

## What affect the users' personal health information disclosure behavior in online health communities: a privacy calculus perspective

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Online health communities (OHC) are one of the most promising health-related social media services. Studies show that patients can benefit from participating in OHC, including obtaining information and knowledge, giving and receiving support, and dealing with mental stress. However, given the sensitivity of personal health information (PHI), several privacy concerns have arisen and attracted much attention from scholars. The purpose of this study is to identify the motivations and concerns behind users' participation in the OHCs and to understand their PHI disclosure behavior. The privacy calculus model puts forward the idea that users examine the trade-off between their expected benefits and privacy concerns when disclosing personal data. Studies (Kordzadeh et al. 2016; Zhang et al. 2018) have proven that the perceived benefits have a positive relationship and privacy risks have a negative relationship to information disclosure intention. This study attempts to use the user-generated content in OHCs to investigate how social support and privacy concerns may affect users' PHI disclosure behavior. Social support (Cohen and Wills 1985; Shumaker and Brownell 1984) is defined as an exchange of resources between at least two individuals. Extant studies over the past few decades indicate that social support can protect people from the adverse effects of stress through stress buffering (Cohen 2004; Cohen et al. 2000). The top two commonly studied social support by scholars in health-related services (Berkman and Glass 2000; Chiu et al. 2015; Yan and Tan 2014) are informational support (e.g., knowledge, information and advice) and emotional support (e.g., personal experiences, empathy/sympathy, comfort, and encouragement)(Guthrie and Kunkel 2016). We will investigate how these two types of support as well as privacy concerns may affect users' PHI disclosure behavior. Existing studies (Li et al. 2019; Zhang et al. 2018) investigated the users' information disclosure intention with the questionnaire/survey method. This study is attempting to investigate the actual information disclosure behavior based on the content that was generated by users in OHCs. The findings from this study have the potential to enrich the literature on understanding users' actual behavior in OHCs. Thus, it can provide insights on how to moderate and manage the OHCs successfully.

## TREO

Technology, Research, Education, Opinion

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