

Self-Disclosure on SNS: Trust and Perceived Risks as Moderators

Abstract

This research is intended to discover the influence of the proposed moderators in the relationship of privacy concerns and self-disclosure. The moderators are trust and perceived risk, which were expected to have differing influence on the relationship. Using SEM method through multigroup analyses, the results show that both trust and perceived risks have significant moderating effects in between the relationship of privacy concerns and self-disclosure. Trust moderates the relationship in a positive way, whereas higher trust will increase self-disclosure in SNS. Meanwhile perceived risks has a negative moderation effect, in such higher perceived risks will decrease self-disclosure.