

# Information disclosure in social networks

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Anne Kathrin Schaar, André Calero Valdez, Martina Ziefle

GEFÖRDERT VOM



Bundesministerium  
für Bildung  
und Forschung



EUROPÄISCHE UNION



Deutsches Zentrum  
für Luft- und Raumfahrt e.V.  
Projektträger im DLR



Förderschwerpunkt  
Innovationsfähigkeit im  
demografischen Wandel



# Agenda

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- Background Information, motivation
  - Changes in working world
  - Social network services – a potential solution?
  - The project iNec
- The study: „Information disclosure in social networks”
  - Research design
  - Research questions
  - Sample
  - Central findings
- Discussion, limitations, future work

# The working world in an upheaval

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- **Change from production to innovation**
- **New working time models**
  - Parental leave, stay abroad, home office
- **Demographic change**
  - Shrinking workforce though Retirement of baby-boomer generation
  - Lack of knowledge

# Central needs of the working world

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- **Change from production to innovation**



Support of communication and networking facilities of a company as a central key for innovation

- **New working time models**

- Parental leave, stay abroad, home office



Structures that are supporting networking independent from time and location

- **Demographic change**

- Shrinking workforce though Retirement of baby-boomer generation
  - Lack of knowledge



Solutions to compensate the loss of knowledge

Sustainable knowledge storage, managements and exchange

# Social networks - a potential solution?

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## Social network approach

- Supports communication
- Supports collaboration
- Represent social structures
- Intelligent knowledge storage
- Successful private SNS



<http://www.gsn-norderney.de/wp-content/uploads/soziale-netzwerke.jpg>

# Social networks - a potential solution?

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## Social network approach

- Supports communication
- Supports collaboration
- Depict social structures
- Intelligent knowledge storage
- Successful private SNS



<http://www.gsn-norderney.de/wp-content/uploads/soziale-netzwerke.jpg>

Are social network services a suitable tool to face the upheaval in the working context?



Is the social network approach transferable into the working context?

# The research project iNec

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into the

Are social network services a suitable tool to face the challenges of the demographic change in the working context?

Is the social network approach transferable working context?

- Interdisciplinary team: practice and research partners
  - Human resources and organizational development
  - User-centered community design
  - Technical development and implementation
  - Integration and testing in the field

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# **Study: „Information disclosure in social networks.“**

Which personal information do users want to share in private and business contexts?

# Research design

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- Questionnaire study
  - Online survey
  - ***Independent variables***
    - Age
    - Gender
    - Perceived locus of control over technology (PLoC)
    - Personality (FFM)

independent variables

age

gender

PLoC

personality  
(FFM)

# Research design

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- Questionnaire study
  - Online survey
  - ***Independent variables***
    - Age
    - Gender
    - Perceived locus of control over technology (PLoC)
    - Personality (FFM)
  - ***Dependent variables***
    - Set of personal data

| independent variables | dependent variables    |
|-----------------------|------------------------|
| age                   | first name             |
| gender                | email                  |
| PLoC                  | second name            |
|                       | profession             |
|                       | sex                    |
|                       | hobbies                |
|                       | date of birth          |
|                       | martial status         |
|                       | address (w)            |
|                       | religious affiliationx |
|                       | address (p)            |
|                       | political oppinion     |
| personality (FFM)     | phone (w)              |
|                       | phone (p)              |
|                       | mobile phone           |

# Research questions

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- RQ1: **Is there a difference in the willingness to disclose data between private and business context?**
  
- RQ2: **Does gender influence the willingness to disclose data in different contexts?**
  
- RQ3: **Does age influence the willingness to disclose data in different contexts?**
  
- RQ4: **Does PLoC influence the willingness to disclose data in different contexts?**

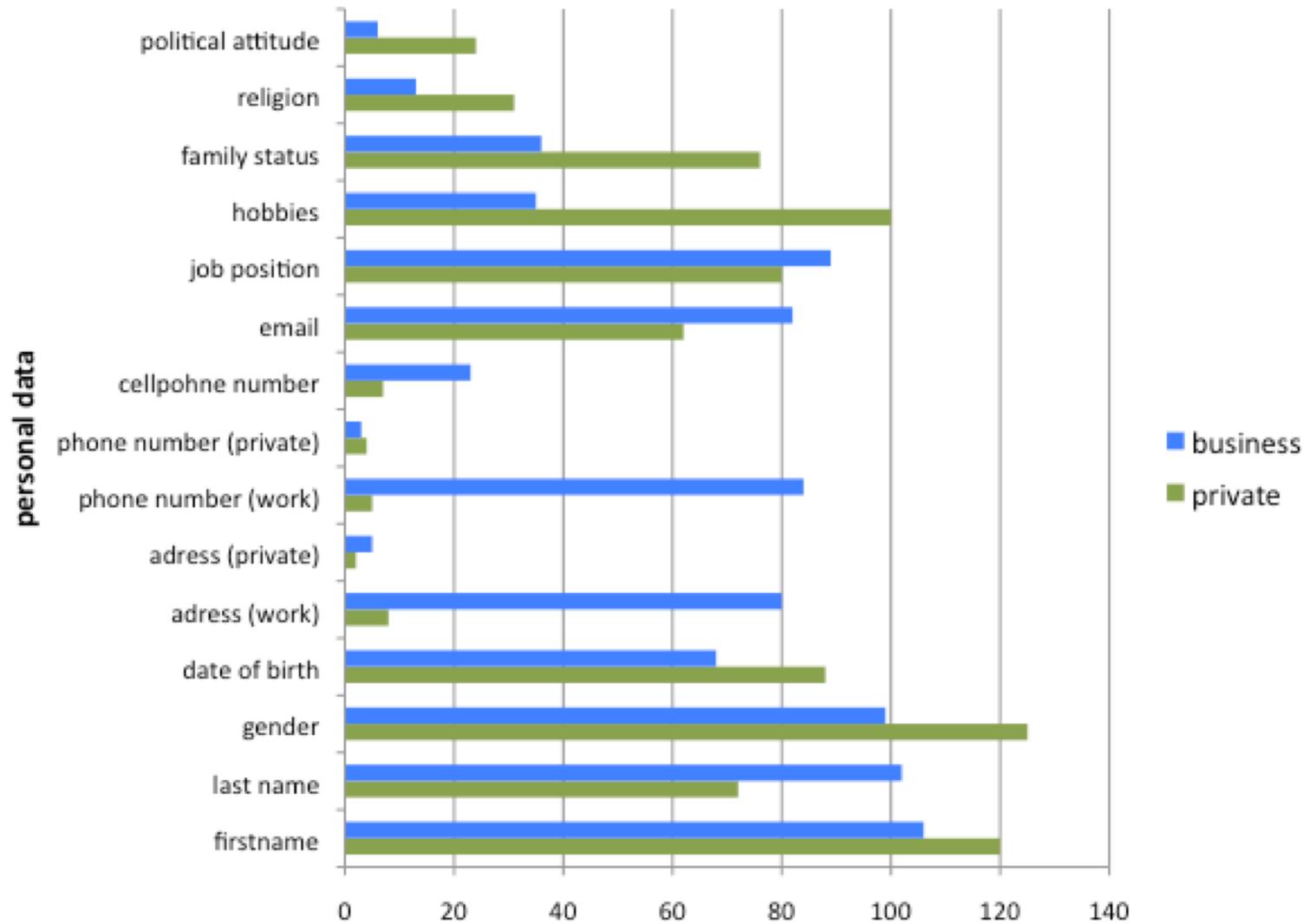
# The sample

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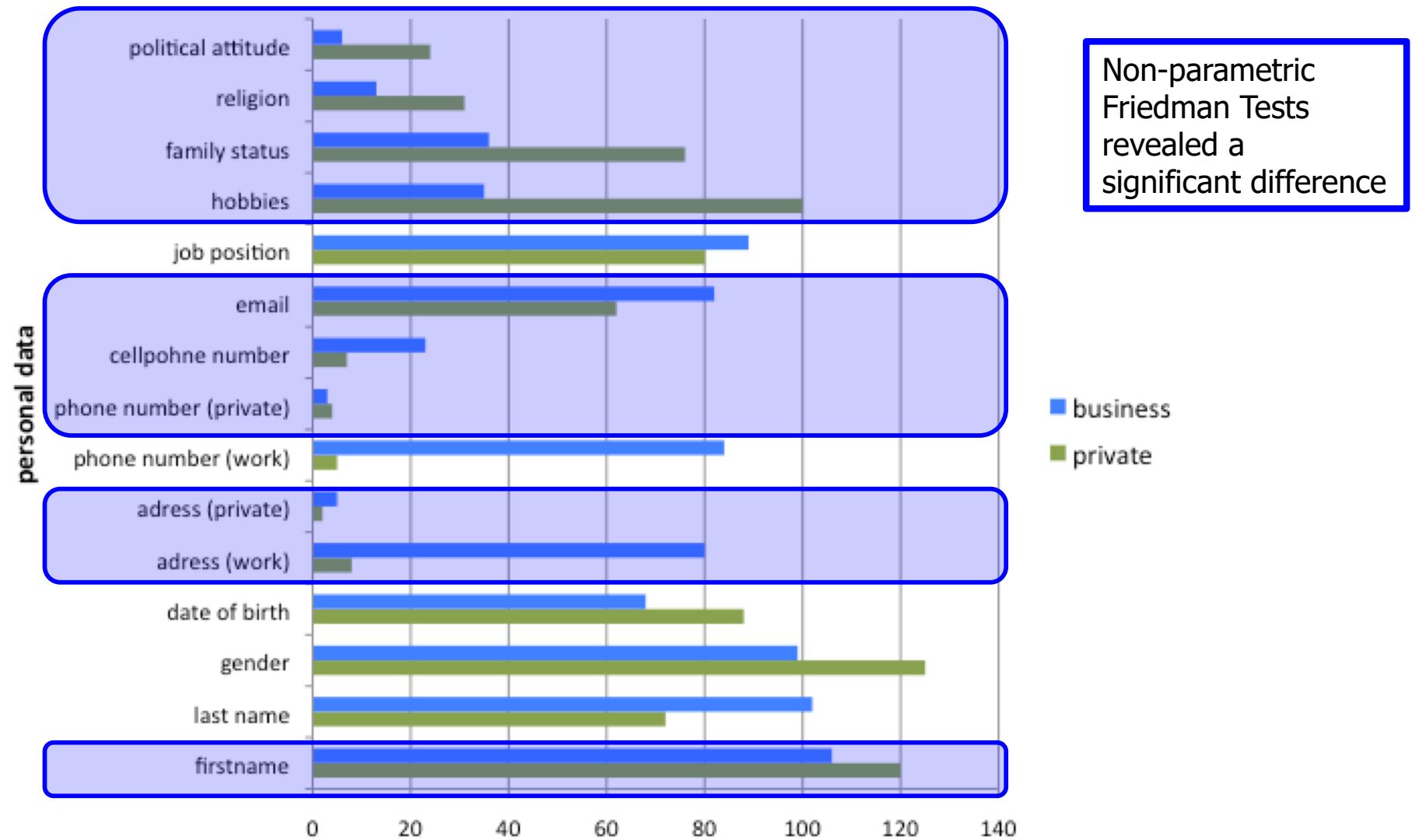
- N=151
- Age: M=27 SD=8.0
- High educational level
- Bias to female participants: ( $\text{♀} = 89$ ;  $\text{♂} = 62$ )
- High level PLoC
- Social media savvy sample

# Results: data disclosure private vs. business

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# Results: data disclosure private vs. business



# Results: age

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| independent variables | dependent variables |                        |
|-----------------------|---------------------|------------------------|
| age                   | first name          | email                  |
| gender                | second name         | profession             |
| PLoC                  | sex                 | hobbies                |
| personality (FFM)     | date of birth       | martial status         |
|                       | address (w)         | religious affiliationx |
|                       | address (p)         | political oppinion     |
|                       | phone (w)           | mobile phone           |
|                       | phone (p)           |                        |

**Does age influence the willingness to disclose data?**

- **Private:** address (work), phone (work and mobile)
- **Older persons** are more willing to disclose their work address
- **Younger persons** are more willing to disclose their phone numbers

# Results: gender

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| independent variables | dependent variables |                        |
|-----------------------|---------------------|------------------------|
| age                   | first name          | email                  |
| gender                | second name         | profession             |
| PLoC                  | sex                 | hobbies                |
| personality (FFM)     | date of birth       | martial status         |
|                       | address (w)         | religious affiliationx |
|                       | address (p)         | political oppinion     |
|                       | phone (w)           | mobile phone           |
|                       | phone (p)           |                        |

**Does gender influence the willingness to disclose data?**

- **Private contexts:** *sex, private phone number*
- **Women** are less willing to disclose these information
- **Business context:** *mobile phone*
- **Women** are less willing to disclose this information

# Results: PLoC

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| independent variables | dependent variables |                        |
|-----------------------|---------------------|------------------------|
| age                   | first name          | email                  |
| gender                | second name         | profession             |
| PLoC                  | sex                 | hobbies                |
| personality (FFM)     | date of birth       | martial status         |
|                       | address (w)         | religious affiliationx |
|                       | address (p)         | political oppinion     |
|                       | phone (w)           | mobile phone           |
|                       | phone (p)           |                        |

**Does PLoC influence the willingness to disclose data?**

- **Business:** *religious affiliation*
- **Persons** with a high level of PLoC are more willing to disclose this information

# Discussion

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- There is a difference between the context **but** results only revealed little influence of user diversity
- **Age and Gender** are predominantly influencing the private usage scenario
- **PLoC** has only little influence
- Age and gender support existing stereotypes

# Limitations

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- Analysis were limited to non-parametric test
- Sample was young and social media savvy
- Limitation to personal data
- Motives behind the willingness to disclose information in SNS were missing in this study

# Lessons learned and future research

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## Main insight

- User diversity is less important than usage context in perceived privacy of data

## Future research

- Participants with different work time models should be included
- Motives behind data disclosure will be investigated
- Disclosure of knowledge/work related data and active knowledge exchange will be investigated

# Thank you for your attention!

## Contact

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### **Human-Computer Interaction Center**

Theaterplatz 14  
52062 Aachen  
Germany



**Anne Kathrin Schaar, M.A.**

Telefon: +49 (0) 241/ 80 25-480  
E-Mail: [schaar@comm.rwth-aachen.de](mailto:schaar@comm.rwth-aachen.de)