

Online privacy concerns and self-disclosure: Identifying the antecedents

Abstract

Researchers have demonstrated in different contexts that a variety of antecedents forecast the construction of privacy concerns, which in turn predicts privacy-protective activities (privacy concerns) and results of self-disclosure. This concept paper suggests three antecedents that will contribute to the relationship of privacy concerns and self-disclosure online among social media users. Social identity, self-efficacy, and perceived control are identified as the antecedents, with negative relationships are predicted with privacy concerns, and positive relationships predicted with online self-disclosure. Based on the proposed framework, propositions are formulated as a basis for the study that will follow.