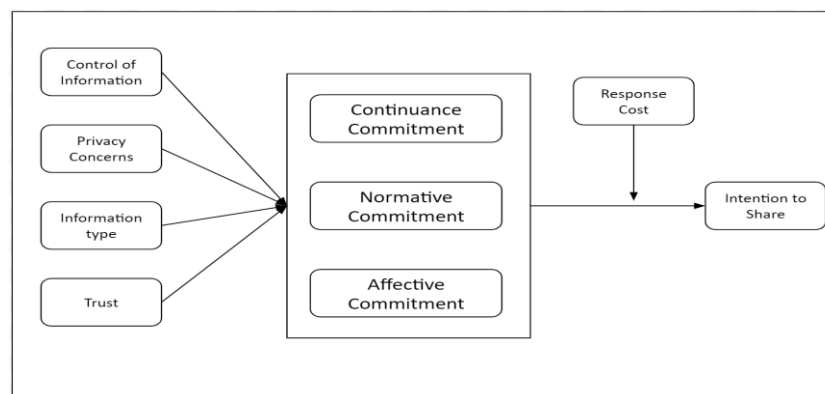


Commitments to Information Security on Social Media

How iGen Users Decide What to Share

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The iGen, or “internet generation,” is composed of individuals who were born between 1995 and 2012 (Andreassen et al. 2016). Social media has become a large, growing phenomenon on the Internet over the past several years with millions of people across the world joining them, with iGen users leading the way. For example, one study found that 89% of iGens use social media every single day (Cox 2019). This is important as information shared on social media platforms often involves very sensitive information; such as personal details, location, relationship information etc. (Saridakis et al. 2016). This leads to two very important questions when considering iGen social media use; First, what are the antecedents to iGen users sharing information on social media? Second, how do iGen user’s commitments to information security influence their intention to share sensitive information on social media? In this study we explore iGen users commitment to information security on social media and examine how these commitments influence their intention to share sensitive information. Therefore, we can begin to understand the differences between iGen social media users and previous generations and how this affects information security in social media use. The following is a preliminary model for this study:



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