM) Theory was developed to explain the details of disclosure as information is passed from a secret entity to one that is collectively owned (Petronio, 1991, 2002). Petronio (1991) also argues that individuals handle private information through boundaries and a rules-based system. According to Petronio, this could serve as a positive or negative function involving CPM Theory (2002). Thorson notes that with the use of CPM Theory, individuals must negotiate issues of protection and access when they co-own information (2009).

Premises of CPM Theory

According to Petronio, Ellemers, Giles, & Gallois (1998) people believe they own their private information and have the right to control the flow of the information to others. Youngquist (2010) notes the ownership of information includes a sense of control over the ownership of that information to others. Petronio, Jones, & Morr (2003) also note that the CPM theory focuses on the need to protect privacy rights and potential vulnerability. Generally, the information is guarded by ownership lines or rules, also known as "boundaries," within the CPM Theory (Petronio et al., 2003).

Boundaries

According to Youngquist (2010) the "boundary" metaphor is used to "identify a boundary or border around private information" (Petronio,2000a, 38). A boundary is also known "to make a distinction between the private information they own and information that other people own" (Petronio, et al. 2003).

Boundaries can either be individual or shared by multiple individuals (e.g. families) (Youngquist, 2010). Youngquist (2010) notes that individuals who fall within these boundaries, whether individual or shared, feel they own or co-own that information. From the perception

that individuals own the information, they often create rules to manage the boundaries that have been created (2010).

Petronio et al. (2003) notes there are several boundaries around private information:

- • Personally Private Boundaries
- • Private Boundaries
- • Family Group Private Boundaries
- • Group Private Boundaries
- • Organizational Private Boundaries

Family privacy boundaries are used for self-protection from public scrutiny (Petronio et al., 2003). These boundaries can be used as a safety zone to test the permeability of the family boundaries and for the use of protection of private family information (2003). Petronio et al. (2003) feels there are often several internal boundaries within the family group, such as husband-wife, parent-child, etc., while there is often only one external boundary that includes the whole family.

Protection Rules

Petronio (2002) states that protection rules are guidelines that individuals or groups of people form in order to keep information from, or to avoid discussing information with, others.   This is to regulate linking others into private boundaries and establish rules regulating co-ownership (Petronio et. al, 2003). Rules are often formulated to regulate and maintain privacy needs for family group members to help them understand the limits of information ownership and how it should be controlled (Petronio, 1991, 2000a). An example of a privacy protection rule would be something a husband tells his wife or significant other, but asks not to reveal it to the children, as he is establishing a boundary.

Petronio (2002) notes five factors during the development of privacy rules: 1) Rules derive from cultural expectations about privacy, 2) Rules may be different between men and women, 3) Rules are dependent on different individual motivations, 4) Group/Individual making the rules evaluates the level of disclosure, and 5) Context affects the type of privacy rules people develop.

The management of privacy protection rules is influenced by many things such as culture, gender, and motivation (Petronio, Sargeant, Andea, Reganis, & Cichocki, 2004). Other factors include the context of the information and the associated risk of it (Petronio et al., 2003). Motivations are also known to play a role in protecting information, and are categorized within six functions: 1) bonding, 2) evaluation, 3) maintenance, 4) privacy, 5) defense, and 6) communication (Vangelisti & Caughlin, 1997).

Access Rules

Much like protection rules, individuals often form privacy access rules (Petronio et. al., 2004). Thorson (2009) notes access rules to be guidelines that individuals or groups of people use in order to determine when it is appropriate for information to be discussed with others. These rules can be dependent on factors such as gender and culture (Petronio, Martin & Littlefield, 1984). Thorson (2009) notes that additional factors involving access rules were: context, age, and physical environment. According to Frey (2003), family members believe they have ownership rights to their information and set their own rules to manage boundary permeability and linkage. Family members also expect a belief of co-ownership of privacy rights and rules.

Information Sharing

When information is shared with others, whether within a boundary or outside the boundary, these individuals become "shareholders" or co-owners of this information (Youngquist, 2010).   Petronio (2007) notes individuals are assumed to understand and abide by the privacy rules around this information. These rules can be altered or changed depending on the shareholder (Youngquist, 2010).

<center>**Social Networks**</center>

According to Boyd & Ellison (2008), the first social networking site was launched in 1997. SixDegrees.com allowed users to create profiles and list their friends. It was closed in the year 2000 as it was not able to stay up and running, of which the authors speculate that it was "just ahead of its time."

According to Boyd & Ellison (2008), social networking sites are defined as web-based services that allow individuals to: 1) Construct a public or semi-public profile within a bounded system, 2) Articulate a list of other users whom they share a connection with, and 3) View and transverse their list of connections and those made by others within the system (2008, 11).

With the evolution of technology, people are able to multi-task while taking care of families or doing homework (Hansen et.al., 2010). The most common types of social networking websites include chat rooms, community information/bulletin boards, online dating sites, and professional development venues (Acar, 2008). These internet communities allow people to connect with individuals for personal or professional reasons that they are not able to do in person.

Talking on the phone, texting, and emailing are how most users today are communicating when face to face interaction is not available or desired. People access social media websites from their personal computers, cell phones, and other portable devices which include iPads and Tablets (Burns et. al, 2011). According to Vladar and Fife (2010), frequent users of mobile social networking are more likely to use other types of mobile services, which can include information and entertainment related services. The popularity of social networking sites on personal computers (PC) have increased the popularity with mobile devices. The growth of mobile social networking is likely due to technology – Smartphones and improved interfaces Vladar & Fife, 2010).

Users use mobile communication when they do not desire or have access to the use of a PC in order to communicate with other individuals. They often check their social networking site when they have a few minutes to spare. This can include time on work breaks, in between classes, traveling, or a quick relaxation time. According to Vladar & Fife (2010), as of September 2009, 47 percent of online adults used a SNS, which had increased 10 percent from the prior year. Generally, individuals who use social networking sites are of the younger generation. In addition, smartphone usage is highest by 25-49 year olds (2010). According to Vladar & Fife (2010), social networking is often referred to as an alternative way of communicating and connecting with other people. It was found that females were the heavier users of social networks. According to Wilson (2009), social networking sites are now also being used for business purposes such as marketing, recruitment, and research.

Facebook

According to Alhabash et. al. (2009) and based on existing research in social networking, Facebook serves as a need for connectivity and that a great deal of its use could be conceptualized as either social browsing or social searching. Facebook was also noted as the top online photo sharing application with more than 30 million photos shared daily. As of 2011, by personal observation it is noted that Facebook is available in over 70 different languages. Alhabash et. al. (2009) reports social browsing screens can include personal information about friends. The newsfeed section includes headlines concerning recent activities of different friends, including status updates, profile picture changes, photo tags, event postings, and comments. Social browsing is generalized as the selection of general pages, where individuals were not looking at information of a certain individual. These individuals can search a wealth of information that involves more than one person or one type of information. Alhabash et al. (2009) feels that social searching is "more concerned with goal-oriented surveillance, where participants moved from the general content to the pages belonging to a particular person. The authors claim that the difference between social browsing and social searching is that browsing pages are not specific to a single friend of the individual, but a wealth of information pooled about a number of friends (e.g. linkage).

Social Networking & Privacy within Education

"Social networking is a tool being explored by many institutions as a means of connecting to and communicating with students," according to authors Michele Hansen, Janice Childress and Daniel Trujillo (2010). These authors studied social networking sites and whether the use of them had significant effects of social connectedness, college adjustment, academic engagement and institutional commitment. While the research yielded positive reactions to feelings of social connectedness for student to student, it displayed negative connections with student to faculty and staff use. According to Childers (2011), faculty and staff feel social networking sites are allowing individuals to become too personal and they fear losing their job due to conflict of interest between a student and an educator.

In a study with Hansen et al. (2010), students mentioned that they were comfortable with "friending" faculty on Facebook so they would know more about the teacher's personality. Hansen et al. (2010) stated that students mentioned faculty needed to keep professionalism in mind and that comments and tags are visible to the public and students. Hansen et al. (2010) felt that it was possible for many students to seek this type of online communication as a mechanism for connecting with other students, faculty, advisors, administrators, and staff.

According to Tanja Bosch (2009), Facebook and other social networking sites allow high surveillance options, which allow other users to view profiles, posts, photos, and profile data, all of which considered personal information. Colleges and universities have begun screening personal profiles of students to ensure they are not violating any university (Bosch, 2009).

Social Networks, Privacy & Regulation

Boyd & Hargatti (2010) state that Facebook uses have been criticized by privacy advocates and the news media. A Facebook feature that sparked criticism was the "news feed," according to Boyd & Hargatti (2010). When a user changed/updated their profile, status, posted a photo, etc., it was posted on the news feed and users felt it was disclosing too much information. Privacy controls can be enabled on most social networking sites where users can restrict specific information to be viewed only by friends or specific individuals. In addition, network administrators can restrict certain information from the public or other users. Social networking sites generally allow users to "friend" each other as well as exchange personal and private messages (Boyd & Ellison, 2008).

Boyd & Hargatti (2010) claim this information was never hidden from the public, but the advertisement of the information is what sparked a negative interest. Over the years, Facebook has expanded to third-party applications which began to share some information with other websites and companies without explicit permission.

According to Semitsu (2011), 30 billion pieces of content are accessed on Facebook monthly. This includes users from at least 180 different countries. According to Katz vs. United

States (1967), "What a person knowingly exposes to the public, even in his own home or office, is not a subject of Fourth Amendment protection." In addition, the author feels that government law does not protect social networking site users from violations of privacy. The governing law is noted to be the Electronic Communications Privacy Act of 1986, according to Semitsu (2011). It does not protect users from censorship to comments posted on their profiles, photos, or blogs which the public can read and scrutinize. Even while using the strictest privacy controls, there is no safeguard for users. These comments have been used to terminate employees from jobs because of negative comments they have posted about their jobs.

Semitsu (2011) refers to the *Facebook Effect* which has been noted as changing the way we communicate with the use of technology. It is much easier to contact individuals with e-mail and instant messages over social networking sites than using postal mail or a telephone. While the *Facebook Effect* has a positive influence, the author also notes the negative influences of it as well. Semitsu (2011) refers to this negative impact as the "Facebook Defect" which is noted as "the failure of both the government and social networking sites to ensure that certain online communications receive the same probable cause standard set forth in the Fourth Amendment as they would offline."

Many user profiles of people using social networking sites are now available on major search engines like Google (Spitzberg & Cupach, 2003). The users of these sites can therefore be under threat because of the amount of personal information available on the internet. However, this is not very common because of the few instances of stalking in online social networking sites (2003). These sites, however, normally provide an avenue whereby individuals can be able to access information as well as make contact with other individuals. This kind of an action is referred to as obsessive relational intrusion whereby a person may not be willing to communicate with a certain party but the other party communicates anyway.

Method

This section of the research paper will be seeking to address the design procedures, considerations and the limitation of the research study. It will also give details of population

collection, and the action of the participants to take part in the study. Then it will describe the process of data collection and analysis.

Research design

To answer the research question, the researchers designed a study to access awareness of privacy on Facebook. The study uses a survey and content analysis to establish the relationship between the efforts Facebook users make to stay updated on the changing privacy settings and their awareness of current personal privacy settings. The study is non-experimental and is descriptive in nature. The 46-question survey was available on Qualtrics survey system for participants to take part in voluntarily.

Population

To be able to satisfy the expectations presented by the research question, an appropriate population must be selected. Since this research paper is on Facebook privacy, the target is participants between 18-64 years, since Facebook users are spread across all age groups. The population consisted of the researchers' friends on Facebook and friends of these friends. The overall projected sample size for the study was approximately 100 respondents.

Data collection

The questions were available online through the Qualtrics survey system. The participants were to answer the questions based on their perceptions on Facebook privacy and whether or not they kept updated with emerging privacy issues. Then, an analysis using several programs was used to determine if there was any relationship between the variables in our study.

Procedure

Criswell et. al., 2012, 12

The research included a number of steps. First was the formulation of the research questions on the Qualtrics and activating the survey. The next step was to distribute the link of the survey and email the participants within Facebook. Every participant received the anonymous link giving each participant a response ID within Qualtrics, which will allow us to track the responses for all respondents, but not disclose their personal information or allow us to contact them. Within Qualtrics, only the IP address and survey time was recorded with the responses to ensure multiple submissions were not disrupting our data.

Limitations

The research takes into account several limitations facing the study. First, the sample size of the study is very small considering the large number of people who use Facebook in their daily lives, thus, the finding may not be used to make general conclusions about the entire population. Second, Facebook allows people of all ages to have profiles but our study limits the population from the age of 18-64 years. This means the study cannot have responses from the younger population or of individuals of an advanced age. Third, the content analysis depends on the number of people who opted to complete the survey, and since there was a limited amount of responses due to the limited time frame, a full research analysis and time frame was not given.

Data analysis

Data found in the survey was analyzed using descriptive and inferential statistics. This system allows collaboration with other statistical systems and Microsoft Office. We were able to export the reports from Qualtrics to Word, Excel or Powerpoint, which enables easy presentation of the data. It also allows us to export data to statistical software, like the computer programs SPSS, which enable calculation of means, medians, standard deviations and several other statistical measures which the research used to establish relationship.

Analysis

Criswell et. al., 2012, 13

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

Figure A-15 reveals that a substantial majority of respondents are concerned with the privacy setting functions within Facebook, as far as how their information is protected. Sixty-eight percent agreed with the statement, while only 32% disagreed. Nearly an equal amount (65%) stated that it was very important for them to be able to control information on their Facebook profile. Figure A-17 reveals that an additional 27% felt it was important while only 5% felt it was neither important nor unimportant and only 3% said it was very unimportant. Despite these results, 65% felt their identity information was well-protected on Facebook (Figure A-16) while 27% answered "no" and 8% said "yes." And, surprisingly, 59% of respondents thought their privacy settings were sufficient (Figure A-18) while just 41% said they weren't sufficient. Figure A-8 deduced that the majority of respondents (81%) used Facebook on a daily basis with the next highest result (8%) using Facebook just 2 to 3 times per month. Five percent said they used the social network 2 to 3 times a week, while "once a month" and "once week" each received 3% of the respondents' votes. Despite the high numbers of respondents indicating a concern about Facebook privacy, Figure A-14 revealed fairly across-the-board answers to the question of how concerned the respondents were regarding Facebook privacy. A 41% majority said they were slightly concerned, while 24% were concerned and 16% were very concerned. Eleven percent were slightly unconcerned and just 8% were unconcerned. Figure B-1's cross tabulation of H1 statistics seemed to fall in line with the other privacy tables. Twelve daily users said they were slightly concerned with Facebook privacy while 8 daily users were concerned and 4 daily users were very concerned. By contrast, two daily users and one who used Facebook 2-3 times per month were unconcerned, while four daily users were only slightly concerned.

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

H2 (H2: Individuals who use Facebook daily have misrepresented information on their Facebook profile in order to protect their privacy) noted that most of Facebook users are checking their Facebook daily; eighty one percent of the sample size access their Facebook

accounts every day. They use Facebook for different purposes, but most of Facebook users use Facebook to reflect their inner though. However, the users do not prefer to present their actual personal information because they are concerned about their privacy. Our preliminary study found that: Facebook users are willing to misrepresent their personal information in order to protect their privacy. In fact, eighty one percent of the tested sample agreed to misrepresent their information on their profile to protect their privacy; forty three percent of them are willing to misrepresent their personal information, and thirty eight percent are willing to misrepresent their lifestyle information. Since the personal information and the lifestyle information are the most connected categories to the privet life of users, they prefer to misrepresent them to get more security. Therefore, H2 is confirmed. In fact, more than half of the sample size of our preliminary study misrepresented their information on their profile on order to control their privacy from disclosure. However, our preliminary study found that most of the Facebook users (around thirty eight percent of the tested sample) are neither likely nor unlikely to misrepresent their information in order to protect their privacy. Twenty four percent are likely to misrepresent their information on their profile and the same percentage for unlikely people. Using the same tested sample, only four people out of thirty who use Facebook daily are very likely to misrepresent their information on their profile, seven people are likely, seven people are unlikely, and twelve people are neither likely nor unlikely to misrepresent their information (See Appendix C for charts). This could be due to suspicion, ignorance, or not considering Facebook as a trustful source of information. Users seem less concerned about the credibility of information they disclose on their Facebook profile because they do not want Facebook to be the only source of their personal information.

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.

Based on Figure D-1, most of the survey responses yield that individuals have or currently hide profile information, with 25 responses pertaining to daily users. Figure D-1 also represents the fact that 20 daily users stated they would rather hide their profile information than their family members. Ten daily users felt they would rather hide their information from their family than their co-workers (Figure D-1). While figure D-1 states preliminary information that

supports the hypothesis, additional survey questions were asked in order to test the validity of this hypotheses. Figure D-2, question 1, gives daily responses which are slightly close in likelihood of hiding information from family members. Daily users who were likely (including very-likely) to hide information from their family members were populated at 14, with users who were unlikely was one less; with the remaining responses in the middle. A majority of responses yielded that individuals were willing to hide their information from their family members, with a higher response rate with daily users (Figure D-2, question 2). Users were also willing to hide information from their coworkers, similar to family members. While 19 individuals felt they would hide their information from family members, 26 users felt they would be more likely to hide their information from family members (Figure D-1, questions 2 & 4). Only four daily users felt they would not hide their information from their coworkers, as compared to 11 daily users with family members. The scale of likelihood pertaining to individuals hiding information from their coworkers was vastly different in numbers versus family members. Users, especially daily, felt they would be more likely to hide information from their coworkers in order to protect their privacy (Figure D-3, question 3).

Discussion

As stated in H1 (H1: Individuals who use Facebook daily are more concerned about privacy than users who do not use Facebook daily), we found that the majority of daily users were indeed at least slightly concerned, concerned, or very concerned about their personal information remaining private on Facebook.

H2 (H2: Individuals who use Facebook daily have misrepresented information on their Facebook profile in order to protect their privacy) noted that while the findings yielded that users were willing to misrepresent their information, the likelihood of doing so was minimal. With the thoughts of privacy concern, hidden information, and misrepresented information H3 (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) examines how users protect or disclosure specific information to specific individuals or groups. Our preliminary findings found that users appeared to be more likely to hide information from their coworkers than their family members (See Appendix D for charts). As stated with the

CMC theory, users keep boundaries around information (Petronio, 2002a). It is likely that these boundaries are not as permeable with coworkers as families. This could be due to distrust, deception, or boundary turbulence. Individuals seem less concerned about what information they disclose to family members which could be because family members already "know" this information or is within the trust boundary.

While these findings are preliminary, further study is desired in order find a more broad response population, as while the sample was a random sample; the authors only had a limited amount of time to distribute this survey to family members and friends as IRB approval was being sought prior to survey distribution.

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Appendices

Appendix A

Survey Responses

A1. Do you use Facebook?

#	Answer		Response	%
1	Yes		37	100%
2	No		0	0%
	Total		37	100%

Statistic	Value
Min Value	1
Max Value	1
Mean	1.00
Variance	0.00
Standard Deviation	0.00
Total Responses	37

A2. Please indicate your 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%
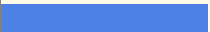
Statistic	Value
Min Value	1
Max Value	5
Mean	1.73
Variance	0.87
Standard Deviation	0.93
Total Responses	37

A3. Please indicate your gender. (Choose from the drop-down list)

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

Statistic	Value
Min Value	6
Max Value	7
Mean	6.62
Variance	0.24
Standard Deviation	0.49
Total Responses	37

A4. Please indicate your highest level of education. (Choose from the drop-down list)

#	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%

Statistic	Value
Min Value	1
Max Value	4
Mean	2.62
Variance	1.02
Standard Deviation	1.01
Total Responses	37

A5. Do you use Facebook for personal or professional use? (Choose from the drop-down list)

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

Statistic	Value
Min Value	1
Max Value	3
Mean	1.49
Variance	0.76
Standard Deviation	0.87
Total Responses	37

A6. What applications/services do you use on Facebook? (Check all that apply)

#	Answer		Response	%
1	News Feed		29	78%
2	Messages (Chat not included)		31	84%
3	Events		17	46%
4	Media (Photos/Videos)		26	70%
5	Games		7	19%
6	Chat		22	59%

Statistic	Value
Min Value	1
Max Value	6
Total Responses	37

A7. I am concerned about the information seen on my Facebook profile.

#	Answer		Response	%
1	Agree		27	73%
3	Disagree		10	27%
	Total		37	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	1.54
Variance	0.81
Standard Deviation	0.90
Total Responses	37

A8. 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%

Statistic	Value
Min Value	2
Max Value	6
Mean	5.54
Variance	1.14
Standard Deviation	1.07
Total Responses	37

A9. Have you read the Facebook privacy policy?

#	Answer		Response	%
1	Yes		10	27%
2	No		24	65%
3	I did not know there was a privacy policy		3	8%
	Total		37	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	1.81
Variance	0.32
Standard Deviation	0.57
Total Responses	37

A10. What are the usual days you use Facebook?(Multiple Answers Permitted)

#	Answer		Response	%
1	Monday		5	14%
2	Tuesday		3	8%
3	Wednesday		5	14%
4	Thursday		3	8%
5	Friday		5	14%
6	Saturday		6	16%
7	Sunday		7	19%
8	Daily		30	81%

Statistic	Value
Min Value	1
Max Value	8
Total Responses	37

A11. What time of the day do you access Facebook the most?

#	Answer		Response	%
1	Morning (5:00am-11:59am)		6	16%
5	Afternoon (Noon-5:59pm)		10	27%
2	Evenng (6:00pm-11:59pm)		19	51%
3	Overnight (Midnight-4:59am)		2	5%
	Total		37	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	2.70
Variance	2.21
Standard Deviation	1.49
Total Responses	37

A12. Do you have privacy settings enabled on Facebook? (Choose from the drop-down list)

#	Answer		Response	%
4	Yes		35	95%
5	No		2	5%
	Total		37	100%

Statistic	Value
Min Value	4
Max Value	5
Mean	4.05
Variance	0.05
Standard Deviation	0.23
Total Responses	37

A13. How do you access Facebook? (Choose from the drop-down list)

#	Answer		Response	%
1	Web Browser/Full-Site		7	19%
2	Mobile Browser/Mobile-Site		2	5%
3	Both		28	76%
	Total		37	100%
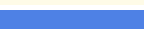
Statistic	Value
Min Value	1
Max Value	3
Mean	2.57
Variance	0.64
Standard Deviation	0.80
Total Responses	37

A14. 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%
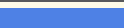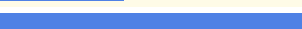
Statistic	Value
Min Value	1
Max Value	5
Mean	3.30
Variance	1.27
Standard Deviation	1.13
Total Responses	37

A15. 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%

Statistic	Value
Min Value	1
Max Value	3
Mean	1.65
Variance	0.90
Standard Deviation	0.95
Total Responses	37

A16. Do you feel that your identity information is well-protected on Facebook? (Choose from the drop-down list)

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

Criswell et. al., 2012, 29

Statistic	Value
Min Value	1
Max Value	3
Mean	1.81
Variance	0.32
Standard Deviation	0.57
Total Responses	37

A17. 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%

Statistic	Value
Min Value	1
Max Value	5
Mean	1.49
Variance	0.70
Standard Deviation	0.84
Total Responses	37

A18. Do you feel Facebook's current privacy settings are sufficient?

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

Statistic	Value
Min Value	1
Max Value	2
Mean	1.41
Variance	0.25
Standard Deviation	0.50
Total Responses	37

A19. What setting do you have enabled for your global privacy?

#	Answer		Response	%
1	Public		5	14%
2	Friends		20	54%
3	Friends of Friends (Custom)		5	14%
4	Specific People or Lists (Custom)		4	11%
5	Friends + Specific Networks (Custom)		0	0%
6	Only Me (Only You)		3	8%
	Total		37	100%

Statistic	Value
Min Value	1
Max Value	6
Mean	2.54
Variance	1.76
Standard Deviation	1.32
Total Responses	37

A20. What specific privacy settings do you have enabled for messages/chat?

#	Answer		Response	%
1	Everyone		13	35%
2	Friends of Friends		3	8%
3	Friends		20	54%
4	Custom (Please specify; if desired)		1	3%
	Total		37	100%

Statistic	Value
Min Value	1
Max Value	4
Mean	2.24
Variance	0.97
Standard Deviation	0.98
Total Responses	37

A21. What specific privacy setting do you have for posts on your behalf on your wall/time-line?

#	Answer		Response	%
1	Everyone		6	16%
2	Friends of Friends		0	0%
3	Friends		28	76%
4	Custom (Please specify; if desired)		3	8%
	Total		37	100%

Statistic	Value
Min Value	1
Max Value	4
Mean	2.76
Variance	0.69
Standard Deviation	0.83
Total Responses	37

A22. Do you use third party applications on Facebook? (Third party applications include games, wall post applications, etc.)

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

Statistic	Value
Min Value	1
Max Value	2
Mean	1.59
Variance	0.25
Standard Deviation	0.50
Total Responses	37

A23. Do you use the review status feature? (You must "review" the post appears on your wall/time-line)

#	Answer		Response	%
1	Yes		16	43%
2	No		21	57%
	Total		37	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.57
Variance	0.25
Standard Deviation	0.50
Total Responses	37

A24. What specific privacy setting do you have for posts on others behalf on your wall/time-line?

#	Answer		Response	%
1	Everyone		4	11%
2	Friends of Friends		4	11%
3	Friends		24	65%
4	Custom (Please specify; if desired)		5	14%
	Total		37	100%

Custom (Please specify; if desired)
NA

Statistic	Value
Min Value	1
Max Value	4
Mean	2.81
Variance	0.66
Standard Deviation	0.81
Total Responses	37

A25. What specific privacy settings do you have enabled for friend requests?

#	Answer		Response	%
1	Everyone		20	54%
2	Friends of Friends		6	16%
3	Friends		9	24%
4	Custom (Please specify; if desired)		2	5%
	Total		37	100%

Custom (Please specify; if desired)

Statistic	Value
Min Value	1
Max Value	4
Mean	1.81
Variance	0.99
Standard Deviation	1.00
Total Responses	37

A26. How concerned are you regarding privacy with third-party applications?

#	Answer		Response	%
1	Unconcerned		5	14%
2	Slightly unconcerned		4	11%
3	Slightly concerned		9	24%
4	Concerned		10	27%
5	Very concerned		9	24%
	Total		37	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	3.38
Variance	1.80
Standard Deviation	1.34
Total Responses	37

A27. Who is in your friends list? (Multiple Answers Accepted)

#	Answer		Response	%
1	Family Members (Parents, sibling(s), cousins, aunts/uncles, grandparents, etc.)		31	84%
2	Friends		35	95%
3	Co-Workers		27	73%
4	Classmates		27	73%
5	Your Superiors (e.g. Bosses and Professors, not including family members)		7	19%
6	Strangers/Random Individuals (People who you have not met, or really know little information about)		9	24%
7	All of the above		5	14%
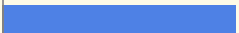
Statistic	Value
Min Value	1
Max Value	7
Total Responses	37

A28. Who would you be comfortable with looking at your full profile the most (All information, photos, videos, wall posts, etc.)?

#	Answer		Response	%
1	Family Members (Parents, sibling(s), cousins, aunts/uncles, grandparents, etc.)		13	35%
2	Friends		21	57%
3	Co-Workers		0	0%
4	Classmates		2	5%
5	Your Superiors (e.g. Bosses and Professors, not including family members		0	0%
6	Strangers/Random Individuals (People who you have not met, or really know little information about)		1	3%
	Total		37	100%

Statistic	Value
Min Value	1
Max Value	6
Mean	1.86
Variance	1.01
Standard Deviation	1.00
Total Responses	37

A29. Do you disclose (post) information on Facebook to specific individuals or groups?

#	Answer		Response	%
1	Yes		18	49%
2	No		19	51%
	Total		37	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.51
Variance	0.26
Standard Deviation	0.51
Total Responses	37

A30. How often do you disclose (post) information on Facebook to specific individuals or groups versus all users/friends?(E.g. Post a status update to your "co-workers" group, or just your friends within "X" network)

#	Answer		Response	%
4	Never		6	16%
1	Rarely		16	43%
2	Sometimes		9	24%
3	Occasionally		3	8%
5	Always		3	8%
	Total		37	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	2.22
Variance	1.90
Standard Deviation	1.38
Total Responses	37

A31. How likely are you to disclose (post) information on Facebook to specific individuals or groups?

#	Answer		Response	%
1	Very likely		3	8%
2	Likely		8	22%
3	Neither Likely/Unlikely		14	38%
6	Unlikely		8	22%
7	Very Unlikely		4	11%
	Total		37	100%

Statistic	Value
Min Value	1
Max Value	7
Mean	3.70
Variance	3.83
Standard Deviation	1.96
Total Responses	37

A32. 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%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.38
Variance	0.24
Standard Deviation	0.49
Total Responses	37

A33. 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%

Statistic	Value
Min Value	2
Max Value	5
Mean	3.38
Variance	1.35
Standard Deviation	1.16
Total Responses	37

A34. 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/Unikely		14	38%
6	Unlikely		9	24%
7	Very Unlikely		0	0%
	Total		37	100%

Statistic	Value
Min Value	1
Max Value	6
Mean	3.59
Variance	3.08
Standard Deviation	1.76
Total Responses	37

A35. 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%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.19
Variance	0.16
Standard Deviation	0.40
Total Responses	37

A36. Have you ever hid (or currently hide) profile information?

#	Answer		Response	%
1	Yes		32	86%
2	No		5	14%
	Total		37	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.14
Variance	0.12
Standard Deviation	0.35
Total Responses	37

A37. I am willing to hide information on my profile in order to protect my privacy.

#	Answer		Response	%
1	Agree		36	97%
2	Disagree		1	3%
	Total		37	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.03
Variance	0.03
Standard Deviation	0.16
Total Responses	37

A38. What information would most likely you hide on your Facebook profile in order to protect your privacy?

#	Answer		Response	%
1	Education		1	3%
2	Lifestyle		10	27%
3	Employment		2	5%
4	Friends List		3	8%
5	Media (Photo/Video)		13	35%
7	Wall		8	22%
	Total		37	100%

Statistic	Value
Min Value	1
Max Value	7
Mean	4.32
Variance	3.67
Standard Deviation	1.92
Total Responses	37

A39. Who would you more likely hide your information from in order to protect your privacy?

#	Answer		Response	%
2	Family		11	30%
3	Co-Workers		26	70%
	Total		37	100%

Statistic	Value
Min Value	2
Max Value	3
Mean	2.70
Variance	0.21
Standard Deviation	0.46
Total Responses	37

A40. I am willing to hide my information from my family members in order to protect my privacy.

#	Answer		Response	%
1	Agree		23	62%
2	Disagree		14	38%
	Total		37	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.38
Variance	0.24
Standard Deviation	0.49
Total Responses	37

A41. How likely are you to hide information from your coworkers in order to protect your privacy?

#	Answer		Response	%
1	Very likely		12	32%
2	Likely		13	35%
3	Neither likely nor unlikely		7	19%
4	Unlikely		4	11%
5	Very unlikely		1	3%
	Total		37	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	2.16
Variance	1.20
Standard Deviation	1.09
Total Responses	37

A42. I am willing to hide my information from my coworkers in order to protect my privacy.

#	Answer		Response	%
1	Agree		32	86%
2	Disagree		5	14%
	Total		37	100%

Criswell et. al., 2012, 42

Statistic	Value
Min Value	1
Max Value	2
Mean	1.14
Variance	0.12
Standard Deviation	0.35
Total Responses	37

A43. How likely are you to limit information you share in your profile?

#	Answer		Response	%
1	Very likely		13	35%
2	Likely		14	38%
3	Neither likely nor unlikely		5	14%
6	Unlikely		2	5%
7	Very Unlikely		3	8%
	Total		37	100%

Statistic	Value
Min Value	1
Max Value	7
Mean	2.41
Variance	3.30
Standard Deviation	1.82
Total Responses	37

A44. How likely are you to hide information from your family members in order to protect your privacy?

#	Answer		Response	%
1	Very likely		7	19%
2	Likely		8	22%
4	Neither likely nor unlikely		6	16%
6	Unlikely		12	32%
7	Very Unlikely		4	11%
	Total		37	100%

Statistic	Value
Min Value	1
Max Value	7
Mean	3.97
Variance	4.97
Standard Deviation	2.23
Total Responses	37

A45. How likely are you to block someone from searching or messaging you?

#	Answer		Response	%
1	Very unlikely		6	16%
2	Unlikely		7	19%
3	Neither likely nor unlikely		7	19%
4	Likely		11	30%
5	Very likely		6	16%
	Total		37	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	3.11
Variance	1.82
Standard Deviation	1.35
Total Responses	37

A46. Please include any additional comments on ways users can protect their privacy in Facebook. If no comments are desired, please leave blank and click the continue (arrow) button.

Text Response
Changing their location so no one know really where they live is a good way to hide the current location. That's what I have had for some time.
One can create two Facebook accounts :)
I don't want anyone to get access to my information

Statistic	Value
Total Responses	3

Appendix B

H1 Cross-Tabulation Report(s)

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

Figure B-1

		How often do you use Facebook?						
		Less than Once a Month	Once a Month	2-3 Times a Month	Once a Week	2-3 Times a Week	Daily	Total
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

Figure B-2

		How often do you use Facebook?						
		Less than Once a Month	Once a Month	2-3 Times a Month	Once a Week	2-3 Times a Week	Daily	Total
I am concerned with the functions of the privacy settings within Facebook and how they protect my in...	Agree	0	0	2	1	2	20	25
	Disagree	0	1	1	0	0	10	12
	Total	0	1	3	1	2	30	37

Criswell et. al., 2012, 46

Appendix C

H2 Cross-Tabulation Report(s)

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

Figure C-1

		How often do you use Facebook?						
		Less than Once a Month	Once a Month	2-3 Times a Month	Once a Week	2-3 Times a Week	Daily	Total
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

Figure C-2

		How often do you use Facebook?						
		Less than Once a Month	Once a Month	2-3 Times a Month	Once a Week	2-3 Times a Week	Daily	Total
I am willing to misrepresent information on my profile in order to protect my privacy.	Agree	0	1	2	0	2	25	30
	Disagree	0	0	1	1	0	5	7
	Total	0	1	3	1	2	30	37

Figure C-3

	How often do you use Facebook?						
	Less than Once a Month	Once a Month	2-3 Times a Month	Once a Week	2-3 Times a Week	Daily	Total
Very Likely	0	0	0	0	1	4	5
Likely	0	0	1	0	1	7	9
Neither Likely/Unikely	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	37

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

Criswell et. al., 2012, 49

Appendix D

H3 Cross-Tabulation Report(s)

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.

Figure D-1

		How often do you use Facebook?						
		Less than Once a Month	Once a Month	2-3 Times a Month	Once a Week	2-3 Times a Week	Daily	Total
Have you ever hid (or currently hide) profile information?	Yes	0	1	3	1	2	25	32
	No	0	0	0	0	0	5	5
	Total	0	1	3	1	2	30	37
Who would you more likely hide your information from in order to protect your privacy?	Family	0	0	1	0	0	10	11
	Co-Workers	0	1	2	1	2	20	26
	Total	0	1	3	1	2	30	37

Criswell et. al., 2012, 51

Figure D-2

		How often do you use Facebook?						
		Less than Once a Month	Once a Month	2-3 Times a Month	Once a Week	2-3 Times a Week	Daily	Total
How likely are you to hide information from your family members in order to protect your privacy?	Very likely	0	0	0	0	0	7	7
	Likely	0	0	1	0	0	7	8
	Neither likely nor unlikely	0	1	1	1	0	3	6
	Unlikely	0	0	1	0	2	9	12
	Very Unlikely	0	0	0	0	0	4	4
	Total	0	1	3	1	2	30	37
I am willing to hide my information from my family members in order to protect my privacy.	Agree	0	0	2	1	1	19	23
	Disagree	0	1	1	0	1	11	14
	Total	0	1	3	1	2	30	37
How likely are you to hide information from your coworkers in order to protect your privacy?	Very likely	0	0	0	0	1	11	12
	Likely	0	0	1	1	0	11	13
	Neither likely nor unlikely	0	1	2	0	1	3	7
	Unlikely	0	0	0	0	0	4	4
	Very unlikely	0	0	0	0	0	1	1
	Total	0	1	3	1	2	30	37
I am willing to hide my information from my coworkers in order to protect my privacy.	Agree	0	1	3	1	1	26	32
	Disagree	0	0	0	0	1	4	5
	Total	0	1	3	1	2	30	37

Criswell et. al., 2012, 52

Appendix E

General Cross-Tabulation Report(s)

Figure E-1

I am willing to hide information on my profile in order to protect my 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	
Agree	0	1	3	1	2	29	36
Disagree	0	0	0	0	0	1	1
Total	0	1	3	1	2	30	37

Figure E-2

	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	
Do you disclose (post) information on Facebook to specific individuals or groups?							
Yes	0	0	1	0	2	15	18
No	0	1	2	1	0	15	19
Total	0	1	3	1	2	30	37
How often do you disclose (post) information on Facebook to specific individuals or groups versus al...							
Never	0	1	0	0	0	5	6
Rarely	0	0	1	1	0	14	16
Sometimes	0	0	2	0	1	6	9
Occasionally	0	0	0	0	0	3	3
Always	0	0	0	0	1	2	3
Total	0	1	3	1	2	30	37
How likely are you to disclose (post) information on Facebook to specific individuals or groups?							
Very likely	0	0	1	0	0	2	3
Likely	0	0	1	0	1	6	8
Neither Likely/Unlikely	0	0	1	1	1	11	14
Unlikely	0	0	0	0	0	8	8
Very Unlikely	0	1	0	0	0	3	4
Total	0	1	3	1	2	30	37

Criswell et. al., 2012, 54