

# When Privacy Becomes a Currency

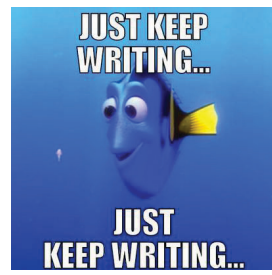
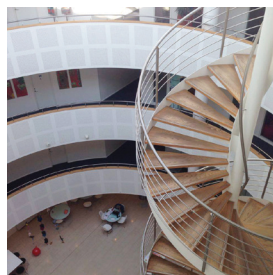
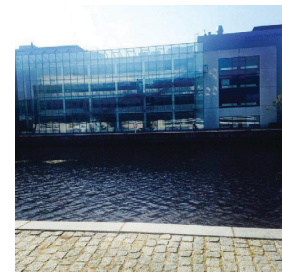
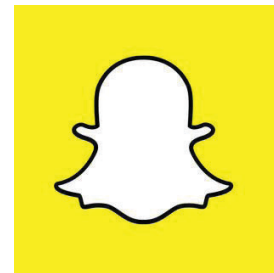
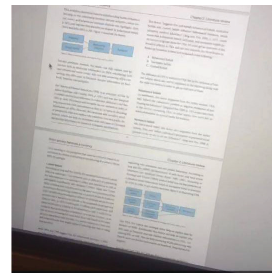
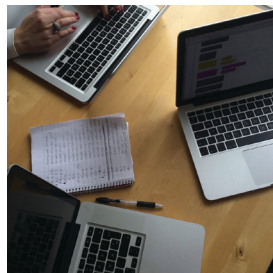
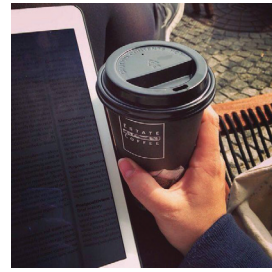
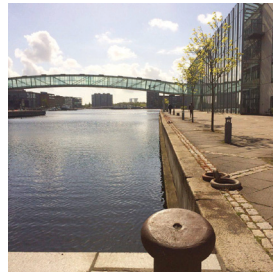
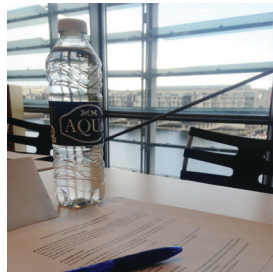
Investigating Usage Motivation and Perception of Privacy on Three Social Network Services

By Diana Bech Lund & Tine Bæk Kristensen

Aalborg University, Copenhagen

Information Studies

2016



Hvad foretager du dig mest på Snapchat?\*

	Aldrig	Spødtent	Noget gange
Sender billeder/videoer til venner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Laver "historier"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sender beskeder til venner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ser venners "historier"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bruger "discover"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Føler du at du har tilstrækkelig kontrol over den information (billeder og beskeder) som du deler på Snapchat? Hvorfor/hvorfor ikke? \*

Føler du at dine informationer (billeder, beskeder, e-mail, telefon nr. mm.) bliver beskyttet på Snapchat? Hvorfor/hvorfor ikke? \*

# When Privacy Becomes a Currency:

Investigating Usage Motivation and Perception of Privacy on Three Social Network Services

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## **Abstract**

Social Network Services (SNS) have the previous years grown in popularity, also in Denmark where a large group of people has accounts on several SNSs. What this research is investigating is what motivates SNS users in Denmark to disclose or not disclose information on Facebook, Instagram and Snapchat, and how they perceive their social and institutional privacy when doing so. This was done by conducting a survey, from which we retrieved participants for a focus group and interviews. These methods combined provided us with data for interpretation. The results show that the main motivation for SNS users in Denmark to disclose or not disclose information, is to create, control and maintain an online image.

## **Keywords**

Social Network Services – SNS – user motivation – social privacy – institutional privacy  
– information disclosure – Facebook – Instagram – Snapchat

### Summary

Social Network Services (SNS) have the previous years grown in popularity, also in Denmark where a large group of people has accounts on several SNSs. What this research is investigating is what motivates SNS users in Denmark to disclose or not disclose information on SNSs, and whether they perceive their social and institutional privacy when doing so. This was done by conducting a survey, from which we retrieved participants for a focus group and interviews. These methods combined provided us with data for interpretation. The results of shows that the main motivation for SNS users in Denmark to disclose or not disclose information, is to create, control and maintain an on-line image.

The main purpose with this thesis is to investigate what motivates SNS users in Denmark to disclose, or not disclose information on Facebook, Instagram and Snapchat. It will also aim at describing whether they take social and institutional privacy into considerations when they disclose. We aim at answering this by looking at what motivates SNS users in Denmark uses Facebook, Instagram and Snapchat and how do they use these SNSs. Further, we looked at why they do, or do not, disclose information hereon and which type of information is typically disclosed. This was all looked upon in order to understand our main purpose.

We find the topic interesting because we here had the opportunity to look at the interaction between SNS users and the SNSs, and our desire to understand how people and systems work together. Finally, we are frequently active on different SNSs and both have ac-

counts on Facebook, Instagram and Snapchat. We belong to the large groups of SNS users in Denmark who everyday visit their SNS accounts and disclose information about ourselves on these.

The research takes its starting point in a case from Vejle, Denmark where a group of young men started a website with the purpose of the users rating girls from the area, according to their appearance. The images and names of the girls were taken from Facebook, where these are public available for all, according to Facebook terms and conditions. A discussion about the ethical and legal aspects of using others information arose and started a debate about how others can access information, even if it disclosed on an SNS.

To investigate the topic further, we started by searching for related literature, to learn more about what other researchers has been focusing on. Here we found a space for us to contribute with new knowledge by investigating how SNS users in Denmark perceive social and institutional privacy, by investigating Facebook, Instagram and Snapchat and the motivations for using these SNSs. Finally, we found that these aspects had not previously been researched in relation to SNS users in Denmark.

To begin with we conducted a survey to get more in-depth knowledge about the population, Facebook, Instagram and Snapchat users in Denmark. This provided us with knowledge about what motivates users in Denmark to use SNSs and what the main use on these are. It also provided us with knowledge about how SNS users in Denmark perceive their social and institutional privacy on Facebook, Instagram and Snapchat, and whether this are something they consider when they disclose information on these SNSs. From the survey

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we retrieved participants to take part of a focus group. In the focus group our participants had the opportunity to elaborate on the topic and discuss online privacy with other SNS users. This allowed us to get a better understanding of our topic. Further, we conducted two expert interviews, respectively with an SNS expert and a lawyer, who helped us gain insight into the typical SNS user in Denmark and helped us understand which possibilities one has if the information one disclose on SNS are misused by others.

Finally, we conducted in-depth interviews with four SNS users. The goal here was to get a deeper understanding on a more individual level of the participant's experiences and feelings, with the purpose of understanding our main problem. Namely what motivates SNS users to disclose or not disclose information, and if they consider their privacy while and if they disclose, were investigated in particular during these interviews. The results indicate that the main motivation for SNS users in Denmark for disclosing information on Facebook, Instagram and Snapchat is to create and maintain an online image of themselves. This applies for both disclosing and not disclosing, where both actions are conscious choices the users makes. The information they disclose is carefully picked in order to keep their online image as they wish. The results also shows that SNS users in Denmark do consider the social privacy, and always have in the back of their mind who can access their information. In general, they do not consider the institutional privacy as much as social privacy, and are not worried about what the SNS providers will use their information for. It is the price for using the SNSs and they are aware of this.

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# Chapter 1: Introduction

## Chapter outline

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# 1. Introduction

In the end of 2015, a new website was introduced called ‘Rate and Chill’ (Hansen, 2016). It was created by three anonymous young men from the city Vejle in Southern Jutland in Denmark. The purpose of the website was users uploading images and names retrieved from Facebook profiles of young women from the local area, in order for local young men to rank them based on their appearance (Skyum, 2016a). This particular incident was subject for lively debates across the Danish media, concerning both legal and ethical aspects of the situation.

The legal concern, brought forward in the media, focused on how the owners of the website ‘Rate and Chill’ not ensured that the people who uploaded images to the website were in fact the actual owners of their alleged Facebook profile images. The procedure on ‘Rate and chill’ when uploading an image to the website required a confirmation of identification ensuring that it was the same person uploading the image as the person illustrated on the image by checking off a box stating so. However, according to the senior lawyer Anette Høyrup from the Danish Consumer Council (Forbrugerrådet Tænk)<sup>1</sup>, the website was structured around unauthorised disclosure of young women. Additionally, it should be required for the people uploading images to document that it is the same person uploading the image as illustrated on the image in order to meet Danish law (Skyum, 2016b; Schoen, 2016). Other conflicting regulations in relation to ‘Rate and Chill’ is within the Personal Data Protection Act, which state that information may not be processed unless the person has given explicit

consent to it (The Danish Data Protection Agency, n.d. ¶ §6, section 2). However, since all Facebook users have approved the terms and conditions of use when they created an account on Facebook, one can argue that consent has already been given based on Facebook policies. The Act also specifies that the persons, whose data are being collected, have the right to know (The Danish Data Protection Agency, n.d. ¶ §28), which did not happen for the young women involved. In relation to how the young women reacted to finding out that information about them were being used without their knowledge, one could divide them in two groups. Some of the young women found it to be uncomfortable and tried to be removed from the website, and others took it more lightly and did not care as much, because they found it ridiculous and could not take it seriously (Schoen, 2016).

Even though the Personal Data Protection Act states that the responsible must delete information treated against the law if requested (The Danish Data Protection Agency, n.d. ¶ §37), many of the young women experienced that it was difficult to get their information deleted from the website (Skyum, 2016b).

The ethical concern brought forward in the media, was mainly based on the claimed violation of the young women. The images used on the website were typically not approved to be used for that specific purpose, but were retrieved directly from Facebook profiles without the knowledge of the young women (Skyum, 2016b). According to Facebook policies, any public content uploaded to Facebook equals “allowing everyone, including people off of Facebook, to access and use that information, and to associate it with you (i.e., your name and profile picture)” (Facebook, 2015 ¶ Sharing Your Content and Infor-

<sup>1</sup>Forbrugerrådet Tænk is a Danish interest organisation focusing on consumer rights.



mation). Thereby, unless a Facebook user is using the privacy setting limiting the level of accessibility and visibility of content, everyone can use what is uploaded - also outside Facebook. However, it is mentionable that a profile picture and the name of a Facebook user are public by default, which means that those two pieces of information always can be used by others (Facebook, 2015 ¶ Sharing Your Content and Information) as it was done on 'Rate and Chill'.

One can ask why these young men chose to introduce this website, and if they took it too far? According to themselves, the website was mainly created, because they wanted to highlight a gap in the Danish legislation. They succeeded. It seemed that no one could determine whether this website was legal or not. In fact, this specific issue was discussed in 2008, where Facebook was a rather new Social Network Site to be used in Denmark. Back then, the Danish Consumer Council believed that several of the terms and conditions were conflicting with the Danish Personal Data Protection Act, however the Danish Data Protection Agency (Datatilsynet)<sup>2</sup> rejected to investigate it further. Additionally, they wanted to create awareness about safety on the Internet, and to get people to think of what information, they are disclosing on the Internet (Skyum, 2016a).

As of this writing, the website is closed down, but according to the creators, it is not due to it being reported to the Danish Data Protection Agency by the Danish Consumer Council but because different young men were falsely being accused of being behind the website (Schoen, 2016; Hansen, 2016). One can wonder, if the social pressure from the media and several of the involved young women and their relatives has had an influence on the decision of closing the website.

However, according to the 'Rate and Chill', there will be introduced a similar but fully legal concept, which implies that the owners to some extent declare that the website fell in a grey area in terms of what is right and wrong. In addition, they admit to having crossed some ethical boundaries by introducing and running the website (Skyum, 2016a).

This recent incident implies that 'privacy' is a subjective term, and can be perceived in different ways by different people, and that the threshold in relation to privacy differs from person to person. In addition, it highlights a relevance and importance addressing how users perceive online privacy on social network services in particular. A Social Network Service is based on the concept of users creating and sharing content based on voluntary information disclosure among multiple users (Joinson, 2008; Tufekci, 2008). Throughout this report, a social network service or social network services are referred to as SNS and SNSs respectively. An example of such SNS is Facebook.

When dealing with privacy on SNSs, there are two kinds or aspects to consider, which are; social privacy and institutional privacy (Raynes-Goldie, 2010). Social privacy refers to how users "protect" themselves from other users, when for example using privacy settings determining what can be seen and accessed by them. Institutional privacy refers to how the provider of SNSs uses the data from the users. One can say that social privacy concerns information created by the users, and institutional privacy concerns the information about the users. When creating an account on SNSs, users often give the providers full access to their information, and hereby granting them the right

<sup>2</sup>Datatilsynet is a government authority in Denmark overseeing the Personal Data Protection Act.

to use this information as they like through a license (Facebook, 2015 ¶ Sharing Your Content and Information; Luckerson, 2014; Snapchat, 2016 ¶ Rights you grant us). As SNSs are becoming more popular, the shares of information disclosed on SNSs are likely to increase naturally. Social and institutional privacy will be further discussed in Chapter 2 concerning our literature review.

The fact is that the number of active SNS users has passed 2 billion worldwide (Kemp, 2015 ¶ The headlines), which illustrates the worldwide popularity of this phenomenon. Descriptive statistics from Bullas (n.d.), show that the world's most dominant and renowned SNS is Facebook with almost 1.4 billion users, followed by Facebook Messenger with 500 million users, Google+ with 363 million users, LinkedIn with 347 million users, Instagram with 300 million users, Twitter with 284 million users, and Snapchat with 100 million users.

Alone in Denmark, 65% of Internet users between 16 and 89 years old, corresponding to 2.8 million people, had an account on an SNS in 2015, and 78% of these people use it daily or almost daily (Lauterbach, 2015, p. 18; Kulturstyrelsen, 2015, p. 11). The descriptive statistics mentioned in this paragraph are based on statistics from the Agency for Culture and Palaces (Kulturstyrelsen)<sup>3</sup> (2015) focusing on SNS use in Denmark. The SNSs involved in their investigation were Facebook, Google+, Instagram, Snapchat, Twitter, Pinterest and 'Other', and the participants were SNS users within the age range of 16 to 89 years old. The most frequently used SNS is Facebook, where 69% of the participants use it on a daily basis (p. 14). Google+ and Instagram both rank as the second most used SNS with each 15% of the participants using them on a daily basis (p. 14). Snapchat is the third most

used SNS in Denmark with 14% of the participants using it on a daily basis (p. 14).

Google+ was created as a direct counterpart to Facebook around 2010, but did never achieve great success, because "people didn't need another version of Facebook" (Fiegerman, 2015 ¶ 'This isn't really working'). Now Google+ is focusing more on other features such as photo sharing, similar to the SNS called Pinterest, and has received a more positive response from the users (Fiegerman, 2015 ¶ The dismantling (and rebuilding?) of Google+). It is however claimed that many people do not know what Google+ is and what it can be used for, and that the high number of users mainly reflects the automatic creation of a Google+ profile, when one creates a Google account in order to create a Gmail (Larsen, 20; Holm, 2015). Because of the turbulent start and unclear focus of Google+, this thesis will focus on the remaining three largest SNSs in Denmark, which are Facebook, Instagram and Snapchat. Whether Facebook Messenger is included in the Facebook statistics from the Agency for Culture and Palaces (2015) is not clarified - it could be, since it is an extension of Facebook, however, it is not known for sure, which is why Facebook Messenger not is specified, but will be seen as a part of 'Facebook'.

The Agency for Culture and Palaces (2015) also illustrates that the percentage of SNS users is decreasing with age (p. 18; Lauterbach, 2015, p. 18), and that there generally are more women than men using SNSs. Twitter and 'Other' are the only SNSs specified where men are slightly overrepresented (p. 16), however, it is not specified which SNSs belong within the category 'Other' (p. 28). Furthermore, the statistics show that 62% of SNS users between 16 and 89 years old access

two SNSs on a weekly basis; 32% access three SNSs on a weekly basis, and 13% access four or more SNSs on a weekly basis. This implies that users take advantage of different SNS platforms and are present on more than one SNS. These statistics also indicate that demographic attributes are significant when analysing SNS use in Denmark.

So what do these SNS users do on Facebook, Instagram and Snapchat? This question is interesting in relation to analysing what motivates the users to use these SNSs and how they use them. According to the Agency for Culture and Palaces (2015), it is very different in the way users make use of SNSs and their personal involvement also differs according to behaviour (p. 30). For example, the top three involvements on SNSs concerning what the users access and read; are 'news', 'interests/hobbies' and 'family/friends'. However, when looking at what users 'like' by using the like button, the top three involvements are 'friends/family', 'interest/hobbies' and 'entertainment'. When it comes to what users comment on, the top three involvements are 'friends/family', 'interest/hobbies' and 'politics'. Even though these statistics are not specified for a specific SNS, but rather a general view of involvements on Facebook, Instagram, Snapchat, Google+, LinkedIn, Twitter, Pinterest, Tumblr, and Vimeo (p. 29), it implies that different actions serves different purposes, and that the main involvement on SNSs are friends and family no matter if it comes to reading, 'liking', commenting or sharing through the share function. The investigation by the Agency for Culture and Palaces (2015) also revealed that the level of the different involvements have a tendency to differ within age groups. For example 43% of the 19 to 34 year olds are more involved

in 'entertainment' when it comes to accessing and reading it, whereas this apply to 26% of the 55 to 70 year olds.

Based on the 2015 statistics, there are 2.8 million SNS users in Denmark. This means that approximately half of the population in Denmark, which in the first quarter of 2016 was around 5.7 million (Danmarks Statistik, 2016), has an account on an SNS. And considering that SNSs usually have a minimum age of 13, as on Facebook (Facebook, 2015 ¶ Registration and Account Security), this limit the younger population from having a legal SNS account.

Due to the big share of the population in Denmark being present on SNSs, and because it is in many cases a necessity to have an account on an SNS, for example due to schools or workplaces using them as platforms for communication and information, one can argue that SNSs have taken over a big parts of our lives. This also means that more information are likely to be disclosed because of the combination with many people using it in many different aspects on their lives. And even though many individuals use SNSs in good faith, this phenomenon has the potential to damage people for instance through online theft, defamation and invasion of privacy (Kim, Jeong, Kim, and So, 2011; Gundecha, Barbier and Liu, 2014), or cause confusion in relation to what is right and what is wrong, both legally and ethically. In addition, some research have suggested that users make use of privacy settings and other strategies to make sure that their information is more safe (boyd and Hargittai, 2010; Young and Quan-Haase, 2013). However, according to Debatin, Horn and Hughes (2009), the perceived benefits of using Facebook outweigh the perceived risks (p. 100). A lot of the previous mentioned research concerning online user

behaviour and privacy, have been focusing on or referring especially to Facebook and Twitter or a combination of the two. An example yet to be mentioned is the study by Buccafurri, Lax, Nicolazzo and Nocera (2015) who investigated the relation between user awareness about privacy threats and membership overlap between Twitter and Facebook. Common for many previous research, is that they mainly focus on especially students within the US, such as the study by Stern and Salb (2015), investigating the relationship between SNS use, use of privacy settings, and how they relate, or the study by Pempek and Yermolayeva (2009) investigating why young adults use Facebook focusing on college students.

Even though for example Branstzæg and Heim (2009) and Brandtzæg, Lüders and Skjetne (2010) have done similar research close to Denmark in our neighboring country Norway, focusing on the motivations for using SNSs, they focused on other SNSs than this research. In addition, due to the fast development in technology and within the world of SNSs, their findings may have changed. This suggests a gap in literature leaving room for us focusing on investigating the use of Facebook, Instagram and Snapchat on the Danish market.

This illuminates the relevance of investigating how and why users are using SNSs as well as how they perceive social privacy and institutional privacy. Even though Stern and Salb (2015) state that privacy is rather unimportant, due to the increasing use of data collection for advertising on SNSs (from: boyd and Hargittai, 2010; McCullagh, 2010, Young and Quan-Haase, 2013), we as researchers believe that it is an important aspect to consider as it involves looking at individuals'

perceived understanding of both social and institutional privacy and online safety - especially considering the incident in Vejle with the website 'Rate and Chill'.

This will thereby create an understanding within user behaviour and motivation in relation to their perception of privacy. This thesis, which will focus on Facebook, Instagram and Snapchat on the Danish market, allows us to get insight in terms of motivations and perceptions of privacy on these SNSs.

## 1.1 Problem statement and research questions

This leads to the following problem statement, which is formed as a question that reads:

*What is the motivation for SNS users in Denmark for disclosing or not disclosing information on Facebook, Instagram and Snapchat, and do they consider the social privacy and institutional privacy in relation to disclosing this information?*

In order to be able to comprehensively answer the problem statement, and to reach the goals of this thesis, six research questions (RQs) have been created.

SNS users' attitudes towards disclosing information on SNSs and their perception on privacy are likely to be influenced by how and why they use SNSs. This leads to the first research question:

*RQ1: What motivates SNS users in Denmark to use Facebook, Insta-*

*gram, and Snapchat?*

In addition to this question, it is interesting to understand what users do on SNSs, and what information they disclose on these, in order to understand what factors causing motivating for usage. Therefore the second research question is as follows:

*RQ2: How do SNS users in Denmark use Facebook, Instagram, and Snapchat?*

In order to get an understanding of why SNS users in Denmark behave in terms of disclosing or not disclosing information, it is relevant to ask why they disclose information, or why they choose not to. Therefore, the following research question is created, and it is divided into two, to include both aspects:

*RQ3a: Why do SNS users in Denmark disclose information on Facebook, Instagram and Snapchat?*

*RQ3b: Why do SNS users in Denmark not disclose information on Facebook, Instagram, and Snapchat?*

These first three research questions will help achieve a good overview of how and why SNS users in Denmark use Facebook, Instagram and Snapchat, what they do on these services, and why they do or do not disclose information. Looking at these three dimensions combined gives us the opportunity to relate what the users do to their motivations for using the SNSs, which can give us a deeper understanding of the Danish user behaviour on SNSs in terms of how they use these

services, what information they disclose, and why.

In order to investigate how users perceive the two different aspects of privacy on social networking services, which are social privacy and institutional privacy, the following research question has been created, and is divided in two parts to cover both privacy aspects:

*RQ4a: How do SNS users in Denmark perceive social privacy on Facebook, Instagram, and Snapchat?*

*RQ4b: How do SNS users in Denmark perceive institutional privacy on Facebook, Instagram, and Snapchat?*

One of the last objectives of this thesis is to determine whether relations exist between the user behaviour and the perception of social and institutional privacy. Therefore, research question five has been created as follows:

*RQ5: How does the motivation of SNS users in Denmark for using Facebook, Instagram, and Snapchat influence the perception and attitude towards social privacy and institutional privacy on these SNSs?*

Lastly, to investigate whether demographic traits influence how social and institutional privacy are perceived by SNS users in Denmark, the sixth research question has been created, and reads:

*RQ6: Does demographic traits influence how social privacy and institutional privacy on Facebook, Instagram, and Snapchat is perceived by SNS users in Denmark?*

Answering these research questions enables us to map user behaviour of SNS users in Denmark on Facebook, Instagram and Snapchat as well as creating a deep understanding of it, and gives the tools to look at them in relation to each other, all in favour of answering our problem statement and reaching the goals of this thesis.

## 1.2 Motivation

As mentioned in the first part of the introduction, we see a gap in the literature, when it comes to looking at multiple SNSs, and the usage on these, and relate it to users' perception on social and institutional privacy. Even though SNSs in general seem to be a popular research topic, this specific combination including both aspects of privacy is yet missing to be explored. Moreover, the Danish market in relation to SNSs and privacy are a small but rather unexplored user group, which provide the opportunity to produce new knowledge within a highly popular tendency among Danes.

Being students within the field of Information Science, this topic also peaked our curiosity in the sense of looking at the interaction between SNS users and SNSs, and the behaviour on these including investigating relations, and making comparisons.

### 1.2.1 Academic motivation

As mentioned in the first part of the introduction, we see a gap in the literature, when it comes to looking at multiple SNSs, and the usage on these, and relate it to users' perception on social and institutional privacy. Even though SNSs in general seem to be a popular research

topic, this specific combination including both aspects of privacy is yet missing to be explored. Moreover, the Danish market in relation to SNSs and privacy are a small but rather unexplored user group, which provide the opportunity to produce new knowledge within a highly popular tendency among SNS users in Denmark.

Being students within the field of Information Science, this topic also peaked our curiosity in the sense of looking at the interaction between SNS users and SNSs, and the behaviour on these including investigating relations, and making comparisons.

The contributions evolving from this thesis are threefold, and are listed in the following:

1. Investigating the perception of SNS users in Denmark towards two aspects of privacy, which are social privacy and institutional privacy.
2. Investigating and comparing Facebook, Instagram and Snapchat in order to achieve a better understanding of SNS users on these platforms.
3. Concentrating on SNS users on in Denmark

This combination of the focus areas may lead to outcomes that can help understand the social networking service tendency in Denmark, the Danish social networking service users, and their use across SNS platforms, including how they understand social- and institutional privacy. Moreover, it will be interesting to be able to compare our findings to previous findings within the field. This thesis will proceed



with an explanation of the structure of the rest of the thesis in order to provide an overview.

### 1.2.2 Personal motivation

From a personal standpoint, it should be mentioned that we ourselves are frequently active on SNSs, and we have accounts on Facebook, Instagram, and Snapchat, in which this thesis is focusing on. This makes us a part of the many SNS statistics that exists, and therefore create a natural curiosity around this topic. Furthermore, it is a topic that is highly relatable, not only for us but also for our surroundings, and in the Danish society in general, due to the high number of SNS users in Denmark, using it on a daily basis and making it to a big part of our lives.

In addition, we ourselves have personal opinions and perception when it comes to social and institutional privacy, which makes it interesting to know whether we share perceptions with others, and get a better understanding of this subject in general among SNS users in Denmark. What is more, our curiosity concerning this topic is only increasing when incidents involving misuse of SNSs and privacy issues are finding their way to the public eye, like the aforementioned Vejle-incident because such misuse and privacy issues can strike us all.

## 1.3 Defintions

### 1.3.1 Social Network Services

According to boyd and Ellison (2008), SNSs are defined as “web-based services that allow individuals to (1) construct a public or semi-public

profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system” (p. 211).

SNSs are based on the concept of users creating and sharing content due to voluntary disclosure among multiple users (Joinson, 2008; Tufekc, 2008). According to Brandtzæg, Lüders and Skjetne (2010), one of the two most important criteria for the success of an SNS is content sharing, and this is a crucial part of the existence of such platforms, which once again suggest that SNSs heavily relies on user contribution (p. 1006). In other words, it means that SNSs survive due to their users - if there were no users, such platforms could not exist. This is an interesting point, because it means that the users are in charge, roughly speaking. This has made us wonder whether the users are aware of the fact that they themselves set the agenda in relation to both content and design depending on what they share.

### 1.3.2 Facebook

Facebook was founded in 2004. According to Facebook's own Facebook page its mission is “to give people the power to share and make the world more open and connected” (Facebook, n.d. ¶ About). Facebook is available on desktop, mobile and tablets. On Facebook it is, among other things, possible to become friends with other users or follow other users, and chat with other users. It is also possible to upload text, images and sound to one's own profile or others' profiles, create groups and events, and view or comment on what other users



or organisations are uploading on their profiles or view it in the news feed.

### 1.3.3 Instagram

Instagram was founded in 2010. The SNS is a platform for “visual storytelling for everyone...” who capture and share the world’s moments (Instagram, n.d.). Instagram is available on mobile and desktop. On Instagram it is possible to become friends with other users or follow, or be followed, by other users. The users can take and upload images or short video clips to their profiles. Users can also make use of the implemented photo enhancement tool. In addition, they can chat with each other, and view and comment on each other’s content on their profiles or in the news feed.

### 1.3.4 Snapchat

Snapchat was founded in 2011. According to Snapchat, it is a place “to be funny, honest or whatever else you might feel like at the moment you take and share a Snap” (Snapchat, n.d. ¶ Let’s chat). Snapchat is solely available on smartphones. On Snapchat it is possible to become friends or follow or be followed by other others, and to take and send images or small video clips to friends. The principle is that one makes the image or video available for between 1 to 10 seconds. In addition, it is possible to upload these images and video clips to ones ‘story’ where friends and followers can see the uploaded content for 24 hours. Further, the user can take part of a location-based story, where images and videos recorded at an event or other, are all shown in this story. Finally, users have the opportunity to use ‘Discover’ where companies

and organisations can post videos, such as commercials or news.

## 1.4 Thesis overview

The remainder of this thesis is organised as follows. In the next section, we look into theories and concepts related to behaviour and use of media in order to build our theoretical framework. Next comes the methodology section, which describes the methods used for collecting data and subsequent results and analysis. This is followed by a discussion of them and a conclusion presenting our findings, Lastly, there will be provided potential directions and recommendations for future work. Figure 1 provides an illustration of the research design chronological presenting the research process.

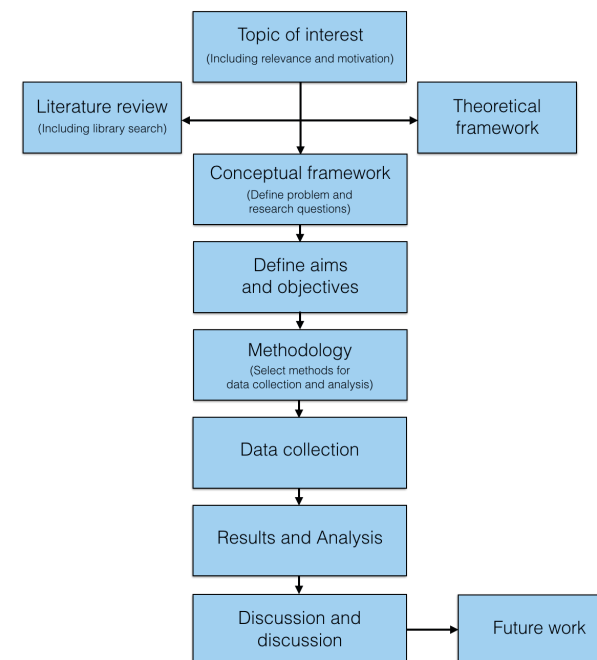


Figure 1: Research design adapted from Pickard (2013, p. 19)

# Chapter 2: Literature review

## Chapter outline

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## 2. Literature review

Many have covered the use and motivation of Social Network Services, and the work done covers many aspects of SNSs and theories within the topic. Although the literature covers many aspects within this field, we have decided to concentrate on three major themes within the field. These themes are as follows:

- A Motivation for using SNSs
- B Information disclosure
- C Perceived privacy

Within each of these themes, literature on this topic will be introduced, and the theories chosen to help covering and understanding each of the themes. In the first part the concept Social Network Services will be introduced. The section hereafter will concern information disclosure containing five sections, which are: (1) Multimedia sharing, (2) Events sharing, (3) Content sharing, (4) Location sharing, and (5) Personal information sharing. To investigate these five sections individually we find it highly relevant to look at several SNSs, and investigate a possible relation. The last part will provide literature on privacy concerns on SNSs. Here we will be looking at privacy in general, but also social and institutional privacy, these will be elaborated on in Section 2.5.1 and 5.2.2. In the following part we introduce our search strategy in order to provide an overview and understanding of how the literature was found. This literature will form the basis for the following conceptual literature review.

### 2.1 Social Network Services

Social Network(ing) Services, Social Media, Online Social Network... Several terms are known for this phenomenon but what they all have in common is that they are all referring to online communities, and have been researched a lot over the past years.

A Social Network Service has been defined as being able to let users expand their ways of communicating, expressing sentiments, exchanging opinions, and making online friends (Gundecha, Barber and Liu, 2014; Gundecha and Liu, 2012; Zafarani Abbasi and Liu, 2014). They are a global, and still quickly growing communication phenomenon (Ziegele and Quiring, 2011, p. 175). Along with that, the time spent on these platforms is currently increasing faster than on any other Internet services (from: Ziegele and Quiring, 2011, p. 175). According to boyd and Ellison (2007), an SNS is a “web-based service that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system” (p. 211).

It is a space where individuals come together around a common interest and share their own generated content, without time and space constraints (Hagel and Armstrong 1997, Preece 2001). In other words, this means that SNSs support maintenance of existing and new friendships, allow users to present themselves through a profile, and communicate with their online network (Wellman et al., 1996; Ellison, Steinfeld and Lampe, 2007). Other researchers use another, similar

term Online Social Network (OSN), for example when investigating Facebook (Buccafurri, Lax, Nicolazzo and Nocera, 2015; Stern and Salb, 2015; Lin, Lwhenu, Chen and Kan, 2015).

To avoid any misunderstandings, and to be consistent in our terminology, we have chosen to use the term Social Network Service (SNS) throughout this thesis, when referring to the phenomenon in general, in the context of our research, and our specific research focus. In our understanding of SNSs, the aforementioned definitions apply, meaning that it refers to an online platform allowing users to create a profile, communicate, disclose information and socialise with existing and new connections.

## 2.2 Motivations for using Social Network Services

Developing successful online communities require a deep understanding of social interaction and technology (Preece and Maloney-Krichmar, 2003), as well as an understanding of the motivation for people to use such communities (Brandtzæg and Heim, 2009, p. 143). Several researches have been investigating the motivation for using SNSs and disclosing information hereon (Brandtzæg and Heim, 2009; Pempek, Yermolayeva and Calvert, 2009; Kim, 2015; Ojala, 2015; Bogers and Wernersen, 2014). For example Brandtzæg and Heim (2009) suggested that the major motivations for using local Norwegian SNSs are likely to be stable over time because it satisfies some basic needs such as social interaction.

However, it is how these stable needs are met that is more likely to change over time, for example the type of channel or feature. They found that the biggest motivation for users was to meet new peo-

ple. This follows by maintaining existing friendships. However, they concluded that there often are multiple reasons for why people use SNSs. In contrary, Bogers and Wernersen (2014) found that the social aspect not was the main reason for using Reddit. Instead they found that the information posted and the opportunity to customise this was the main motivations. However, it can be argued that Reddit is an SNS with a slightly different focus mainly concentrating on consuming and sharing news (about.reddit.com). Kim, Choi and Kim (2013) investigated the motivations for using Facebook in travel information search among young adults, and they found that there were four main motivations, which were self expression, commenting, community forum participation, and information seeking (p. 248).

Even though the abovementioned research investigated different SNSs and focused on different user groups, it illustrates how prior work within this field was done, highlights that different motivations apply for different SNSs, and shows the wide range of different SNSs. However, as mentioned in the introduction, it is interesting to investigate the motivations for disclosing information on Social Network Services, having social and institutional privacy in mind. In that way, we can explore the privacy dilemma, which according to Brandtzæg, Lüders and Skjetne (2010) is the conflict that occurs between the two fundamental aspects of SNS - when users protect their privacy and in that way compromise sociability and information disclosure, and vice versa (p. 1007).

The Uses and Gratification Theory (UGT) was introduced by Denis McQuail (McQuail, Golding and De Bens, 2005, Chapter 5). It focuses on why people use a particular medium of any kind, and

the motives for this (Lampe, Wash, Velaquez and Ozkaya, 2010, p. 1928). The strength of the theory lies in its applicability to a variety of media contexts (Papacharissi, 2008, p. 139), among these SNSs. It takes on the media user, rather than the media message as its starting point, and examines the behaviour in relation to the audience of what is communicated (Snyder, 1978, p. 33), meaning that it explores a user's communication behaviour in terms of the direct experience with the media (Katz, Blumler and Gurevitch, 1973). One of the main factors within the theory, is that users seeks certain medium with the goal of gratifying an existing need (Lampe, Wash, Velaquez and Ozkaya, 2010, p. 1928), and it views the users as actively utilizing media content, rather than being passively acted upon by the media (Katz, Blumler and Gurevitch, 1973). When trying to understand user motivations, UGT is commonly used because of its ability to explain why behaviour on SNSs occurs (Brandtzæg and Heim, 2011, p. 144). The theory claims that people use a goal-directed perspective when they select and use media, which can provide them with the necessary to satisfy various larger needs (Katz, Blumler, and Gurevitch, 1974).

Fundamentally, UGT helps researchers study the “how” and “why” of SNS use, and which SNSs are used to achieve different goals (Spiliotopoulos and Oakley, 2013, p. 3288). UGT is a good foundation to start looking into what motivates people to use SNSs, and what the gain of using these are. The theory perceives individuals as purposive and active, specifying that people chooses media based on specific needs (Flanagin and Metzger, 2001, p. 158). The theory is applicable for this thesis, because it focuses on the social and psychological factors people use in their quest for satisfaction and motivation when

engaged in SNSs (Grellhesl and Punyanunt-Carter, 2012 p. 2176). It will help us understand why people use SNSs, the motivations that lie beneath it, and especially what they gain from using SNSs, in this theory referred to as gratifications. It will be used to answer RQ1 and RQ2.

The theory is considered one of the most widely accepted theoretical frameworks to study media adoption and use (Kang and Atkin, 1999, p. 60). One of the main factors to why the theory has been widely used, is that it is applicable to many different media, and the fact that it combines the motivations for using SNSs with the social and psychological circumstances (Spiliotopoulos and Oakley, 2013, p. 3288). The main factor in UGT is that media use is motivated by a set of psychological needs (Kim, Sohn and Choi, 2011, p. 366). Furtherly, Katz et al. (1974) explains that people purposefully select certain media and content for consumption in order to satisfy these psychological needs (from: Kim, Sohn and Choi, 2011, p. 366).

Applying the theory to SNS use, people use internet technologies to access information, obtain leisure, and communicate with other in a convenient manner (Kim, Sohn and Choi, 2011, p. 366), such as finding information about friends, politicians a.o on different medium. Similarly to using SNSs for social/emotional support, gaining a sense of belonging, and having companionship not only from existing relationships but also newer relationships, based on similar interests and goals (Wellman and Gulia, 1999) different medium are used to accomplish this need.

Urista, Dong and Day (2009) explains that one of the reasons why young adults use SNSs, is to communicate with friends, with the

possibility to send messages to multiple friends at one time (p. 221). Comparable to the UGT, the SNSs meets the user's need for gratification. According to Kayahara and Wellman (2007) media gratifications can be divided into two categories: process gratifications and content gratifications. The process gratifications are gratifications that arise from the performance of the activity, such as unstructured web browsing or creating content on one's profile, and content gratifications occurs from acquiring information (Urista, Dong and Day, 2009, p. 219). According to Stafford and Stafford, the two groupings overlap, and there is therefore a need for a third category: social gratification, this arises from the possibility to interact with other people (from: Urista, Dong and Day, 2009, p. 219).

With SNS technology, users are presented to new ways for communications, and the freedom of choice when communicating with others (Grellhesl and Punyanunt-Carter, 2012 p. 2176). Through SNSs like Facebook, Instagram and Snapchat, the users are able to fulfil their needs in one online location, within a larger network made out of various individuals. The theory is also applicable because it will help us elucidate whether users of SNSs deliberately chose a specific media to satisfy a need.

The theory will help us keep focus on the users of the SNSs and their motivations for using these, especially how the use gives gratification to the users. Furthermore, it will also help us investigate how the gratification needs are meet through the three different categories, explained above: process-, content- and social gratifications. Firstly, whether our participants finds gratifications in an unstructured and random search and browsing of the SNSs in question in this thesis, if

the users acquire gratification from successfully finding information they are searching for on these SNSs. And lastly if our participants uses the SNSs to forming and deepening their existing social ties, but also newer ties that needs maintenance. Figure 2 visualise our view on the UGT, and which stages to consider.

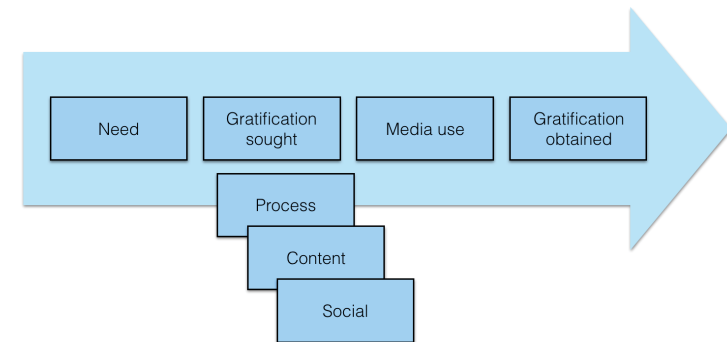


Figure 2: The process of UG theory

In an online world of constant change, one could argue that a theory like this will lose its value over time. The media use the theory was intended to help understand has been changed several time since the theory first arose and new media has been developed. But even though the theory was not intended for understanding Internet use and SNS use, it still holds its value. The framework is still useful to understand Internet use and users' needs (Park, Kee, and Valenzuela, 2009). Another critique point of the theory, is that it assumes that people make choices about which media to go to and what they look for, it also assumes that people make conscious choices about which media will be best suitable to fulfil their specific need. It does not consider the possibility that the need is not there to begin with, but becomes one after the use of a media, and that some needs are created by the media itself.



## 2.3 Information disclosure

SNSs are based on the concept of users creating and sharing content due to voluntary disclosure among multiple users (Joinson, 2008; Tufekci, 2008). According to Brandtzæg, Lüders and Skjetne (2010) one of the two most important criteria for the success of SNSs is content sharing, and this is a crucial part of the existence of such platforms, which once again suggest that SNSs heavily rely on user contribution (p. 1006). In other words, it means that SNSs survive due to their users - if there were no users, such platforms could not exist. This is interesting, because it means that the users are in charge, roughly speaking. This has made us wonder whether the users are aware of the fact that they themselves set the agenda in relation to both content and design on SNSs depending on how they behave and what they disclose on these

For this specific thesis, we understand sharing in the sense of all data and information a user disclose to an SNS, such as name, location, photos, status updates, comments, likes and so on and so forth. Furthermore, it is important to mention that we do not refer sharing to for example the 'share'-button on Facebook or Instagram (Snapchat does not provide a 'share' option) unless specifically mentioned.

### 2.3.1 Disclosing personal information

The primary focus this research takes on is sharing personal information. What is perceived as personal information in this thesis is all information disclosed by a user including person-sensitive information, such as full name, birthday, address, opinions and emotions.

In a report from 1994, Collins and Miller found that there are three basic results to be seen directly with people that disclose more about themselves (from: Joinson, Houghton, Vasalou and Marder, 2011, p. 36). These are as follows:

1. People who disclose are 'liked' more.
2. People disclose more to those they like.
3. People like those to whom they have previously disclosed.

Even though, this study was conducted before the three SNSs we are working with in this research saw the light of the day, disclosing information about oneself is still critical to develop and maintain relationships with others (Joinson, Houghton, Vasalou and Marder, 2011, p. 36).

Within personal information, we have identified for additional types of information that SNS users can disclose. These are listed and explained in Table 1. They represent what users can disclose on SNSs. All categories can stand alone, but can also be combined, for example when people share content from their daily life, with both text ('Content') and a picture ('Multimedia'). Throughout this thesis, we also use the term 'information' when referring to personal information.



<b>Private information</b>	Person-sensitive information such as full name, birthday, address, opinions and emotions.
<b>Multimedia</b>	Videos, images and audio. We will not distinct between whether they disclose video, images and audio created by others or by themselves.
<b>Events</b>	This type of sharing is concerned with all types of events. On Facebook users can create, participate in and share events. On Instagram users can tag and upload images for a specific event. And lastly on Snapchat, users can contribute to larger events with video and images taking at these specific events.
<b>Location</b>	This deals with whenever users share their locations on the three SNSs this research concerns, and whether SNSs users uses the opportunity to disclose their location with friends and followers.
<b>Content</b>	News articles, status updates, commenting on what others have disclosed and matters that do not fall under the other categories.

Table 1: Types of information

## 2.4 Understanding user behaviour

According to Davis (1989), previous research measuring user motivations for adopting technology, suggest that there are two determinants that are especially important when it comes to variables that influence information system (IS) use, and what causes people to accept or reject information technology (IT). This theoretical framework is also known as the Technology Acceptance Model (TAM) and is, according to Metallo and Agrifoglio (p. 872), an adaption of the Theory of Reasoned Action (TRA) by Fishbein and Ajzen in 1975, and it can help understand the choice, use, diffusion, adoption, and acceptance of media technology in a user population (Davis, 1989, p. 320), and in our case of SNS users. The two determinants are (1) Perceived Usefulness (PU) and (2) Perceived Ease of Use (PEOU)

### Perceived usefulness (PU)

This concept is concerned with to what extension people find a system useful for them, and how it can improve job performance (Davis, 1989, p. 320). If they find that a system can benefit them, they are more likely to use the system. In 1979, Robey (from: Davis, 1989, p. 320) theorised that “A system that does not help people perform their jobs is not likely to be received favourably in spite of careful implementation efforts” (p. 321).

In our research, PU can be looked at in terms of how useful people find a specific SNS for them. This usefulness could for example be in relation to that people find an SNS useful due to its possibility for easy communication with friends, as most SNSs enable, such as for

example Facebook, Instagram and Snapchat. It could also be to the extent that people find a specific SNS, such as Facebook, useful to keep themselves updated in terms of news by 'liking' or 'following' different news pages, celebrities or politicians.

### **Perceived ease of use (PEOU)**

The second factor is concerning the degree to which a person thinks that a system is easy to use (Davis, 1989, p. 320). In addition, Davis (1989) claims that an application that is perceived to be easier to use than another is more likely to be accepted by users (p. 320). According to a research by Bandura in 1982 (from: Davis, 1989, p. 321), the importance of this particular factor is supported, and PEOU is defined as "judgements of how well one can execute courses of action required to deal with prospective situations" (p. 122). In addition, Davis (1989), stated that even though a person find a system useful, it may be too difficult to use, and the benefits of using the system would then be compared to the level of difficulty, in order to decide whether to keep using the system (p. 320).

In relation to our research, PEOU can be looked at in terms of the extent to which users find an SNS easy or hard to use, and if it is hard to use, whether they use it anyway, due to the benefits they receive from using it. This could for example be a situation where a person would like to create an account on Facebook, but finds it too time-consuming or in other ways too difficult. They should then determine whether the benefits from having an account on Facebook would outweigh the level of difficulty in relation to creating the account. In addition, if a user finds it too difficult to create an account

on Facebook, the user may skip creating an account or skip essential steps such as reading the terms and conditions in a higher degree than if it was easier.

What PU and PEOU have in common is that both factors are based on people's own subjective understanding of usefulness and ease of use, respectively. Davis (1989) found that perceived usefulness is the primary variable in relation to system usage, and perceived ease of use comes second (p. 333). This means that whether a system is useful for a person weighs more, when deciding to use a system, in relation to how easy it is to use. Even though a lack of certainty towards the generality of the study is pointed out (Davis, 1989, p. 334), this theory is still useful in our research in terms of understanding why people do or do not accept starting to use SNSs, based on how useful it is and how easy it is to use. According to Davis (1989), future research concerning other variables, such as intrinsic motivation, relates to usefulness, ease of use and acceptance (p. 334).

Understanding this theory enables us to visualise how PU and PEOU are connected to system use. Figure 3 shows that PU and PEOU are two factors determining whether a person will start using a system, however, the usage intention is also a factor since this person is most likely to have a reason to start using a new system. This reason (or motivation) is extracted from the fact that Davis (1989) is defining PU as the perception of whether a system can improve job performance. Meaning that this 'job', task or use is the intention for considering PU and PEOU in the first place. According to Dholakiaa, Bagozzia and

Pearo (2004), the purposive value is the key driver for participation in online communities (p. 259), which can be related to the intention, or reason, for using a system.

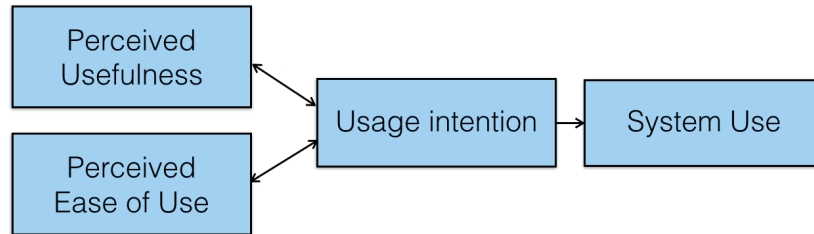


Figure 3: Technology Acceptance Model visualisation

Even though TAM is concerned with the acceptance of technology, or information systems (IS), it is also used to understand IS continuance by some scholars. According to Jin, Lee and Cheung (2010), it is realised that IS success depends primary on an on going usage rather than initial acceptance of the specific IS, and specify that research also have investigated system continuance in online communities such as the research by Jin, Lee and Cheung in 2010 and Zhou in 2011 (p. 384).

Jin, Lee and Cheung (2010), more specifically investigated individual and social factors when it comes to continue using online communities, which can be useful knowledge in order for an online community to avoid losing members and become a, what Preece in 2001 according to Jin, Lee and Cheung (2010), referred to as a 'cyber ghost town' (p. 384). The aforementioned research by Zhou (2011) more specifically involved post-adoption and continuance in relation to mobile services developing a mobile post-adopting model, based on mobile service providers only achieve success when users continue to use a specific mobile service.

According to Jin, Lee and Cheung (2010), the difference between investigating the initial acceptance and continuance of IS lies in the understanding of why a person begins or not begins to use a system, and why a person continues to use it or withdraw from it (p. 384). Additionally, they specify that only relying on the initial acceptance, or TAM, excludes the possibility to explain why users stop using a IS after initial adoption and acceptance.

In addition to investigating the initial acceptance of technology (TAM) that is, in this case where people adopt and start using an SNS, such as Facebook, Instagram and Snapchat, it is also relevant for this research to investigate why they keep using it, which can be related to what we investigate, as being users' motivations for using SNSs. An example in relation to this research could be in terms of the general usage of Facebook when having an account. Depending on how useful the user thinks the SNS is, and what intentions they have with it, the user will determine whether to continue to use it.

Bhattacharjee proposed the IS continuance model (see Figure 4) based on the adoption of the expectation confirmation/disconfirmation theory by Oliver (1980) in 2001 in order to investigate why users keeps using an IS (from: Jin, Lee and Cheung, 2010). This model includes looking at the user satisfaction and confirmation in relation to PU. The results by Jin, Lee and Cheung (2010) indicate that user satisfaction weighs higher than PU, and that both these factors are affected by the level of confirmation or disconfirmation (p. 384).

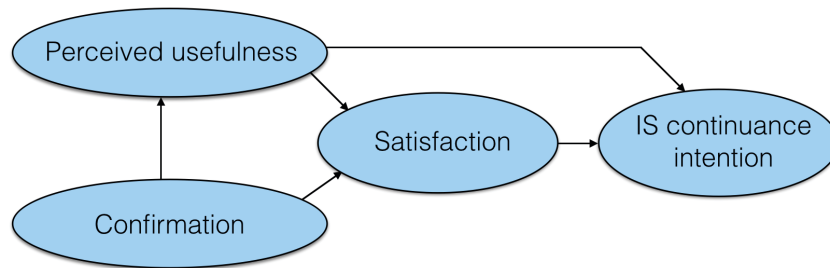


Figure 4: IS continuance model by Bhattacharjee in 2001 (Jin, Lee and Cheung, 2010, p. 384)

When investigating and explaining user behaviour, the Theory of Reasoned Action, or TRA, is often used (Stern and Salb, 2015, p. 26). In relation to this research, where the motivation, and behaviour of SNS users are investigated in relation to disclosing information, TRA is an appropriate theory to consider, and can help understanding why SNS users behave as they do. In order to fully understand the theory, and to understand it in relation to our research, a description and explanation of the theory is provided in the following.

TRA was developed by Fishbein and Ajzen, and “argues that there is often a second-stage appraisal of behavioural intentions” (Benson, Saridakis and Tennakoon, 2015, p. 430), meaning that the theory states that more factors come into play when it comes to human behaviour. According to Stern and Salb (2015, p. 26) the theory posits that behaviour is determined by intentions (from: Ajzen, 1991; Ajzen and Fishbein, 1980) influenced by two key drivers (Wiley and Cory, 2013), which are:

- A. Attitudes
- B. Social norms

According to Jang and Yoo (2009, p. 121) TRA suggests that having positive attitudes towards a behaviour, and if perceiving support, the intention to perform a certain behaviour is strong (from: Asjzen and Fishbein, 1980). The two factors will be explained next.

### Attitudes

In the TRA framework, attitudes are seen as beliefs about the specific behaviour as well as the expected outcome or consequence thereof, no matter if it is positive or negative (Wiley and Cory, 2013). In our research, the SNS user’s attitude can be related to how the user feels about certain behaviours or elements in relation to SNSs or the interaction thereon, and what they expect from it. A general example could be that a user on Facebook uses a specific feature on Facebook, for example creating an event because they believe and expect that using this specific feature will give the best result in accordance to the goal, which could be to promote and invite friends to the event mentioned.

### Social norms

Perceived social norms are seen as the perception what others think one should do in a given situation, and is also influenced by the motivation of the individual to behave in accordance with the social norms (Wiley and Cory, 2013). In our specific research, social norms can be related to the way the user are influenced ‘what is expected’ by others that the user should do in a given situation. A general example could be that a user can feel that it is expected by others to share certain life events on SNSs such as Facebook or Instagram through photo uploads or status updates.

TRA provides a theoretical basis for understanding human behaviour, focusing on the relationship between attitude, subjective norm (social norm), and behavioural intention (Metallo and Agrifoglio, 2015, p. 827), and explains that attitudes are shaped by behavioural beliefs (Stern and Salb, 2015, p. 26). Figure 5 visualises the theory.

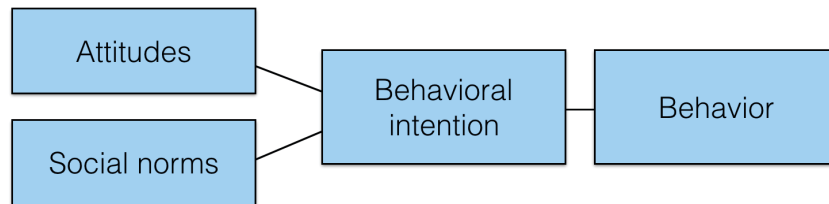


Figure 5: Theory of Reasoned Action, illustrated by Wiley and Cory (2013).

For this particular research, this theory can help explain user behaviour such as disclosing information on SNSs, considering both user attitude and social norms. This can help answering RQ3a concerning why SNS users in Denmark disclose information on Facebook, Snapchat and Instagram.

The Theory of Planned Behaviour (TPB) is an extension of TRA by Ajzen (Armitage and Conner, 2001, p. 472), and was also designed to explain motivational influences on behaviour (Shibchurn and Yan, 2015, p. 104). This theory will be useful for our research in order to help explain why SNS users behave as they do in terms of disclosing information on SNSs. However, this extension also considers another perspective, that is to explain why intentions may not predict behaviour, which can help us understand why SNS users in Denmark not disclose information on Facebook, Instagram and Snapchat.

This theory “suggests that individual’s behavioural beliefs, normative beliefs, and control beliefs influence behavioural intention, which ultimately predicts behaviour” (Jang and Yoo, 2009, p. 121), which means that behavioural beliefs (attitudes) and normative beliefs (social norms) originate from the TRA. In order get an overview of this theory in relation to TRA and our own research, the three factors influencing behaviour is listed and explained in the following:

- A. Behavioural beliefs
- B. Normative beliefs
- C. Control beliefs

The difference in TPB in relation to TRA lies in the inclusion of ‘control beliefs’, which also will be explained in the following along with the other two factors in order to get an overview of them.

### **Behavioural beliefs**

As mentioned, this factor originates from the earlier version, TRA, and “reflects the individual’s’ positive or negative evaluation of performing the behaviour” (Jang and Yoo, 2009, p. 121) as also described, in the section concerning TRA. In other words, how users feel towards a behaviour on a social media for instance.

### **Normative beliefs**

Like behavioural belief, this factor also originates from the earlier version, TRA, and “reflect individual’s’ perception of perceived social pressure to do or not to do the behaviour” (Jang and Yoo, 2009, p.

121), referring to the perception that users have when it comes to social norms in relation to behaving or not behaving in a certain way on SNSs for example.

### Control beliefs

According to Jang and Yoo (2009), the perceived behavioural control (PBC) is referring to “the perceived ease or difficulty of performing the behaviour and it is assumed to reflect past experience as well as anticipated impediments and obstacles.” (from: Ajzen and Driver, 1992), meaning that it shall be seen as the users’ own perception of the level of ease of performing a behaviour on a social media for instance, and it should influence behaviour directly in situations where the user perceive that a behaviour is difficult to be completed (Armitage and Conner, 2001, p. 473). Additionally, it reflects past experiences and expected barriers in relation to the behaviour as well. It could for example be that users evaluate a behaviour or a certain function on an SNS in terms of how easy it would be to do or use, based on for example prior experience with the same or a similar behaviour or function, and what obstacles they might expect if behaving that way or using that function.

Both TRA and TPB suggest that the behavioural intention is influenced by normative and behavioural beliefs, which then can predict behaviour, however, they argue that these two factors may not be sufficient enough to predict if people believe that there are obstacles or barriers related to the intended behaviour (Jang and Yoo, 2009, p. 121). This is where control beliefs come into the picture in the TPB

explaining why intentions may not predict behaviour. According to Jang and Yoo (2009), the importance of each factor may vary across behaviours and situations (from: Ajzen, 1985; 1991). According to Armitage and Conner (2001), control belief may be less predictive in a situation where behavioural belief or normative belief is powerful (p. 472). In order to get a better overview, figure 6 is illustrating TPB.

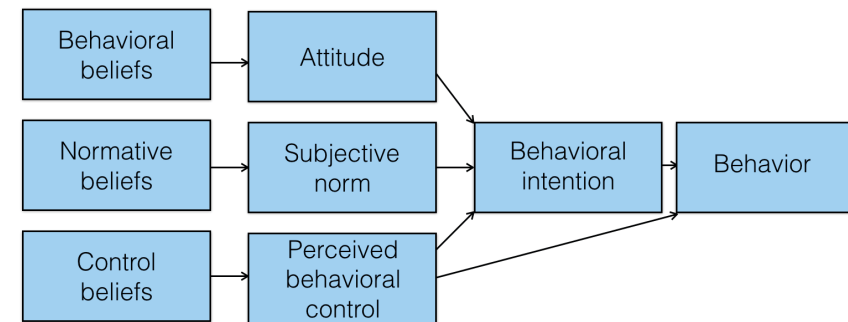


Figure 6: Theory of Planned Behaviour as presented by Armitage and Conner (2001, p. 472).

Like TRA, this theory can, amongst other, help us explain user behaviour on SNSs. Additionally; this theory can help us explain why SNS users in Denmark may not disclose information on SNSs, considering PBC as well. This can help answering RQ3b concerning why Danish users not disclose information on Facebook, Snapchat and Instagram.

Even though both TRA and TPB are theories concerning explaining, understanding and predicting behaviour we need to consider that these behaviours also includes any kind of behaviours, and are not limited to, for example in our case, SNS use. This means that there can be some factors or considerations not thought of if only looking



at behaviour on different media. This can for example be the level of 'noise' and activities on SNSs, which can lead to suddenly occurring needs or change in needs. This also means that we need to be careful when using these theories, and make sure to adapt and perceive it in relation to the nature of this research.

## 2.5 Privacy on Social Network Services

The boundaries between public and private communication are blurry (Boyd, 2006), and the transparent interaction available online are raising academic concerns about privacy (Karahasanović et al., 2009; Livingstone, 2008). However, according to Debatin, Lovejoy, Horn, and Huges (2009) users share content despite having such privacy concerns. A large difference between online and offline sharing of personal opinions and experiences still exists, for example when sharing information face-to-face, your traces will not be left behind, as they will in online opinion sharing (Ziegele and Quiring, 2011, p. 175).

Researchers have been focusing in particular on social privacy when using different SNSs (Brandtzæg, Luders and Skjetne, 2010; Stutzman, and Kramer-Duffield, 2010; Stern and Salb, 2015; Choi and Bazarova, 2015). Social privacy refers to how people protect themselves from other users on SNSs (Brandtzæg, Luders and Skjetne, 2010; Raynes-Goldie, 2010). Another aspect of online privacy is how users protect themselves from the providers of the different SNSs, which is called institutional privacy, (Brandtzæg, Luders and Skjetne, 2010; Raynes-Goldie, 2010). Nevertheless, institutional privacy has been somewhat overlooked. Maybe because research suggests that this aspect is not important for the users, and they do not recognise it

as an issue that they need to further consider (Brandtzæg, Luders and Skjetne, 2010; Raynes-Goldie, 2010). Both concepts will be elaborated on in the following. The section will also introduce literature on how privacy considerations affect SNSs.

### 2.5.1 Social privacy

In 2008 Raynes-Goldie began his ethnographic study on Facebook users (2010). His goal was to learn more about attitudes towards and how they manage their privacy on Facebook (Raynes-Goldie, 2010). Contrary to what he had expected, Raynes-Goldie found that his participants did care about privacy and expressed concerns about this. From his research the two terms social and institutional privacy arose.

Social privacy is used to explain how privacy is considered towards friends and followers on SNSs and how people can control your private information access (Raynes-Goldie, 2010). Raynes-Goldie found that people were more concerned with their privacy towards friends on Facebook, but not towards Facebook as an SNS provider and how third parties might use this information (2010). The concern raised in the study was that information, as a starting point, was shared with all and because of the structure, potentially everyone has access to this information. The dilemma arises when people try to navigate between close friends, acquaintances and colleagues. The participants in the study had several ways of dealing with this dilemma; some simply did not use their own name and an alias instead (Raynes-Goldie, 2010). Other researches suggest that social privacy is related to concerns users raise and to the potential harm of social boundaries, such as damaged reputations, interpersonal conflicts, presentation anxiety,



unwanted contacts, stalking, peer pressure and blackmailing (Gurses and Diaz, 2013, p. 32).

### 2.5.2 Institutional privacy

SNSs are not only used for communication and other social interaction, it has also become a place for business transactions, such as targeted advertising and commercials (Benson, Saridakis, and Tennakoon, 2015, p. 428). SNS users now have to consider this aspect when they disclose on SNSs, and make decision on what to disclose for this usage. What people chose to disclose can be influenced by the level of trust users have in the SNS provider (from: Benson, Saridakis, and Tennakoon, 2015, p. 428).

This issue is often referred to as Institutional privacy. According to Gurses and Diaz institutional privacy relates to “users losing control and oversight of SNSs collection and processing of their information” (p.29). The personal data retrieved by the SNS providers are usually used to improve advertising on the platforms, using personal data they have already obtained or place ads based on the personal interests of the users (Külcü and Henkoğlu, 2014, p. 761). Külcü and Henkoğlu state that it has been made easy for third parties to access data without acceptance from the SNS users of this (p. 761). Even though privacy may be at risk on SNSs, users still disclose information, despite not being able to control who has access the user's information.

### 2.5.3 How privacy considerations affect Social Network Services

Privacy - in relation to what information is shared on SNSs - is a key criterion for the success of SNSs (Brandtzæg, Lüders and Skjetne (2010, p. 1006), which imply that this aspect is important to consider as well as disclosing information, as we introduced in the above. Moreover, as Debatin (2011) claims this should not be confused with ‘secrecy’. Privacy is the right to be alone, and the right not to reveal information about oneself. Whereas, ‘secrecy’ refers to blocking or hiding any information about oneself. (Debatin, 2011, p. 47) Especially having the “privacy-dilemma” in mind. Brandtzæg, Luders and Skjetne (2010) suggest that a conflict arise when exploring ‘sharing’ and ‘privacy’ in relation to each other. They explain that if the focus is to protect users’ privacy content sharing and thereby sociability will be compromised, and vice versa (p. 1007).

On the other hand, threats to SNS users’ privacy does not come from the user’s nor their friends posting on their profile, but it mainly comes from outsiders accessing private profiles (Joinson, Houghton, Vasalou and Marder, 2011, p. 35). The default settings on many SNSs personal information, such as profiles pictures and demographic data, is set to be visible for outsiders, who can access and use this information in any way they desire (Joinson, Houghton, Vasalou and Marder, 2011, p. 35)

Stern and Salb (2014) found that the more accounts users have on across SNSs, the more privacy settings are used, and the more information is disclosed (p. 30), meaning that the option of privacy

control is important in an SNS context, and it gets even more important as the users get deeper involved in the SNS. Lewis, Kaufman and Christakis (2008) support this as well by suggesting that active users are more likely to use privacy features. In contrast to this, the more information they disclose, the more they risk breaches on their privacy (Walther, 2011, p. 3). In addition, recent research shows that a high privacy concern leads to less information being disclosed on SNSs (Ellison, Vitak, Steinfield, Gray and Lampe, 2011, p. 22).

#### 2.5.4 Privacy management

According to Margulis (2011) Communication Privacy Management (CPM) is a theory that assists researchers, students, and practitioners to grasp how individuals reveal and conceal private information (p. 336). It was originally conceived by Petronio (2002), and has been used throughout the previous decade to understand interpersonal computer-mediated communication (Petronio and Durham, 2015, p. 336). When working with CPM it is important to know that when dealing with disclosing information, this process is seen as the revelation of private information, yet always information not accessible for all (Petronio and Durham, 2015, p. 336).

CPM theory deals with the concept of privacy boundaries. The privacy boundaries vary from complete openness to complete closeness' (Margulis, 2011, p. 30). Margulis argues that: Open boundaries is the willingness to grant access to private information, disclosure or giving permission to view that information, whereas closed boundaries deals with information that is private and not necessarily accessible to outsiders. The relationship between open and closed is on going,

because we simultaneously need to be social and disclose, and at the same time be private and preserve our privacy (Margulis, 2011, p. 30). Through the use of privacy rules people achieve the desired level of privacy, and disclose. When a decision is made to disclose private information, we use a rule-based privacy management system that regulates the degree of boundary permeability (how much is told) and that manages linkages (who we want to know the information) and the level of shared ownership with others (Petronio, 2008, p. 31). Margulis (2011) states that using this rule-based management system, CPM theory is used to consider how decisions are made about revealing and concealing private information. (p. 12)

CPM posits that people tend to be either afraid of or comfortable with disclosing personal information depending on (1) the level of intimacy between them and those who will access the information, (2) the degree of public accessibility of the information, (3) their level of control over the private information, (4) the degree of stability of the system, where the information is disclosed and possibly shared, and lastly (5) the degree of tension between what will be kept and what will be disclosed (Petronio, 2002, p. 15). CPM theory lays out the concept of boundaries around private information as crucial in managing self-disclosure and privacy. Privacy boundary management on SNSs has been characterized in terms of different SNS activities, such as changing profile privacy settings, maintaining multiple SNS profiles and as being constituted by individuals' network characteristics.

When a self-disclosure is shared with others on an SNS, the information moves from personal privacy boundary to a collective privacy boundary, and the latter encompasses the entire audience of

the disclosure. As a consequence, a network of friends or followers with whom information is shared on Facebook, Instagram or Snapchat becomes a “collective management system”, which collectively owns the shared information (Petronio, 2008, p. 28). In addition to the collective ownership of information, members of a collective management systems share the mutual control of information. This means that if information shared with friends and followers on Facebook, Instagram and Snapchat it moves from being private information, and will become collective information, even though it is believed that the right to control the distribution of that information still belongs to the one who disclosed it (Petronio, 2008, p. 28). According to CMP, the coordination of privacy boundaries involves three operations: boundary linkages, boundary permeability, and boundary ownership, explained in the Table 2.

Boundaries reflected in an SNS give rise to different audience representations by impacting who discloser’s perceive as their potential audience (Margulis, 2011, p. 12). For instance, Facebook and Instagram have implemented a ‘Share’ function, and users can use ‘hash-tags’ that make their uploads accessible in a public feed, which then actively promotes boundary linkages and the dissemination of information to outside audiences. The same applies if you choose to take part in the public location-based stories Snapchat provides for its users. Along with this, Facebook, Instagram and Snapchat allows for third parties to view and follow your content, if you have not edited your privacy settings otherwise, which means that anyone can potentially become part of the account holder’s collective privacy boundary and receive

<b>Boundary linkages</b>	Occurs when personal boundaries are joined or linked together to form a collective boundary through the act of disclosure (Petronio, 2008, p. 29)
<b>Boundary permeability</b>	Describes the degree of boundary openness that permits information flow outside the boundary and public to access to it. When people have tight control over information within the boundary, boundary permeability is low; when boundary permeability is high, information easily flows outside the boundary to be publicly known and accessible (Petronio, 2008, p. 31).
<b>Boundary ownership</b>	Refers to expectation that come with co-owning private information within a boundary, such as agreements on how private information should or should not be disseminated. However, people can sometimes experience a loss of control over the ownership of information, as boundaries can “shift to include individuals who are not chosen by the original owners to know the information”, as a consequence of boundary permeability (Petronio, 2008, p. 31).

Table 2: Privacy boundary overview inspired from Margulis, 2011, p. 12

access to self-disclosures.

On the other hand, private accounts on Facebook, Instagram and Snapchat restrict the audience to only those whom the account owner approves, evoking more clearly defined ownership, less permeable boundaries, and fewer chances of boundary linkage (Margulis, 2011, p. 12). CPM will be used to understand why, or why not, SNS users disclose information, and if they consider the recipients of the information they chose to disclose. Furthermore, it will help us answer RQ3a and RQ3b.

# Chapter 3: Methodology

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### 3. Methodology

This chapter will focus on explaining the different methods we used for this research in terms of reviewing literature and data collection. The methods used for the literature review was the PQRS method. The methods used for collection data were survey, focus group, and interviewing.

The chapter is divided into four sections representing each method. In each section, there will be a general description of the method, and an explanation followed by arguments of how and why the given methods are used and implemented in this research. In this research, we have used observation as a supplementary method, or tool, for both the focus group and the interview, thus we have chosen to give it an individual section in this chapter.

The overall idea behind the data collection was first of all to get an overview of a large group of people through a survey investigating usage motivation and perceived privacy on SNSs in general. Secondly, we wanted to narrow down to a small set of SNS users, and go more into detail with them and the topics by conducting a focus group. Finally, we conducted interviews with the purpose of receiving more in-depth knowledge from the participants and experts from the research field. In addition, the methods used for analysing the data are explained as sub-sections to the related data collection method. These methods were content analysis and emergent coding. Finally, this chapter ends with a section arguing for the methods excluded in this research.

#### 3.1 Search strategy

The process of gathering literature started in a general conceptual phase, brainstorming on different topics of interest for the overall research. The general topic was chosen to be Social Network Services, which resulted in a new round of brainstorming on the chosen topic. From the second round of brainstorming, we identified eight initial keywords, which we would work from when heading into the next phase of searching for literature through online databases. The keywords that were identified are illustrated in Table 3.

Social Media | Motivation | Behaviour | Attitude | Online | Interact | Age

*Table 3: Initial keywords*

These keywords were used individually and together when conducting the Boolean search, which allowed us to combine the keywords in different ways, or create queries, using the Boolean operators: AND, OR and NOT.

The databases used for the literature search were found through the online library of Aalborg University (aub.aau.dk) and was used to identify databases for our topic. In order to find suitable databases we searched for databases within subjects related to our field of research such as ‘Computer science’, ‘Media studies’ and ‘Information science’. This lead us to find that we would use ACM (Association for Computing Machinery) digital library and EBSCOhost when searching for full text articles, conference papers and other publications through the use of queries.



However, this resulted in a too broad search using the eight initial keywords in the two mentioned databases. In order to narrow down the search, a thesaurus was used to look for synonyms, which should increase the number of keywords aiming for a more specific search. In addition, we had a third round of brainstorm where we especially focused on including specific SNSs and SNS users. Examples of keywords evolving from this brainstorming were ‘Facebook’ and ‘Facebook users’. It should also be mentioned that during this process, we also found inspiration for keywords in literature already identified. The already found literature refers to literature found during this specific process, literature for previous searches, or literature provided by professors and used in lectures. Hereafter, the search was conducted again using all identified keywords to create appropriate queries. Examples of the created queries can be seen in Table 4.

These search results helped us to get a better understanding and overview of research done by others within the same topic. It also provided us with knowledge on the topic and how we could contribute to the field of research and inspiration on how to approach our topic. When it came to investigate the Danish market in relation to SNSs and SNS use, we used the database Infomedia to search for especially news articles.

In order to get an overview of the literature found, we followed the PQRS method, referring to that one should Preview, Question, Read and Summarise the literature found (Cronin, Ryan and Coughlan, 2008). According to Cronin, Ryan and Coughlan (2008), this method “facilitates easy identification and retrieval of material par-

Query	Search results
(user OR users OR "social media users" OR "media users" OR "Facebook users" OR Instagram users" OR "snapchat users" OR "Twitter users" OR "Reddit users" OR "Pinterest users" OR "Google+ users") AND (behaviour OR behaviour OR attitude OR engagement OR incentive OR motivation* OR gratification OR desire OR reason* OR usage OR use) AND ("user communities participation" OR "user contribution" OR "user motivation" OR "user participation" OR user* OR "personality type*") AND ("social networking site*" OR "social media*" OR "social networking service*" OR Facebook OR Twitter OR Pinterest OR Google+ OR Reddit OR Snapchat OR Instagram) AND (“motivational analysis” OR “mixed method analysis” OR “mixed method” OR analysis OR analysing OR analyze OR analyzing OR "motivational framework" OR "addressing bias") AND (Denmark OR dane OR danish)	ACM EBSCO 345710 709
(user OR users OR "social media users" OR "media users" OR "Facebook users" OR Instagram users" OR "snapchat users" OR "Twitter users" OR "Reddit users" OR "Pinterest users" OR "Google+ users") AND (behaviour OR behaviour OR attitude OR engagement OR incentive OR motivation* OR gratification OR desire OR reason* OR usage OR use) AND ("user communities participation" OR "user contribution" OR "user motivation" OR "user participation" OR user* OR "personality type*") AND ("social networking site*" OR "social media*" OR "social networking service*" OR Facebook OR Twitter OR Pinterest OR Google+ OR Reddit OR Snapchat OR Instagram) AND (“motivational analysis” OR “mixed method analysis” OR “mixed method” OR analysis OR analysing OR analyze OR analyzing OR "motivational framework" OR "addressing bias")	ACM EBSCO 345491 604

Table 4: Examples of queries

ticularly if a large number of publications are being reviewed” (p. 41). When previewing, we read the abstract and keywords of the research, and identified the relevant papers to continue with. For the question stage, we developed a scheme in Excel to note relevant characteristics of the inspected literature, such as title, author, year, country, purpose, method(s) and relevance in relation to our research. This scheme can be found in Appendix 1 and it is only an excerpt of characteristics found the literature found for this research. When reading the literature, we filled out the Excel sheet with the aforementioned information including a brief summary. It shall be noted that additional literature has also been used, found through citation chasing, which is the process of tracking citations in literature leading to other literature (Barrett, 2005).

### 3.2 Survey

Surveys serve two different purposes and are usually descriptive and explanatory. The type of survey we conducted is both descriptive and explanatory survey because we are interested in both in a description of the population and people’s beliefs and behaviours (Goodman, Kuniavsky and Moed, 2012, p. 331). A survey was chosen because of its ability to produce specific data for our research (Pickard, 2013, p. 111) and to evaluate motivations for using SNSs and what they are used for (Bordens and Abott, 2011, p. 260). Additionally, it is easy to administer and can be conducted to ensure that our entire sample is reached. It allows us to collect data from a large number of participants and we have the opportunity to ask multiple questions to the same participant. The disadvantages can be that the participants

might not be comfortable with providing answers that displays them in an unfavourable manner and that the questions can be interpreted differently by participants.

With our survey we are striving to get a high degree of certainty about our overall user population, which will be explained in Section 3.2.3 (Goodman, Kuniavsky and Moed, 2012, p. 328; Bordens and Abott, 2011, p. 261). The survey provided this research with both quantitative and qualitative data. The method for analysing the qualitative data will be presented in Section 3.2.5. This data was used to give a broad understanding of the topic, and through our sample, understand how the population perceives our problem and topic. To ensure our survey provides us with useful data, we have defined one main goal and four sub goals that will lead and help us while we construct the survey and write the questions.

The main goal of the survey is to know our participant’s attitude and position in their perception on privacy settings and their private life on SNSs. It will allow the participants to describe themselves, their interest, and their preferences in a structured way (Goodman, Kuniavsky and Moed, 2012, p. 327). Our sub goals are constructed in a manner so that these will help us meet our main goal. Our sub goals are as follows:

- To understand why and how the participants use the SNSs in question. (RQ1 and RQ2)
- To understand why SNS users in Denmark do, or do not, disclose information on Facebook, Instagram and Snapchat. (RQ3a and RQ3b)

- To understand how these users perceive their private life and information on Facebook, Snapchat and Instagram, and whether the participants comprehend social privacy and institutional privacy. (RQ4a and RQ4b)

The reason why the term ‘social media’ is used instead of ‘SNS’ is to ensure that the participants know what we are referring to, and to avoid any misunderstandings. Different media as well as personal experience within the field of research convince us that social media is a much more used term when referring to such platforms as Facebook, Instagram and Snapchat. This will apply for whenever we have direct contact with SNS users in all methods of data collection.

### 3.2.1 Structure of survey

According to Goodman, Kuniavsky and Moed (2012) a survey has four parts; an introduction, a beginning, the middle and the end (p. 342). Below an introduction to these is presented, and an explanation to how these are considered in this research. Our survey is based on this structure to give a clear overview and making it easy for the participant to understand and answer.

- A. An introduction; here the purpose of the survey is presented, and the participant is given instructions to filling it out. It also provides information on the duration of the survey and our contact information in case any questions may arise (Goodman, Kuniavsky and Moed, 2012, p. 342).
- B. A beginning; here the questions are meant as a teaser for the participant to get started. These questions are made interesting for the participant, and drawing them into completing the survey. Here we exclude demographic questions because these often bore people, and because these types of questions of tend to seem intrusive to the participant (Goodman, Kuniavsky and Moed, 2012, p. 342).
- C. A middle; here we will place questions that will be less interesting to the participant but questions we as researchers need to get the full understanding of their perception of our topic. It will be done by alternating questions that are likely to be interesting with questions that might not be (Goodman, Kuniavsky and Moed, 2012, p. 342).
- D. The end will consist of demographic questions, which will be easy for the participant to fill out. Here they are also asked to fill out their email address if they are willing to be a part of our further research, and if they want to be a part of the draw, which will be explained later on in this section. The end also provides an open-ended field for any response the participant might have, and any comment and questions that might have arisen while filling out the survey (Goodman, Kuniavsky and Moed, 2012, p. 342). The demographic questions will be used as a predictor while analysing our data, to understand whether the characteristics of our participants correlates or are able to predict the answers they provide in the survey (Bordens

and Abbott, 2001, p. 261).

Dillman (2000) and Moser and Kalton (1972) agree that demographic items should not be presented first in the questionnaire. These questions, although easy to complete, may lead participants to believe that the survey is boring. Dillman emphasizes the importance of the first question on a survey: a good first question should be interesting and engaging so that the respondent will be motivated to continue. According to Dillman, the first question should apply to everybody completing the survey, be easy so that it takes only a few seconds to answer, and be interesting. Of course, these rules are not carved in stone. If research needs or requires a certain question to be presented first, that consideration should take precedence (Dillman, 2000).

### 3.2.2 Constructing the questions

Before writing the final questions we drafted several questions within our topic. Then we chose the best, and those most capable of answering our research questions, and rewrote them. After deciding on the questions to ask, we constructed our survey, so that it was ready to test. The survey was constructed using Google Forms.

To know we chose the right questions, and that our questions will be understandable, we pilot tested our first version of the survey. Within our personal network we found eight people, who are a part of the population we are interested in, to take part of the pilot test and had them look for parts that were not understandable and which could cause confusion. One thing to be aware of is that people within our personal network may not be inclined to speak their honest opin-

ions because they are not interested in hurting our feelings.

The eight people then received an email explaining the situation and ‘tasks’ involving taking time completing the survey, to be aware of unclear text and obvious errors. The email that was sent to the pilot testers can be seen in Appendix 2. We used the feedback and experience gained from our pilot testing to rewrite the questions, and to change the ones who did not give us the information we wanted or those who were unclear to our pilot testers.

#### 3.2.2.1 Types of questions

In their book ‘Observing the User Experience: A Practitioner’s Guide to User Research’, Goodman, Kuniavsky and Moed (2012) address the difficulty of asking the right questions in the right way. To overcome this problem, and still be able to write appropriate questions, they list good advice to keep in mind while developing the questions. With this advice in mind, the questions to this research were constructed. One advice we in particular were aware of, is having an overweight of closed-ended question and not open-ended questions, as open-ended questions require much more effort for both the person answering them and for the analyst (p. 333).

Another advice we used for constructing our questions was that questions should not make people predict their behaviour, but rather have them talk about their past behaviour, such as asking about what and why they use the SNSs, instead of asking if they will use a certain functionality (p. 336). Our questions were constructed in a manner that allows for open-ended items, restricted items, and partially open-ended items. Open-ended items allowed the participant to

respond in her or his own words. Here the participant is given space to provide an answer immediately below the question. According to Bordens and Abbott (2011, p. 262) the benefit from these kinds of questions, is that you can get more complete and accurate information, than with the restricted-items. Restricted-items give the participants a number of specific responses. Here the responses are listed in a logical order according to the question (Bordens and Abbott, 2011, p. 262). These were used to get data for us as researchers to find patterns within the data to understand the overall perception of our topic. Partially open-ended items are very much alike restricted-items, the difference here is that the participant is given the opportunity to respond with an “Other” category, and provide them with the opportunity to give an answer that is not listed (Bordens and Abbott, 2011, p. 263).

The first part of the survey was made to find out which of the three investigated SNSs the participant have. They were asked how long time they spend on the once they have an account on, to know how used they are to navigating on the SNS. As previously mentioned, in this research we distinguish between social privacy and institutional privacy. The next questions helped us gain insight about their understanding of these concepts and how they perceive privacy on SNSs. For example, the question “Do you feel that you have sufficient control over the information your friends/followers can see on Facebook? Why/Why not?” was aiming at social privacy, whereas the question “Do you feel that your personal information is being treated confidentially by Facebook?” helped understand institutional privacy. Next, Table 5 explains what we expected to gain from the questions can be found. It will cover what the purpose of the question is, and

what research question (RQ) it will help answer (see Table 5). To see the structure of the survey including the skip logic of the questions, see Appendix 4.

#	Question	Explanation
Q1 Q3 Q4	Do you Facebook account? Do you have an Instagram account? Do you have a Snapchat account?	These questions will be asked to know how many of the participants have accounts on the SNSs, and whether or not their answers can be used to understand these SNSs.
Q2	Why do you not have a social media account?	If the participants do not have an account on any SNSs, they will be forwarded to question Q17. However, this question can tell us about why participants not are present and disclose information on SNSs. (RQ3b)
Q1.1 Q3.1 Q4.1	For how long have you appr. had your Facebook account? For how long have you appr. had your Instagram account? For how long have you appr. had your Snapchat account?	We are interested in knowing how familiar the participants are with SNSs and how familiar they are with navigating on them, so we ask them these questions. (RQ2)
Q1.2 Q3.2 Q4.2	What do you usually do on Facebook? What do you usually do on Instagram? What do you usually do on Snapchat?	We are interested in knowing the motivation for using SNSs. With these questions we can learn what the SNSs in question are mainly used for. (RQ2)
Q1.3 Q3.3 Q4.3	Why do you use Facebook (including Facebook Messenger)? Why do you use Instagram? Why do you use Snapchat?	As we are interested in knowing the motivations for using SNSs, we can with these questions get them to elaborate on and provide us with further information about motiva-



#	Question	Explanation
		tion. (RQ1)
Q1.4	Do you feel that you have sufficient control over the information (photos, status updates, birthday, messages etc.) your friends/followers can see on Facebook? Why/Why not?	We are looking at two types of privacy; social and institutional. We ask these questions to learn whether the participants feel they are in control of the information that are available to other SNS users on the SNSs in question, which give insight to how the social privacy is perceived. And to learn whether they have previously considered the potential danger of disclosing information with other SNS users. (RQ4a)
Q3.4	Do you feel that you have sufficient control over the information (photos, status updates, birthday, messages etc.) your friends/followers can see on Instagram? Why/Why not?	
Q4.4	Do you feel that you have sufficient control over the information (photos, status updates, birthday, messages etc.) your friends/followers can see on Snapchat? Why/Why not?	
Q1.5	Do you feel that your information (photos, status updates, birthday, phone no., email etc.) is being treated confidentially by Facebook?	These questions are asked to learn whether the participants feel they are in control of the information that is available for the providers of SNSs in question, which give insight to how the institutional privacy is perceived. Further, to learn whether they have previously considered the potential danger of disclosing information to the providers of SNSs. (RQ4b)
Q3.5	Do you feel that your information (photos, status updates, birthday, phone no., email etc.) is being treated confidentially by Instagram?	
Q4.5	Do you feel that your information (photos, status updates, birthday, phone no., email etc.) is being treated confidentially by Snapchat?	
Q5	Do you have an account on any of these social media?	As a part of this research we are interested in knowing how familiar the participants are with SNSs. For this reason we ask if they have accounts

#	Question	Explanation
		on any other SNSs, to learn how familiar they are with these types of platforms.
Q6	Why do you have several social media account? (if you have)	Since we are interested in the usage and motivation, this question can help us understand why users have accounts on multiple SNSs. (RQ1)
Q7	On which social media are you most active? Why?	With this question we can learn more about which features are used the most and which SNS that is the most popular amongst our participants. (RQ2)
Q8	Do you think it is easy or difficult to create an account on a social media?	This question can help us to understand the usage of SNSs and how the ease of use is perceived (RQ2)
Q9 Q9.1 Q9.2	Do you read the terms and conditions before creating an account on a social media? (Why/why not?)	To know if our participants read the terms and conditions, and hereby agrees to disclosing personal information with SNS providers. We will also use the answers in relation to Q11, Q12 and Q13. (RQ2)
Q10 Q10.1 Q10.2	Do you read the terms and conditions on social media if you are notified about updates in these? (Why/why not?)	These questions will tell us how cautious the participants are, and how much privacy issues are an aspect that is considered. (RQ2)
Q11	Which of these statements about Facebook do you believe is true?	We are interested in knowing if the participants are aware of some of the most common misunderstandings in the use of Facebook, Instagram and Snapchat. Also to know if they, those who read the terms and conditions, will answer this correctly.
Q12	Which of these statements about Instagram do you believe is true?	
Q13	Which of these statements about Snapchat do you believe is true?	

#	Question	Explanation
Q14	How much time do you appr. spend on social media per day?	Since we are interested SNS usage, we ask this question to learn about the average time spent on SNSs. (RQ2)
Q15	Which of these statements fit you?	To learn more usage of SNSs and how they perceive their use of these. With this question we get knowledge about whether they are satisfied or not with the amount of time spent on SNSs. (RQ2)
Q16	Which device do you usually use for social media?	We are interested in learning more about the usage of SNSs, so we ask this question. (RQ2)
Q17	How old are you?	To learn whether motivation and usage change over time, we ask how old the participant is, in order to compare age groups. (RQ6)
Q18	Postal code?	In order to investigate the topic of interest across users in different parts of Denmark we asked for postal code. (RQ6)
Q19	If you want to be in the draw of 2 x cinema tickets, please fill out your email.	-
Q20	Can we contact you for more questions concerning this topic?	To know if any of the participants were willing to participate further in the research. If they answer 'yes', they will be contacted for focus group and interview participation.

Table 5: Explanation of questions in survey

### 3.2.3 Population and Sample

We are interested in learning more about SNS users in Denmark, and therefore our population is all Facebook, Instagram and Snapchat users in Denmark. Since it is not possible to ask everyone in the population, we have chosen a sample, consisting of these Facebook, Instagram and Snapchat users, representative of the population.

With our sample we are striving at reaching people that will match the whole population of the people we are interested in. We are also striving at our sample being representative of the population we will be working at in this research, and here our aim is that it should be representative of the characteristics we see in the population (Bordens and Abbott, 2011, p. 279).

#### 3.2.3.1 Population characteristics

65% of all internet users in Denmark are between 16 and 89 years old had an account on an SNS in 2015, and here if it primarily the younger part of the population who are active users on these. Still it is worth mentioning that the older part of the population who is on an SNS is still growing (Lauterbach, 2015, p. 18)

When distributing the survey (Section 3.2.4) we aimed at a sample who fits these characteristics, so our results can be as accurate as possible, not be misleading, and finally represent the opinions of our entire audience (Goodman, Kuniavsky and Moed, 2012, p. 349). When considering the respondents and our sample, we must be aware that since we cannot control who answers the survey, we can give assurance that it may not be representative of the population (Bordens and Abbott, 2011, p. 270).



### 3.2.4 Distributing the survey

We sent out the survey via Facebook and Instagram, and via email. On Facebook we shared the survey in our personal profiles and in different Danish groups, among these the group: ‘Sociale medier - den hårde kerne’. The survey was shared with the text that can be seen in Figure 7. On Instagram we shared the survey on our public personal profiles, using the text and hashtags in Figure 8 and 9. Via the hashtags and the image, potential participants were able to find our profiles on Instagram, and hereby the link to the survey. The hash tags helped to reach people on Instagram within the subjects of interest of the different hash tags, which is why these specific hash tags were chosen.

To ensure we reached out to people that might not have Facebook or Instagram, and to reach people far from our own personal network, we sent an email through the online bulletin board on Aalborg University. This email was sent to students belonging to the forum ‘Kommunikation og Digitale Medier’ in both the campus of Copenhagen and in Aalborg. The email text sent, is seen in Appendix 3. The distribution method is feasible to cause problems, because we only reach existing SNS users and students on Aalborg University. Here we must underpin that this research is focused on SNS users, and due to this, we do not find the distribution method troubling.

When conducting a survey, there are a few matters that need to be taken into consideration. Firstly, we must be aware of the fact that we do not have any direct contact with the participants, therefore, the accuracy of their answers depends on how they perceive themselves, and their ability and willingness to provide us with honest responds (Goodman, Kuniavsky and Moed, 2012, p. 328). This also means that

**// Help me and my thesis partner \\**

We are currently writing our master thesis and it would be a great help if you would spend 4.5 minutes answering this survey.. AND have the opportunity to win an awesome price! :) Thanks!

(Share, share, share)

Figure 7: Facebook sharing text

Click on link in bio, anser survey and register to win movie ticket!  
(It takes less than 5 minutes!)

Figure 8: Instagram sharing text

#Bio  
#Biograf  
#Film  
#Billetter  
#Biografbilletter  
#Vind  
#Deltag  
#Spørgeskema  
#Speciale  
#Kandidatstuderende  
#Hjælp  
#AAU  
#AAUCPH  
#Danmark  
#Godkarma  
#Tak

Figure 9: Instagram hashtags



Figure 10: Image shared on Instagram

we cannot control whether their answers are true or if they should decide to answer the survey more than once. This loss of control happens as soon as the survey was sent out. We are depending on the participant's honesty, which in the ends means that we cannot not claim complete objectivity.

### 3.2.5 Emergent coding

As section 3.2.2.1 describes, the survey partly consisted of open-ended items, or questions, where the participants had the opportunity to provide any answer they wanted. In total, there were 13 open-ended questions that invited to a longer answer based on that the participants were asked to justify their answer by asking 'why/why not'. All 13 questions can be seen in the survey structure model in Appendix 4. An example of such question is Q1.4, which asks whether the participants feels in control of the information they disclose in relation to friends and followers on Facebook, and is structured as following: "Do you feel that you have sufficient control of the information (photos status updates, birthday, messages etc.) your friends/followers can see on Facebook? Why/Why not?"

In order to analyse their answers, we used coding. According to Lazar, Feng and Hochheiser (2010), coding can be used for content analysis, and can in this case be used as a way to get an overview of the actual content in the answers by identifying categories, or themes, present in the user's' answers (p. 289). There are two different approaches for analysing data using coding, which are priori coding and emergent coding (Lazar, Feng and Hochheiser, 2010, p. 289). Priori coding is when the categories are identified based on existing liter-

ature and frameworks within the field of research. Emergent coding enables categories to emerge from the answers based on the interpretation of the researchers. Regardless of which approach chosen, one can say that the qualitative data is 'transformed' into quantitative data making it easier to manage and measure.

Emergent coding was found to be the most suitable method for this research as this method gave us the opportunity for us as researchers, to take part in partly 'controlling' the outcome in the most natural way for this specific research in form of collaboratively identifying the categories. In addition, these questions were designed very specific according to the nature of this research, and if considering basing categories on already existing literature, we needed to have the constant development within the world of SNSs in mind that might could affect the categories.

However, that we as researchers also were completing the emergent coding made us subjective coders, and this both had a positive and negative side to it (Lazar, Feng and Hochheiser, 2010, p. 299). That we knew the precise topic including purpose of the research, and the literature prior to coding, can be seen as an advantage in relation to understanding terms and concepts provided in the answers by the participants, and thereby ease the process of identifying the underlying themes, or categories. However, that we possessed this knowledge can also be seen as a disadvantage, because it might could had influenced the process of identifying these categories not being able to think beyond already established concepts in our minds, for instance from reviewing literature. According to Lazar, Feng and Hochheiser (2010), it therefore also might affect the reliability (from: Krippen-

dorff, 1980).

On the other hand, using objective coders, who not are involved in the other aspects of the research, and may not have knowledge within the field of research, would mean that the coders may not fully understand the data and identify proper categories (Lazar, Feng and Hochheiser, 2010, p. 299). According to Lazar, Feng and Hochheiser (2010), it is common to use subjective coders as long as the reliability measure is reported (p. 299). Pursuing a high level of reliability, or reproducibility, it was ideal that there are two coders participating in the process. This is due to the fact that not two people think identical, and interpret text in the same way. Using two coders will enable us to compare the codes and determine the level of reliability.

According to Lazar, Feng and Hochheiser (2010), the process of emergent coding roughly consist of three steps, which are (1) step 1: Identifying categories, (2) step 2: Coding the text and (3) step 3: Reliability testing. In the following, each step will be explained and elaborated on based on Lazar, Feng and Hochheiser (2010, p. 289-299) in order to understand the process.

### **Step 1: Identifying categories**

The first step is divided into two smaller steps. In order to identify categories, each coder must go through the answers and identify ‘themes’ for the answers, which are referred to as categories. These categories are based on how each coder interprets the answers. To take an example we can consider Q1.4 again asking whether SNS users feel in control in terms of information disclosure in relation to friends and followers on Facebook, and why. A fictive answer could for instance

state the following: “Yes because the privacy settings enable me to make my profile closed for others than my friends”. For this answer the categories could be ‘Yes’ and ‘Privacy settings’, which represent categories “summarising” the answer. If the answer for the question for example states: “I use privacy settings to fix that”, the categories could be ‘Privacy settings’.

Next, both coders must agree on a consolidated list of final categories that will be the basis of the coding in the next step. How the coders come to an agreement can be by comparing and discussing the categories on each lists, and leaving the categories that they both find suitable on the list - these categories will be their final categories. This step should be repeated until categories for all 13 questions are identified.

### **Step 2: Coding the text**

The second step is to code the answers based on the identified categories from step 1. Both coders should be coding, or connecting categories to answers, using a coding scheme created in Excel in this case. A coding scheme presents all answers to a question, and the identified categories. Each coder would be able to insert an ‘X’ connecting each answer to one or more categories, which is referred to as the actual ‘coding’. Next, a table (see Table 6) illustrating the structure of the coding scheme will be presented. This table is provided in order to give insight in how the method was used in practice. It shows that it is possible to code, and thereby connect answers to one or more categories. The categories are here illustrated as C1 (category 1), C2 (category 2), and C3 (Category 3). The coding is done individually for each ques-

tion to avoid any influence from each other while coding.

	C1	C2	C3
Answer 1			
Answer 2			
Answer 3			

Table 6: Coding scheme structure

When both coders have completed their coding schemes, it is possible to look at how their codes overlap each other by comparing them focusing on where they have coded identical, or placed the 'X's the same places. This is interesting to look at in terms of how the coders combined have coded the answers category by category, and thereby investigate what category or categories were coded the most. To investigate this, one can calculate the proportion of answers for each category. This can tell us which category or categories are the most mentioned throughout all answers for a question. Since this category or categories are the most mentioned in the answers, it is likely that these also are the ones most important for the participants answering the questions. The proportion of answers is calculated by looking at the 'combined' coding scheme as mentioned, which only considers codes that have been coded identical by both coders. To calculate the proportion of answers, one should count all their combined codes for each category and divide it with the total number of answers.

### Step 3: Reliability testing

The third step is to complete a reliability test ensuring the level of re-

liability and reproducibility. This is done by calculating the inter-coder agreement. The inter-coder agreement is looking to what degrees the coders have agreed on how to code each answer considering all categories simultaneously. This is unlike before when calculating the proportion of answers, which was looking at identical codes category by category. The inter-coder agreement is calculated by counting how many answers were coded identical, and then dividing it with the total number of answers.

To measure the level of inter-coder agreement, it is possible to "adopt other measures such as Cohen's Kappa" (Lazar, Feng and Hochheiser, 2010, p. 297). Cohen's Kappa is usually used for measuring agreement between two raters coding for example text into mutually exclusive categories. Since the categories for the open-ended questions not would result in mutually exclusive categories, Cohen's Kappa was not suitable as a method in this case, but the interpretation of Cohen's Kappa can be used in terms of measuring the inter-coder agreement. Table 7 shows an interpretation of Cohen's Kappa adapted from Lazar, Feng and Hochheiser (2010).

Agreement	Interpretation
0.01-0.20	Poor agreement
0.21-0.40	Fair agreement
0.41-0.60	Moderate agreement
0.61-0.80	Satisfactory agreement
0.81-1.00	Near perfect agreement

Table 7: Interpretation of Cohen's Kappa

A well-accepted level of agreement is above 0.60, meaning that it should be either 'Satisfactory agreement' or 'Near perfect agreement' (p. 298). The inter-coder agreement is a good indicator of how well the result will be if other coders coded it, in terms of whether they would reach the same findings. If the inter-coder agreement is measured very low, the process of emergent coding should be repeated until an accepted level of agreement is achieved (p. 289).

### 3.3 Focus group

In order to get more in-depth knowledge about SNS users, we conducted a focus group, consisting of participants asked through the survey that is also part of the data collection for this research. We chose focus groups in order to get more general background information about our topic, and to learn how our participants talk about the topic (Pickard, 2007, p. 244). We were interested in knowing how our participants perceive privacy settings, and if it is a matter they take into consideration when they create a profile on an SNS and use Social Network Services to share content, multimedia, events, private information and location. We were interested in knowing our participants perceptions, feelings, and attitude towards privacy on SNSs, what people value the most and why they value them (Goodman, Kuniavsky and Moed, 2003)? We also find this method suitable, because it provided our survey participants chance to elaborate on the topic, and share and discuss this with the other participants.

Focus groups are a well-established research method across many fields, to collect opinions and feelings on a given topic (Ritchie and

Lewis, 2003, p. 170). Still, we need to be aware that we are dependent on the participants, and their willingness to take part in the discussion and share their opinions about the topic.

Tuckman and Jensen (1977) have identified five stages a focus group goes through (Ritchie and Lewis, 2003, p. 175). These five stages should be considered as best-case scenario. The next section is explained based on Tuckman and Jensen (1977). The stages are as follows:

- A. Forming
- B. Storming
- C. Norming
- D. Performing
- E. Adjourning

In the first stage our participants will go through in the forming stage. Here the participants will most likely be nervous and anxious, concerned with whether they will be accepted and included in the group. Here it can be expected that our participant will address us more and not engage with the other group members. In the storming period tension and criticism may occur. Often one person in a focus group will take on the role as the leader, and might take on a defensive position towards the topic being discussed. Here we must be careful not to put too much meaning into what is being said, since the participants are still testing each other's viewpoints. The norming phase is where the participants settles down, and settles on a shared agreements, the norms of the group is established in this phase. Here we will experi-

ence the group working together, and be very keen on finding a common understanding on the topic.

In the performing stage, the group works interactively in an open discussion. Here the participants will engage in the discussion, and the host can sit back and watch how the discussion progresses. In the last phase adjourning, the participants will reinforce their own opinions, and express their own final thoughts. Here we will also have the opportunity to give thanks and make the last sum up.

### 3.3.1 Recruitment

Finding the right people to participate in the focus group and interviews was an important element in this research, because it could affect the final outcome. According to Goodman, Kuniavsky and Moed (2012), the process of recruiting consists of three steps, which are (1) determining the target audience, (2) finding representative members of the audience, and (3) convincing them to participate (p. 95).

#### **Determining the target audience**

The participants in the focus group was planned to be a small group of those who answered the survey in order to be able to elaborate on these answers. They already know what the research is about and can with some ease go back to that mindset and elaborate on some of the questions that they already answered with help from predefined questions and topics.

From the survey they knew that the focus of this research was SNSs, investigating motivations for using Facebook, Instagram and Snapchat, and their privacy on these. We will not go in further detail

in terms of our motivation in relation to this subject, and our expected outcomes in relation to the focus group, when we present our topic to the participants. This is because we do not want to, by chance, influence their answers or approach to the specific subject.

#### **Finding representative members of the audience**

When selecting participants for the focus group we firstly needed to make sure that they had agreed to that we may contacted them again. In addition, we would like some form diversity in terms of age and gender aiming towards different opinions and experiences within the topic.

We strived to have 6-8 participants in our focus group, having in mind that some participants might not be able to attend on the given day. This means that between those who answered that they were interested in participating in helping us further in our research, we chose eight people to send emails with an invitation to the focus group.

#### **Convincing them to participate**

In relation to contacting the participants for the focus group, we had their mail from the survey. Firstly, they were sent an invitation to participate. Second, those who answers 'yes', were sent a 'thank you email', and hereafter a reminder two days beforehand. Table 8 shows the invitation email to the participants. The remaining emails are available in Appendix 5.



**Subject line**

Invitation to focus group about social media

**Text**

Hi,

You have answered our survey about social media, in which you entered your email address and permission to contact you for more information about the topic.

Therefore, we would like to invite you to participate in a focus group March 29, 2016 from 6PM to 8PM on Aalborg University in Copenhagen (A.C. Meyers Vænge 15, 2450 København SV). We meet in the reception.

You can park here, whether you come on bike or in your car (be aware of the parking fee), and there are good opportunities to come here with public transportation.

A focus group is usually both an exciting and pleasant experience. We have invited 6 to 8 people to participate, and together we will discuss social media. We will strive at an informal tone, where a range of opinions and ideas can be discussed.

We hope that you have the opportunity to participate, and as a thanks for the help, we will have a draw between all participants on a gift certificate with the value of 200 DKKR.

If you would like to participate, we would like to hear from you at the latest March 22, 2016.

Best regards,

Tine and Diana

Contact: dlund14@aau.student.dk. Phone. XXXX5831

Table 8: Invitation email for focus group participants

### 3.3.2 Setting

The focus group took place at Aalborg University Copenhagen, A.C. Meyers Vænge 15, 2450 Copenhagen SV. A room was booked, with space for all participants to see and hear each other clearly (Pickard, 2007, chapter 21). Two laptops were placed to video record the participants as the focus group was going on, for later interpretation and analysis. This provided us with the opportunity to look back, and re-cap on the emotions and experiences being expressed by the participants. Figure 11 illustrates the a list of the elements that were used in the planning and completion of the focus group with inspiration from Pickard, 2007, Chapter 21).

<b>Equipment</b>	<ul style="list-style-type: none"> <li>- 1 computer for the observer</li> <li>- 1 computer + iPad for filming</li> <li>- Paper + pen</li> <li>- Manuscript</li> <li>- Watch (time taking)</li> <li>- Blackboard (markers)</li> <li>- Pens and block</li> <li>- Name tags</li> <li>- Magic marker</li> <li>- Blu-tack</li> <li>- Paperboard</li> <li>- Consent form for each participant (see the full consent form in Appendix 6)</li> </ul>
<b>Refreshments</b>	<ul style="list-style-type: none"> <li>- Beverages: Coffee, tea, water</li> <li>- Food: Fruit (w. stick), candy, cookies</li> <li>- Other: Cups, napkins, sticks, sugar, milk, tea bags</li> </ul>
<b>Draw</b>	<ul style="list-style-type: none"> <li>- Among our participants we will have a draw on a gift certificate on 200 kr.</li> </ul>

Figure 11: Focus group planning



### 3.3.3 Agenda

In the following we will introduce the agenda, and what questions and exercises the participants were asked to go through. At all times the host made sure that all participants were heard, and that all got the chance to express their opinions.

**Intro** Who are we?

Short presentation from our participants.

Walk-through of the agenda of the evening.

**Exercise 1:** Brainstorm about the word “social media” (The participants will be asked to elaborate on their statements.)

**Exercise 2:** Brainstorm on: “How do you perceive your own private life on social media? (The participants will be asked to elaborate and discuss what is broad up)

**Exercise 3:** Group discussion (questions)

*Question 1:* Do you consider what you share with your friends on social media (information, images, etc.)?

*Question 2:* Do you consider what you share with the providers of the social media (information, images, etc.)?

*Question 3:* Do you consider if there is a difference between what you share with your friends and what you share with the providers of social media?

**Exercise 5:** Prioritize the following privacy settings: (following a discussion)

- Who can see my future posts? (‘Public’, ‘Friends’, ‘Custom’ or ‘Only me’)
- Who can send me friend requests? (‘Everyone’ or “Friends

of friends”)

- Add people to my restricted list (block person)
- Who can look me up via email (‘Everyone’, ‘Friends’ or ‘Friends of friends’)
- Who can look me up via phone number (‘Everyone’, ‘Friends’ or ‘Friends of friends’)
- Possible to look me up via search engines outside Facebook? (‘Yes’ or ‘No’)
- Who can add things to my timeline (‘Friends’ or “Just me”)
- Review posts that friends tag me in before they appear on my timeline? (‘Deactivate’ or ‘Activate’)
- Who can see posts you’ve been tagged in on your timeline? (‘Everyone’, ‘Friends of friends’, ‘Friends’, ‘Only me’, ‘Custom’)
- Who can see what others post on my timeline? (‘Everyone’, ‘Friends of friends’, ‘Friends’, ‘Only me’, ‘Custom’)
- Review tags people add to your own posts before the tags appear on Facebook? (‘Deactivate’ or ‘Activate’)
- Who can follow me (‘Everyone’ or ‘Friends’)
- Who can comment on my public posts (‘Everyone’, ‘Friends of friends’ or ‘Friends’)

**Outro** In the outro we will have the participants bring up topics, they will have not been touched upon, and we will cover any loose ends. The observer will comment, if she has anything to add.

**Draw**

**Thank you!**

### 3.3.4 Analysing the focus group

The analysis of the focus group will take its starting point in the observation, where we will comment on the group dynamic. The second step, when analysing the focus group, will be to transcribe it. According to Bloor, Frankland, Thomas and Robson (2002) all attempts to analyse without a transcription can lead to loss of data and risk being a selective and superficial analysis (p. 59). We will transcribe the entire focus group, only leaving out parts where the participants are discussing irrelevant subject for our research, and the end where the draw is taking place.

#### 3.3.4.1 Content analysis

When analysing the qualitative answers from the focus group and the interview, content analysis was used. It provided us with knowledge and understanding of phenomena arising from the two data collection methods (Downe-Wamboldt, 1992, p. 314). Firstly, the data will be processed by grouping words and activities into codes that characterize the groups (Goodmand, Kuniavsky and Moed, 2012, p. 428). The data will be de-constructed, by breaking it into pieces, and examine these pieces for differences and similarities. (Pickard, 2013, p. 271). Hereafter, we will sort the codes into categories, based on how they are related (Hsieh and Shannon, 2005, p. 1279).

We will present the analysis of the categories as a story, as Pickard (2013) suggests (p. 274). The story will be told by narratively going through the categories, found in the previous process of taking the data apart. As mentioned immediately before, this coding and categorisation process will be used both for focus groups and interviews.

### 3.4 Interviews

In order to get a deeper understanding of SNS users on an individual level, we were able take advantage of asking questions and receiving feedback from relevant people (Goodmand, Kuniavsky and Moed, 2012). When conversing with people, one has the opportunity to learn about them, their experiences, feelings and hopes (Kvale, 1996, p. 5; Pickard, 2013, p. 195). Such conversation can take place through a face-to-face interview where the interviewer talk directly to the interviewee (Bordens and Abbott, 2011, p. 272), and is usually structured depending on the purpose of the interview, and overall research.

For our research, interviewing SNS users was relevant in order to get to into more details when it comes to the use of SNSs and perceptions of privacy, and thereby produce more detailed data. In contrast to the focus group, this give the participants the opportunity to express themselves in a more private setting without other participants present.

A research interview can be very structured where all the questions and answer options are predefined and listed as in a survey, or very informal like a purposeful conversation, where the interviewee usually are in control during the interview (Pickard, 2013, p. 195; Bordens and Abbott, 2011, p. 272). For the purpose of establishing a good overview of the different kind of interviews, a description of a structured interview and an unstructured interview will be provided next.

A structured interview with limited response options is argued to be a waste in relation to the potential and possibilities that

an interview can have (Pickard, 2013, p. 199). However, it is possible to design the interview with either open-ended questions, where the interviewees can answer how they feel appropriate, or with closed questions, where the interviewees can choose an answer from a set of predefined answer options, or with a combination of open-ended and closed questions (Pickard, 2013, p. 199). An advantage of using a structured interview is that the interviewer ensures that all topics of interest are included and nothing is left out. A disadvantage of a structured interview is the limited level of flexibility and natural development of the interview, which may cause the interviewer to miss out on important information (Bordens and Abbott, 2011, p. 272).

An unstructured interview is often used to achieve a deeper understanding of a subject from a certain point of view (Pickard, 2013, p. 199). Patton describes two different approaches, which is the informal conversational interview and the general interview guide (Pickard, 2013, p. 200). The informal conversational interview is seen as a conversation with a purpose, where the interviewer is allowing the interview to “flow from the immediate context” (Pickard, 2013, p. 200). However, this would heighten the requirements for the interviewer because she would need listen more carefully and focus in order to respond and ask the next question depending on the answer from the interviewee. Additionally, the interviewer should also aim towards staying within the subject of interest in order to get as relevant outcome as possible (Pickard, 2013, p. 200).

When it comes to the general interview guide, or guided interview, the only thing predefined prior the interview is a checklist with topics that needs to be covered during the interview. This allows

the interviewer to ask questions that emerge during the interview, and allows the interviewees to answer they feel appropriate (Pickard, 2013, p. 200). According to Ellis (from: Pickard, 2013, 197), an interview guide can help the interviewer ensure every subject or theme is covered as planned, however, the nature of the interview determines how much control this guide has over the interview. The advantage of an unstructured interview is that the open-ended questions allow more detailed and complete answers. On the other hand, too long answers might be difficult to analyse or demands more work, which can be seen as a disadvantage.

Either way, to get the best possible outcome, an interview should be designed and planned according to the purpose of the research, the nature of the participant, and the experience of the interviewer (Pickard, 2013, p. 195). It is possible to combine the two kinds of interviews for the most optimal and rewarding outcome taking the best of both worlds (Bordens and Abbott, 2011, p. 272). According to Kvale there are seven stages of the interview process (from: Pickard, 2013, p. 196). These are: (1) thematising, (2) interviewing, (3) recording, (4) transcribing, (5) analysing, (6) verifying, and (7) reporting. Next, these seven stages will be elaborated on in general, and in relation to this specific research.

### **Thematising**

Kvale states that, in order to know what kind of interview that is relevant to conduct for a specific research, it is essential to determine the “why” and “what” of a research (from: Pickard, 2013, 197).

In relation this research investigating the motivation for using

Facebook, Instagram and Snapchat, and how privacy is perceived, it was relevant to gain a general knowledge of the two fundamental areas that we are working with, which are SNSs and privacy, and to get a better understanding of SNS users from an expert point of view. This was done by interviewing experts within these two areas. To be more specific, the purpose of interviewing an expert with expertise within privacy was to gain knowledge about the Act on Processing of Personal Data in Denmark.

What this expert could contribute with for this specific research was a clear understanding of the Act itself, and to illuminate how it is perceived by SNS users in Denmark, and where and why it might be somehow difficult to understand or comply. An example that we wanted this expert to elaborate on is the so-called ‘Vejle-incident’, where this specific Act were highlighted in relation to the content of the website ‘Rate and Chill’. The ‘Vejle-incident’ was explained in more detail in the introduction. The purpose of interviewing an expert with expertise within SNSs was to gain a general knowledge and understanding of Facebook, Instagram and Snapchat, and SNS users in Denmark.

Understanding the SNS users was also a crucial element in order to be able to identify and understand their motivation for using Facebook, Instagram and Snapchat, and how they perceive privacy. That was why interviewing SNS users would be appropriate as well. The purpose of interviewing SNS users was to get a deeper and more detailed understanding of their individual answers in the survey in order to investigate their motivation for using Facebook, Instagram and Snapchat, and how they behave on these in terms of information

disclosure, and if they consider social and institutional privacy.

### **Designing**

To achieve as detailed data as possible, we created and planned the interviews as being semi-structured, which resulted in a natural and purposeful conversation arising from a set of predefined open-ended questions, which were created prior the actual interviews. The nature of the interview allowed suddenly occurring questions to be asked in order for the interview to move in a natural direction. A suddenly occurring question could emerge from an answer that the interviewee gives for one of the planned questions that naturally leads to an additional question.

We believed that such rather casual interview would invite to a trustworthy and relaxing environment, where opinions and feelings could be expressed in a natural way. The challenge for the interviewee with this kind of interview, is the level of concentration and flexibility it demands to keep the natural flow in the interview, and to keep the overall interview ‘on track’ in relation to the subject and purpose of the interview. However, the predefined questions setting the frame for the interview help to minimise this challenge. Another challenge, or consideration, in relation to interviewing in general, is that the interviewer must ask the questions in a neutral manner to avoid biased answers (Bordens and Abbott, 2011, p. 273). However, rehearsing the question out loud help minimise this specific challenge.

#### 3.4.1 Designing the interview for the privacy expert

The predefined questions for this interview were designed with the

aim of gaining knowledge about the Act on Processing of Personal Data in Denmark. As mentioned, this gave a general knowledge concerning the Act itself, and a deeper understanding of potential misuse and conflicts when it comes to online privacy.

The interview started with two opening questions of a more personal character in order to get to know the interviewee’s relationship with the Act in her work life. Additional eight questions were created to make sure that we got a general understanding of the Act itself, and how it works in real life through hypothetical questions and recent scenarios from Denmark. This interview enabled us to work with the subject in an appropriate manner in relation to the research area. The full interview guide can be seen in Table 9.

#	Questions/Topics
1.	In your work, have you previously dealt with cases concerning the Act on Processing of Personal Data?
2.	Are cases concerning the Act on Processing of Personal Data something that takes up a lot of time in your working life?
3.	What are one’s rights if one’s private information is being used without consent?
4.	Does the Danish legislation apply on social media?
5.	Have you experienced cases where Danes have got their private information misused?
6.	Have you experienced cases where Danes have got their private information misused?
7.	Regarding the ‘Vejele-incident’ involving the website called ‘Rate and

Chill’, where young women were rated based on their:

8. Did the founders of the website do something illegal? What are the rights of the girls, which photos and names were used?
9. Do there exists examples on sanctions in relation to violation of the Act on Processing of Personal Data?
10. Do you experience that there is a tendency to find it difficult to distinguish between laws and ethical guidelines?
11. Who is enforcing the law, and how is it done?
12. What information are social media providers in title of registering and storing in relation to Danish legislation?
13. Do you think the Act on Processing of Personal Data is easily accessible for the Danish population?

Table 9: Interview guide for privacy expert

### 3.3.4 Designing the interview for the social media expert

The predefined questions for the social media expert were be designed with the aim of gaining knowledge about SNSs and SNS users in Denmark in general. In order to get to know the interviewee on a more personal level in relation to her work with SNSs, we started the interview with two opening questions as in the interview with the privacy expert. Further, eight questions were designed in order to get a more general picture of SNS use and SNS users in Denmark.

These questions were also possible to be compared with related answers from the survey in order to determine if some of the answers were parallel to each other. Such parallels could for example be drawn in relation to the questions concerning the use of Facebook,

Instagram and Snapchat. The full interview guide for the social media expert can be seen in Table 10.

#	Questions/Topics
1.	What do you find interesting by working with social media? On which social media are you most active?
2.	What do you see as the primary reason that social media has become successful in Denmark?
3.	Do you currently see an increasing or decreasing tendency in using social media in Denmark?
4.	In your experience, what is social media in Denmark currently usually used for?
5.	Have you noticed any changes in the use of social media in the previous years?
6.	In your opinion, is there any difference in what information that is being disclosed on different social media?
7.	Which trends and tendencies on social media do you see as the most mentionable?
8.	Which social media do you think is currently the most used in Denmark?
9.	Why do you think that there is room for so many different social media on the Danish market? (such as Facebook, Instagram and Snapchat)
10.	Do you experience that social media users consider their privacy settings and their general privacy on social media?

Table 10: Interview guide for social media expert

### 3.3.5 Designing the interview for the SNS users

The predefined questions for the SNS users were designed with the aim of gaining more detailed knowledge about them and their relation with Facebook, Instagram and Snapchat considering their answers from the survey. With these interview, we were able to go more into depth on an individual level investigating motivations for using or not using SNSs and for disclosing or not disclosing, including perception of privacy.

The first question was created to establish which SNSs that the participants were using. The 'X' in this question represents Facebook, Instagram or Snapchat. When it was established which SNS(s) that the interviewees used, it was possible to ask elaborative questions based on that. These questions enabled them to elaborate on how and why they use the different SNSs, and their perception on privacy in relation to these SNSs. Due to the fact that they might use different SNSs or none, the interview guide also considered this. This means that the interview guide consisted of if-conditions letting the interviewer know which questions to ask in a given situation. The interview guide can be seen in Table 11. Note that the if-conditions are highlighted in green.

The sub-question below some of the questions throughout all interviews should be seen as inspiration for additional questions that could be relevant to discuss within the topic that the questions are concerning. All interviews were conducted in Danish, and therefore the questions were asked in Danish as well.



#	Questions/Topics
1.	From the survey that you answered, I can see that you use X, X and/ or X. Why do you use them?
	<i>IF: The participant use more than one of Facebook, Instagram and Snapchat.</i>
2.	Why do you use several social media? What does the different social media gives you? Do you use them differently? Do they fulfill different needs? (Which?)
	<i>IF: The participant only use one of either Facebook, Instagram or Snapchat.</i>
3.	Why do you only use one social media? Can one social media fulfill your needs? Do you consider beginning to use more social media? If no, what could make you consider using more? If yes, what considerations have you done about this? What are holding you back?
4.	What do you mainly use social media for? Get elaboration on: <ul style="list-style-type: none"> <li>• Private information? (age, phone number., address, social status etc.)</li> <li>• Content? (Do you share articles or similar, commenting, liking, etc.?)</li> <li>• Multimedia? (Do you upload images, video or music?)</li> <li>• Events? (Do you create, attend or show interest in events?)</li> <li>• Location? (Do you share your location with others?)</li> <li>• Why do you/why do you not disclose information on social media?</li> </ul>
5.	Do you feel that you have a sense of privacy on social media? (Why/Why not?) Do you use privacy settings? (Why/Why not?)

6.	Do you think about what information you share with your friends on Facebook, Instagram and Snapchat?
7.	Do you think about what information you share with your the provider of the social media?
	<i>IF: The participant do not use Facebook, Instagram or Snapchat</i>
8.	Why do you not use Facebook, Instagram eller Snapchat?

Table 11: Interview guide for SNS users

### Interviewing

Striving towards a natural setting for the interviewees, the interviews will be conducted as it were appropriate for the interviewees. We determined to let the interviewees decide whether it should be face-to-face or via telephone, at the workplace, at their house and so on. To minimise possible interruptions or distraction in relation to the social context, wherein the interview took place (Bordens and Abbott, 2011, p. 273), only the interviewer, the interviewee, and the observer were present during the interviews. The observer did not actively participate in the interviews. How and why we used observation, as a supplementary tool when interviewing will be elaborated on in more details later.

The reason why we gave the interviewees that freedom of choosing the location was due to the hope that letting the interviewee be a part of the deciding the location would increase the feeling of ‘home’ for the interviewee and thereby invite to the best possible atmosphere during the interview. In addition, to reflect a relaxing and

calm atmosphere, we would make sure that refreshments were available during interview when possible in form of water, the, coffee and fruit.

### **Recording**

According to Pickard (2013), recording can be a good way to “keeping all of the data” (p. 201). However, recording interviews can also be seen as a disadvantage. The disadvantage is that the interviewees might be more aware of what they are saying and might feel nervous because all of their words are being recorded (Pickard, 2013, p. 201). On the other hand, if the interviewer decides to rely on taking notes, she might miss out on important data while concentrating on both listening and writing (Pickard, 2013, p. 201).

For this research we decided to audio record the interviews with the consent from our participants. This was chosen due to minimise equipment in relation to if it should be video recorded in different locations. In addition, the interviewee took general notes but the focus for the interviewer was to listen and ask the ‘right’ questions in terms of the purpose of the different interviews.

### **Transcribing**

Pickard (2013) argues that the transcription of interviews should be done as soon as possible after an interview, and that the interview and transcribing should be seen as only one action (p. 201). In this research, the transcribing of the interviews took place as soon as possible. Due to the audio recording, it was possible to transcribe the full interviews.

### **Analysing**

As stated in Section 3.3.4.1, the analysis of the interviews will be done using content analysis. However, according to Pickard (2013) points out that the analysis already begins during the interviews (p. 202). Since the interviews for this research are designed as semi-structured interviews that allows suddenly emerged questions, some analysis already takes place when the interviewer hear the answer from the interviewees and choose to respond. This means that the interviewer will respond by asking the next of the predefined question, or asking a new question based on how the interviewer interpret the answer, and how and why it seems relevant at the time.

This also means that if another person conduct the same interview, the potential additional questions are likely to be different, which can result in another interview in terms of the outcome. However, it is important to highlight the predefined questions that contribute to a certain level of stability in the final outcome.

### **Verifying**

Kvale (from: Pickard 2013) states that verification “refer to the extent to which the interview asked what it was intended to ask” (p. 202). This means that we ensure that the purpose of the interview is achieved. A way to determine this is when analysing discovering whether the interviews did fulfil their purposes in relation to the overall intention of the interview, and the actual problem statement. Pickard (2013, p. 202) however also adds another dimension to aspect of verification by stating that it can be in form of returning to the interviewee after the analysis and determine whether our interpretation and results of

the interview matches the answers and intended interpretation of the interviewee.

In relation to this specific research, we gave the interviewees the opportunity to be contacted once we have written the contribution from the interview to this thesis in order for it to be reviewed by the interviewees. This was a way of avoiding any misunderstandings that may have happened during the process of interpretation and analysing.

### Reporting

The evidence from the interviews lies in the audio recording of the interviews and in the transcription. In addition, the results of analysing the interviews will be presented in tables and text in Section 4.3.

#### 3.4.4 Recruitment

In terms of recruiting participants for the interviews, the procedure by Goodman, Kuniavsky and Moed (2012), explained in Section 3.3.1, was followed here as well. As for the focus group, and as mentioned previously, the participants for the interviews were people who already had answered the survey except when it comes to the two experts. For the user interviews, we chose four participants. To achieve diversity we chose two women and two men in different age groups. The two participants for the expert interviews were found by searching the Internet including different SNSs for such expert, preferably located in Copenhagen.

### 3.5 Observation

In order to achieve optimal outcome while carrying out the focus group and interviews, we used observation as a supplementary tool for data collection. This was especially done to minimise the risk that important or useful data were left out. Our way of using observation for this specific research should be clear, as it is only a supplementary tool to focus group and interview. For the purpose of understanding how we used observation, and what it is in general, more about observation will be explained next.

Systematic observations are structured and planned in advance of an actual observation (Bordens and Abbott, 2011, p. 127), and “provides here-and-now experience in depth” (Pickard, 2013, p. 225; Lincoln and Guba, 1985, p. 273). In addition, it enables researchers to generate data about what participants are doing or how they are reacting in a specific context (Rogers et al., 2002, p. 359). Observations can take place in a controlled environment, where the researchers control the setting, or in an uncontrolled environment like when observing in a natural setting (in the field), depending on the purpose of the research (Rogers et al., 2002, p. 359). In the controlled environment, the emphasis lies in the details of what the participants do, including body language such as tense shoulders, frowns, frustration, dissatisfaction or happiness (Rogers, Sharp, and Preece, 2011, p. 363). The emphasis is not on why they do it due to the fact that the researchers are in control of the setting.

The focus group and interviews were designed and conducted by us meaning that they were being held in a controlled situation. In

relation to the interview, the only thing that we could not fully control was the social context in which the interview was being held. However, it was minimised through planning that they should be interviewed in a location with few or no people around.

The observations needed to be planned beforehand in order to reach the best possible outcome. Patton (1987, p. 81) states that there are five dimensions that needs to be considered when observing (from: Pickard, 2013, p. 225). These five dimensions are (1) the role of the observer, (2) portrayal of that role to others, (3) portrayal of the purpose of the research, (4) duration of the observations, and (5) focus of the observations. Next, these five dimensions will be elaborated on in general and in relation to our research.

### 3.5.1 The role of the observer

This dimension takes into consideration the level of involvement in relation to the person observing when completing observations. An observer can either be a participant observer, a semi-participant observer or a non-participant observer (Pickard, 2013, p. 226). Since this research was conducted by two researchers, it is possible to let one of the researchers be the interviewer, and the other be a non-participant observer. However, “the presence of any observer in a situation is highly likely to influence that situation to some degree...” (Pickard, 2013, p. 228), meaning that even though the aim of the non-participant observer is to become ‘a part of the wallpaper’ (Pickard, 2013, p. 229), the participants are aware of that they are being observed and that may to some level influence the participants.

In relation to the focus group and interviews in this research,

both the interviewer/focus group host and the observer were present when conducting the focus group and interview, but the observer was not participating actively. Only in the end of the focus group, the observer participated with comments to make sure nothing was left out, as mentioned in Section 3.3.3. Another part of the job as observer (and interviewer) is to keep the atmosphere as natural as possible, in order to achieve a comfortable and trusting relationship when conducting the focus group and interviews

#### 3.5.1.1 Portrayal of that role to others

The portrayal of the observer role to others is “the extent to which participants ... are informed that they are being observed and the purpose”, which also relate to the ethical and moral obligation when it comes to observing people (Pickard, 2013, p. 229). For this research we let all participants know that they were being observed before beginning the actual focus group and interviews, and had them sign a consent form (Rogers, Sharp, and Preece, 2011, p. 365).

#### 3.5.2 Portrayal of the purpose of the research

This dimension is considering how much detail the researcher will share with the participants in relation to the purpose of the research (Pickard, 2013, p. 229). According to Pickard (2013), her experience is that participants feel more “comfortable if given some degree of ‘ownership’ of the research, even it this only means having an understanding of why the research is being done and what are the potential benefits.” (p. 229).

When interviewing the experts, we gave them insight into the

overall purpose of the research in order for them to know how their expert knowledge was important. Because the interviewed SNS users, and focus group participants already answered our survey, they before the interview had some knowledge concerning the overall purpose of the research. However, we did not go into further detail in terms of our motivation in relation to the subject, and our expected outcomes in relation to the interviews. This was because we did not want to influence their answers or approach to the specific subject.

### 2.5.3 Duration of the observations

The duration of an observation should be planned on beforehand no matter if the observations are in an controlled or uncontrolled environment (Pickard, 2013, p. 230). Since the observations for the focus group and interviews would be completed in controlled setting, the length of the observations would follow the duration of the focus group and interviews making sure nothing are left out when watching, listening and interpreting later on (Pickard, 2013, p. 229).

### 3.5.4 Focus of the observations

This dimension is stressing the importance of entering the setting with a focus guiding the observer what to watch and why (Pickard, 2013, p. 230). In relation to the focus group and interviews, the main focus for the observer was to look at and note body language, facial expression, and tone of voice in order to be able to identify possible frustration or other notable reactions during the interview. The observer should be aiming towards only observing and not interpreting. However, we need to have in mind that what is observed in this stage is interpret-

ed due to the fact that the observer solely determines and identifies what is worth noting in the specific context. This means that the first interpretation already takes place in the mind of the observer during the observation. What is observed is depended on the observer. This also means that if the person that observes changes, the observations might be different. This is why these mentioned focus area are especially important in order to have some kind of guidelines for the observer during the observation, and to increase reliability and validity of what is observed (Bordens and Abbott, 2011, pp. 130-133).

When completing an observation, a disadvantage is that the observer only can rely on what is seen and cannot know what the participants are thinking (Rogers, Sharp, and Preece, 2011, p. 365). However, observing the situation making sure nothing useful is let out, is also an important factor in this research because the observer might note something that the interviewer did not.

## 3.6 Excluded methods

To examine how SNS users actually interact with Facebook, Instagram and Snapchat in relation to information disclosure, if they know who can access their information, and if they understand the potential consequences of information disclosure on these SNSs, we could have conducted usability tests. According to Goodman, Kuniavsky and Moed (2012), a usability test “...helps identify problems people have with a specific interface and reveals difficult-to-complete tasks and confusing language” (p. 11). In that way, we could have investigated if the platforms supported the users’ tasks, or the usability (Dix, Finlay, Abowd and Beale, 2004, p. 5). Such tests are usually designed

as structured interviews focusing on specific features in an interface (Goodman, Kuniavsky and Moed, 2012, p. 273).

In this research, we could have designed an interview with questions making the users perform different tasks on the SNSs. It could for example be questions asking them to upload an image, and explain who will be able to access and view it. In that way we could have gained information about how well they understand the consequences of disclosing information in terms of privacy. We could also have investigated their motivations for using Facebook, Instagram and Snapchat, and certain features on these SNSs. This could for example be done by asking them to contact a friend via one of the SNSs, and then view which SNS they choose and what feature to use, and finally ask them why they chose as they did.

However, as Preece, Rogers, and Sharp (2002) state “many tasks are interrupt-driven” (p. 319) meaning that the way users may complete the tasks when observed in a controlled environment, as in the examples before, is likely to be very different from how it would be when completing the tasks in the controlled environment. This means that the findings may not have been as accurate. Even though both the focus group and interviews also were conducted in more or less controlled environments, these only focused on having a conversation and not completing tasks, which we believe lead to a more natural conversation. Especially in the focus group where one goal was to let several SNSs users converse and discuss amongst each other.

To view SNS users interaction with Facebook, Instagram and Snapchat in a more natural setting, we could have taken advantage of field observation as it “allows us to study the interaction as it occurs

in actual use” (Dix, Finlay, Abowd and Beale, 2004, p. 328). However, due to the nature of our research studying SNSs, it increases the level of difficulty of field observations because for many SNSs users, the process using SNSs is likely to be on going, and they can be accessed from almost everywhere. In addition, we would not be able to ask questions to the participants making them argue for their behaviour. This means that we would learn what they do, but not understand why. According to Dix, Finlay, Abowd and Beale (2004), researchers must determine whether field observation is worth the time and effort in relation to the expected outcome (p. 328). Instead, our survey asks questions regarding how the participants use the different SNSs, and why. In addition, the participants elaborate on this during the interviews in particular.

Having these considerations in mind, we believe that our three selected methods for data collection were the most appropriate and giving methods in terms of our specific research area.



# Chapter 4: Results and analysis

## Chapter outline

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## 4. Results and analysis

This chapter will contain the results and analysis of our data using the analysis methods explained in the previous chapter. The structure of this chapter will be the same as previous chapter, in relation to the order of the data collection methods, which were (1) Survey, (2) Focus group, and (3) Interviews. Each section will start by a table introducing what is being investigated in that section, it provides an explanation, and offers which research question(s) it will answer. The chapter will begin by introducing descriptive statistics, providing an overview of our participants from the survey.

### 4.1 Survey

#### 4.1.1 Results

The distribution of the survey was conducted in two phases. On February 26, 2016 we send out the survey the first time, here we received 52,7% of all answers. On the March 1, 2016 we sent out the survey via Aalborg University internal blackboard, which again provided us with a great deal of answers. On March 7, 2016 we decided to distribute the survey via Instagram. On March 29, 2016 we shared the survey one last time on our private Facebook profiles (see Figure 12).

The survey provided us with answers from 347 participants, where the majority of the participants were between 19 and 30, more precisely 74,1% of all participants (Figure 13), mainly from the capital region of Denmark (Figure 14). Two cities were strongly represented, namely Copenhagen and Aalborg, which can be seen in Figure 15. In the report ‘It-anvendelse i befolkningen’ from 2015, numbers shows

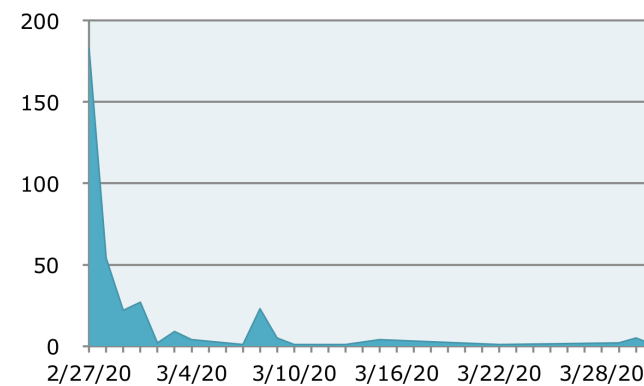


Figure 12: Distribution frequency

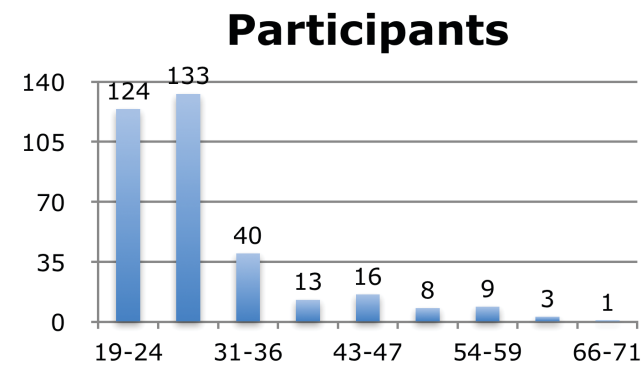


Figure 13: Participant overview

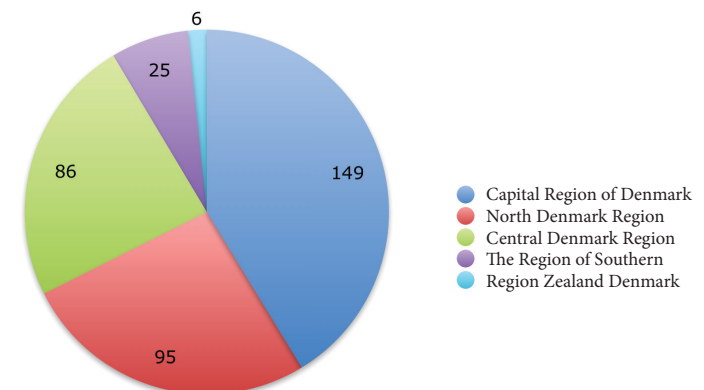


Figure 14: Region overview

that the most frequent SNS user in Denmark is between 16 and 34 years old (p. 18), explaining why the majority of our participants falls within the group of 19-34 year olds. With the distribution of participants across age in our survey and the knowledge from the report, we can see that our demographic characteristics are the same, making the results representative of the population investigated in this research.

Only three out of all participants (0,86%) did not have an account on Facebook, whereas 79,2% had an Instagram account and 80,7% had an account on Snapchat (Figure 16). These numbers might highly be affected by the distribution method, as mentioned in Section 3.2.4. Nevertheless, for this research we are interested in users of SNSs and because of this, the fact that most participants are active on all three SNSs of interest does not intervene with our research. The figure below shows that the participants has been active on Facebook for five years or more, and that Instagram and Snapchat are fairly new SNSs to our participants (Figure 17).

90,2% of our participants uses their Smartphone to go on SNSs (Appendix 7), and they spend between 30-60 minutes per day on SNSs (Figure 18). In general, our participants are satisfied with the amount of time they spend on SNSs, even though some state that they might be using a little too much time hereon (Appendix 8 and 9). As we learned from Perceived Ease of Use (PEU), in order for people to start using a new SNS it must be perceived as easy to both create and use the SNS. Our results show that the participants find it very easy to create accounts on SNSs (Appendix 10), indicating that the desired ease of use is fulfilled by the three SNSs.

Facebook, Instagram and Snapchat are not the only SNSs our

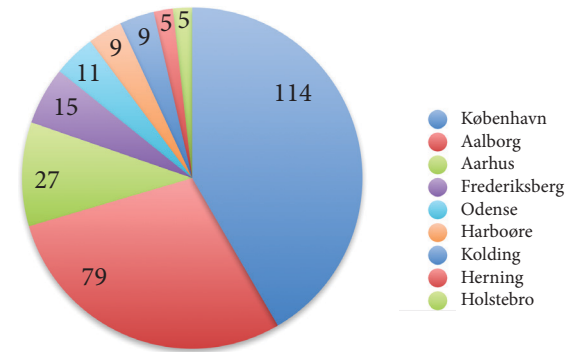


Figure 15: City overview

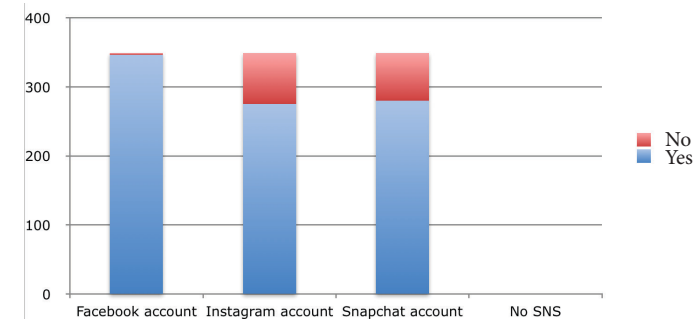


Figure 16: SNS accounts

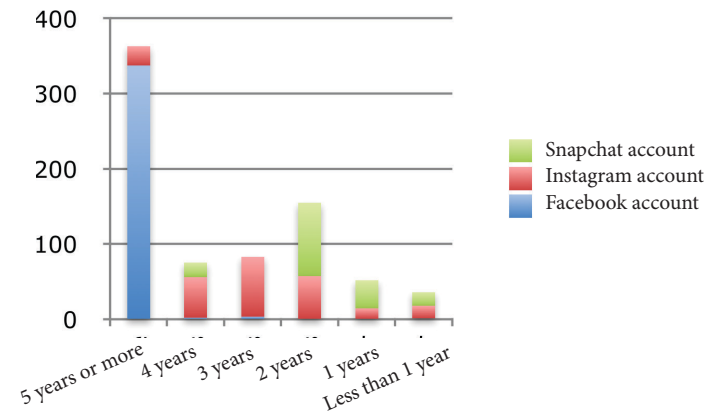


Figure 17: Time on SNS

participants' uses; in the figure below you can see other SNSs they are active on as well. Here it can be seen that LinkedIn, Twitter and Four-square are also popular SNSs among our participants (Figure 19).

For two of the SNSs the primary reason why it is used is the same; Communicating and socialising with friends' scores the highest. 94% of the participants agree that this is the most frequent motivation to why they use Facebook (please note that with this question the participants had the opportunity to give more than one answer). For Snapchat users the number is 80,7% who is motivated to use the SNS for communication and socialising (Figure 20, 21 and 22, p. 58) 69,0% of Instagram users find that the primary reason for using Instagram, is to gain insight in their friends lives, which are also frequent motivations for using Facebook and Snapchat.

The survey participants use Facebook to look through their news feed to keep updated on what friend share hereon. Another frequent use is to communicate through messages. As explained in 1.3.3: Instagram, the key aspect of the SNS is visual storytelling for everyone, this is also reflected in our results, where Figure 24 on page 59 shows that it is mainly used to look at images and search for content. Figure 23 on page 58 also shows that the main use is the SNSs core feature, namely to send and view images, and only a few uses the discover feature.

As a part of understanding the perception of institutional privacy we asked the participants to mark one or more statements about Facebook, Instagram and Snapchat, to know whether they were aware of

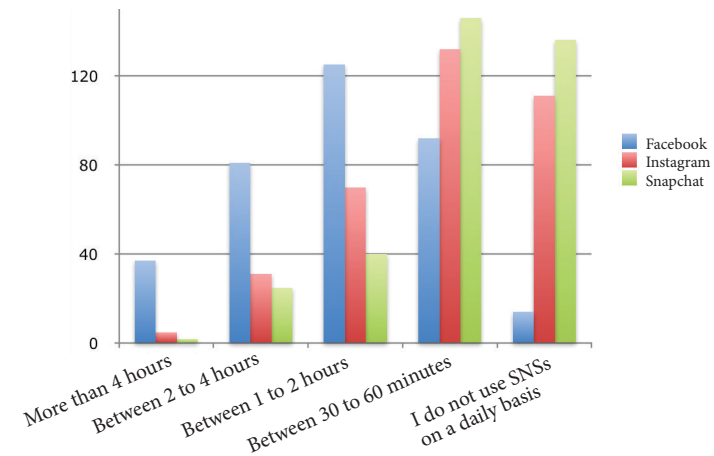


Figure 18: Time spend on SNSs

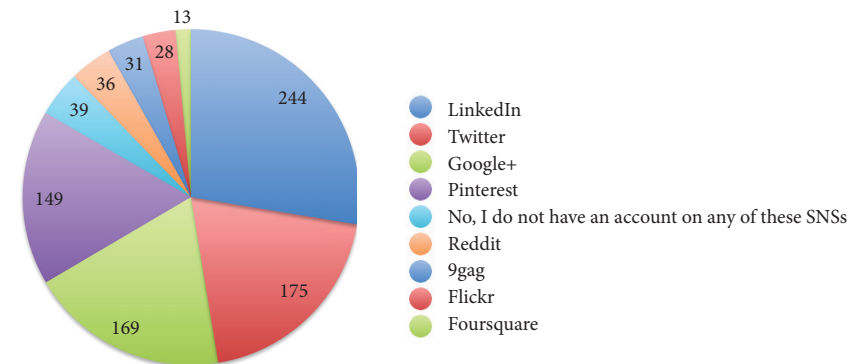


Figure 19: Other SNSs

### Facebook

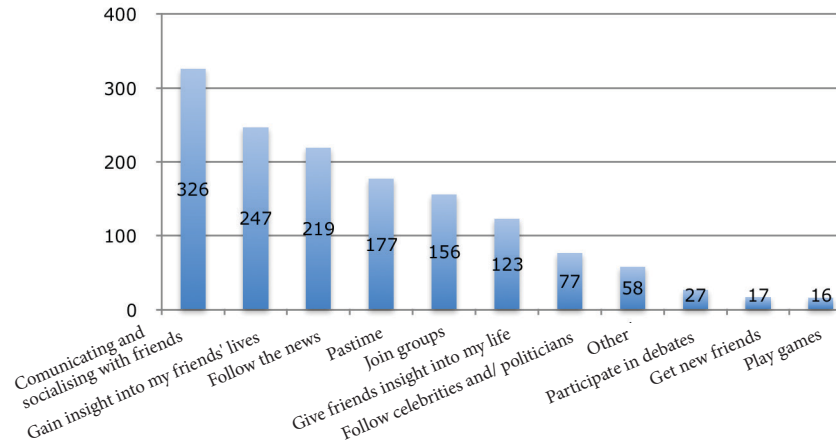


Figure 20: Facebook motivation

### Snapchat

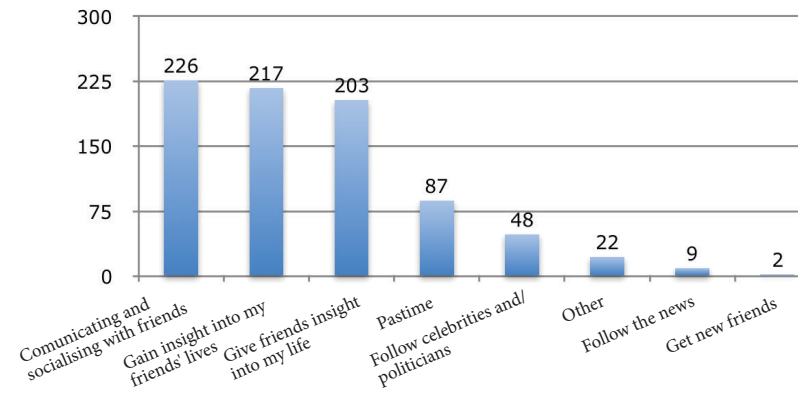


Figure 22: Snapchat motivation

### Instagram

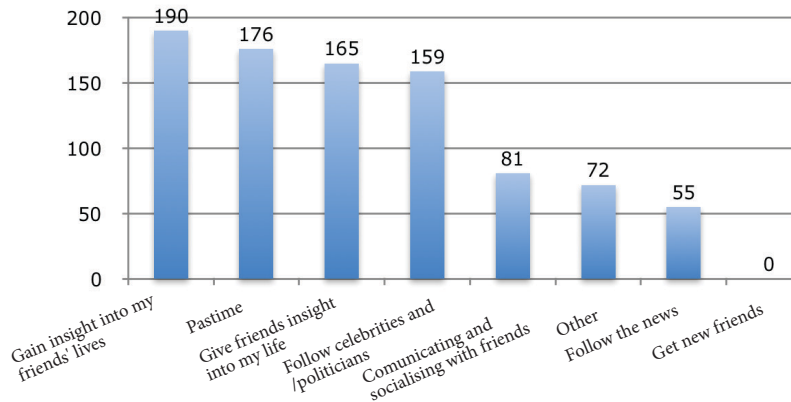


Figure 21: Instagram motivation

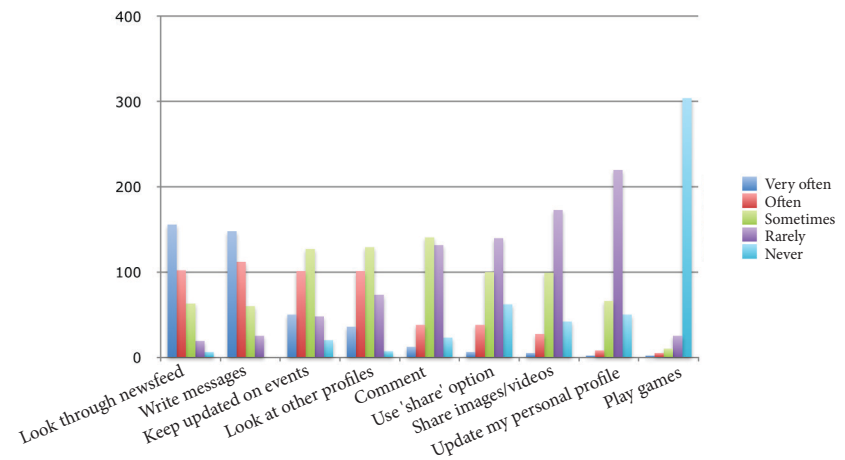


Figure 23: Facebook use

how their information can be used by the SNS providers. The table provides an overview of the statements, and which ones are correct and incorrect, followed by analysis of the results.

In Figures 27, 28 and 29 on page 60 to 62, the statements are prioritised according to the ones people guessed as being true. The majority of the participants know that everyone is allowed to save and use their profile images. The reason why 68,8% of the participants guessed correctly on this, might be found in the fact that 96,6% have had their profile 5 years or more, and are familiar with the terms and conditions, and the fact that Facebook is a popular and well known SNS. When it comes to the statements about Instagram 42,7% of the participants knew that Instagram have the permission to delete or deactivate account that did not follow the rules on the SNS.

On the other hand 35,8% believed that Instagram users are allowed to disclose partially nude images, this can be caused by the type of content that is often seen on Instagram, and doubt about where the line is drawn. Concerning Snapchat the majority of the participants did not believe that any of the statements provided were correct (32,4%). The two who scored the next highest are ‘Snapchat guarantees that messages sent on Snapchat will be deleted within a specific time frame’ and ‘Snapchat can not edit the pictures you send, and then use it in e.g. a TV commercial’. Here both statements are false, and Snapchat do draw attention to this on both their website and in their terms and conditions. This shows that people do not take the terms and conditions when disclosing information on Snapchat.

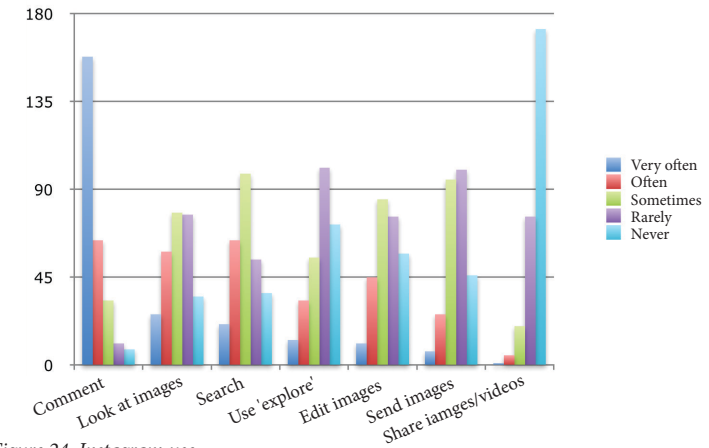


Figure 24: Instagram use

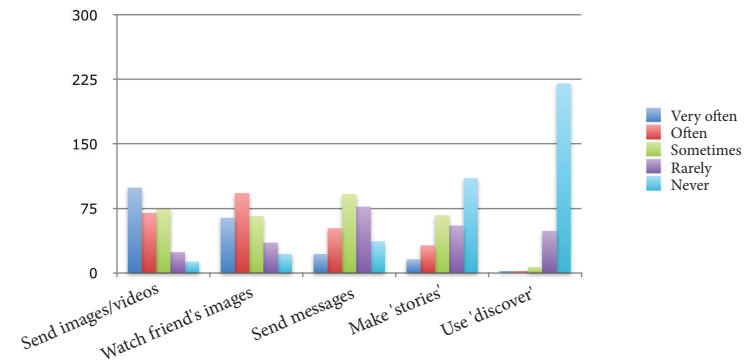


Figure 25: Snapchat use

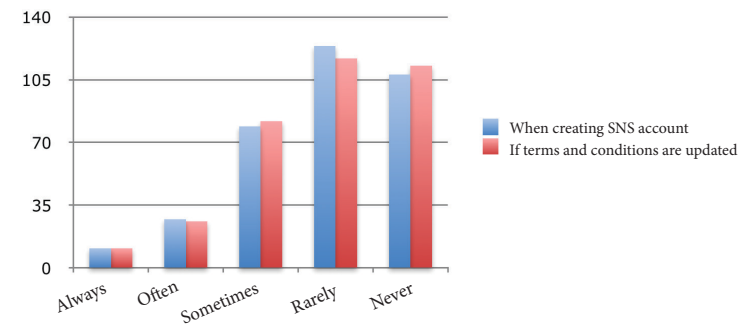


Figure 26: Read terms and conditions



**Facebook**

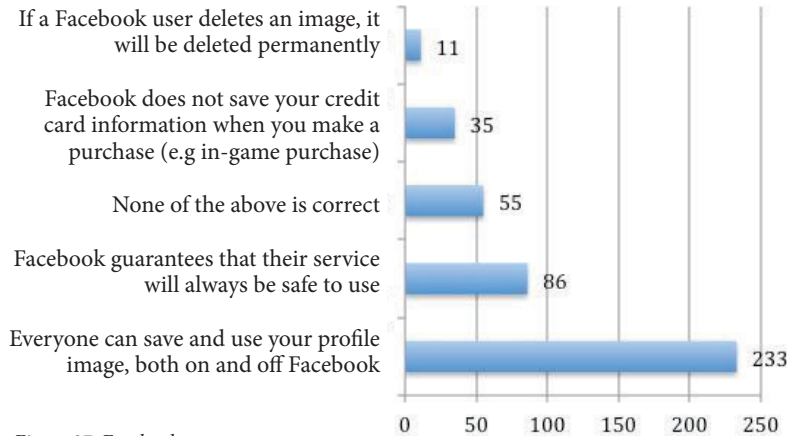


Figure 27: Facebook statements

Statement	True/False
If a Facebook user deletes an image, it will be deleted permanently.	False. As a part of the sign-up on Facebook, you allow Facebook to save all content in an unspecified amount of time, even though you delete it from you account.
Facebook guarantees that their service will always be safe to use.	False. Providers of SNSs usually does not guarantee safety. Even the largest SNS knows the risk of outsiders gaining access to the stored information from users.
None of the above is correct.	-
Facebook does not save your credit card information when you make a purchase (e.g in-game purchase)	False. Facebook does save your credit card information, if you make a purchase via Facebook.
If a Facebook user deletes an image, it will be deleted permanently.	False. As a part of the sign-up on Facebook, you allow Facebook to save all content in an unspecified amount of time, even though you delete it from you account.

Table 12: Facebook statement explanation based on Facebook terms and conditions

**Instagram**

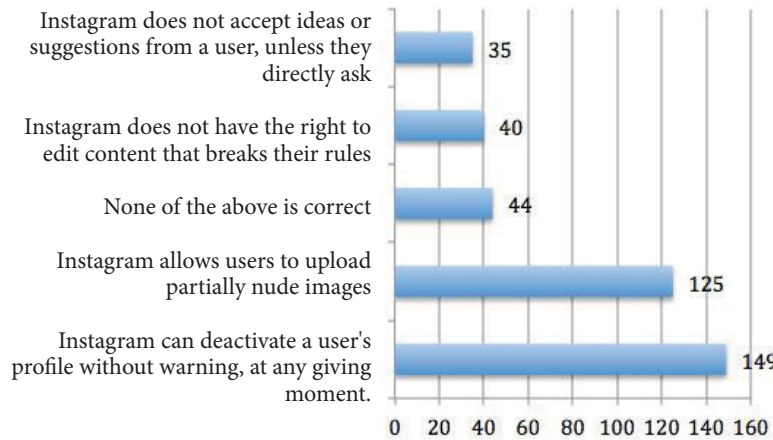


Figure 28: Instagram statements

Statement	True/False
Instagram does not accept ideas or suggestions from a user, unless they directly ask.	True. Instagram users can not contribute with their own ideas or suggestions, but it can occur that Instagram asks selected users for ideas.
Instagram does not have the right to edit content that breaks their rules.	False. If content violates the terms and conditions, it can be edited by Instagram.
None of the above is correct.	-
Instagram allows users to upload partially nude images.	False. Instagram does not allow partially nude images, and these can be deleted without warning, if Instagram finds them inappropriate.
Instagram can deactivate a user's profile without warning, at any giving moment.	True. If a user violates the terms and condition on Instagram they can deactivate the profile immediately.

Table 14: Instagram statement explanation based on Instagram terms and conditions

### Snapchat

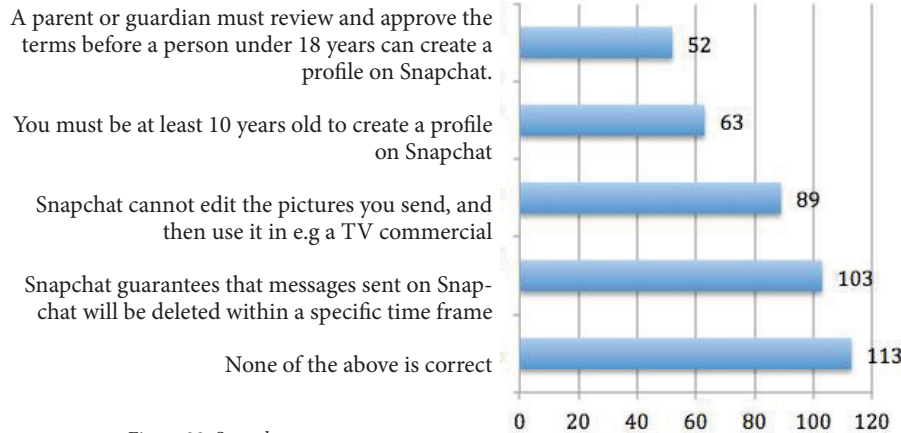


Figure 29: Snapchat statements

Statement	True/False
A parent or guardian must review and approve the terms and conditions before a person under 18 can create a profile on Snapchat.	True. Users under the age of 18 must have a parent or guardian approve the use of the the SNS.
You must be at least 10 years old to create a profile on Snapchat.	False. You must be 12 years old to create a profile on Snapchat.
Snapchat cannot edit the pictures you send, and then use it in e.g a TV commercial.	False. All content disclosed on Snapchat can be used in any way and at any time by Snapchat.
Snapchat guarantees that messages sent on Snapchat will be deleted within a specific time frame.	False. Snapchat can not guarantee that images will be deleted within a specific time frame, because issues can occur with their servers.
None of the above is correct.	-

Table 15: Snapchat statement explanations based on Snapchat terms and conditions

To investigate RQ 6 we divided the participants into six groups:

1. 19 to 24 years old
2. 25 to 29 years old
3. 30 to 34 years old
4. 35 to 39 years old
5. 40 to 49 years old
6. 50 +

The two last groups contain a wider range of age, because of the small amount of participants in these age groups.

All participants between 19-24, 25-29 and 30-34 all have an account on Facebook. 25% of the participants between 35-39 do not have an account on Facebook, whereas for the participants between 40-49 it is only 4,2% who do not have an account on Facebook and 12,5 % of the participants between 50+.

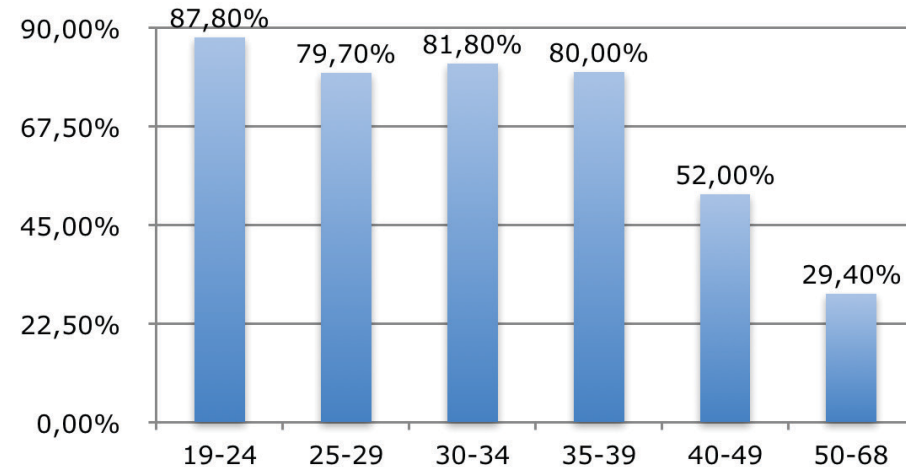


Figure 30: Age distribution on Instagram

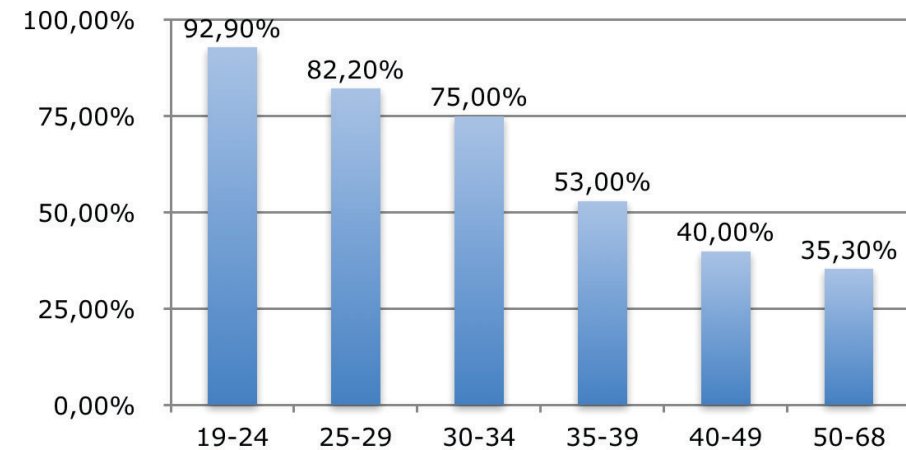


Figure 31: Age distribution on Snapchat

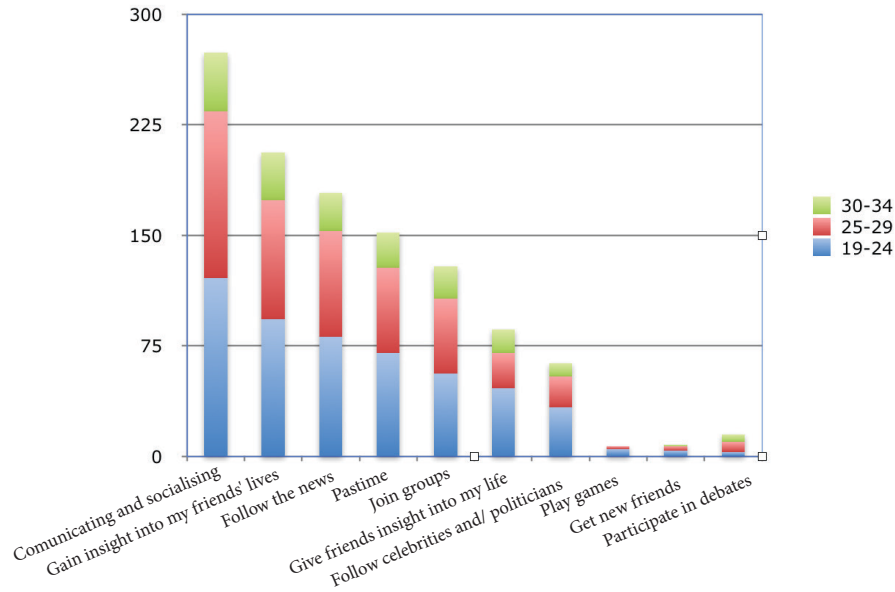


Figure 32: Motivations for using Facebook (19-34 year olds)

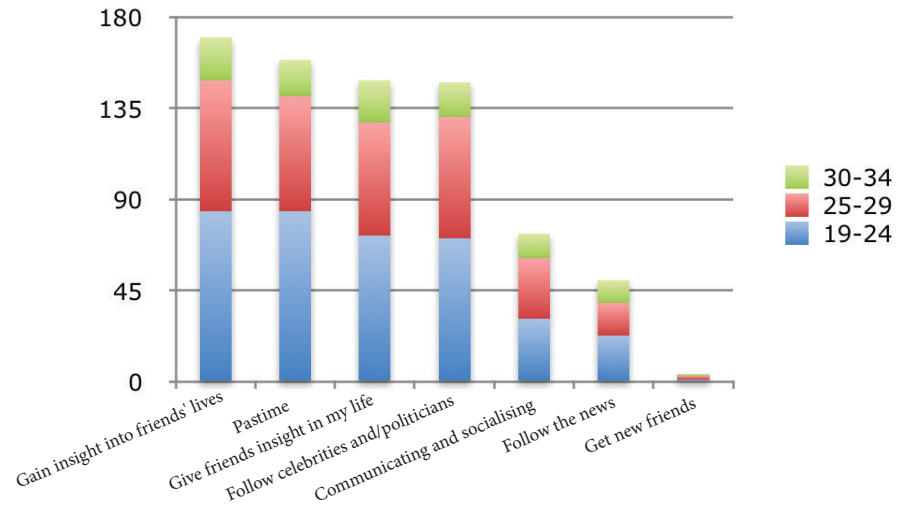


Figure 34: Motivations for using Instagram (19-34 year olds)

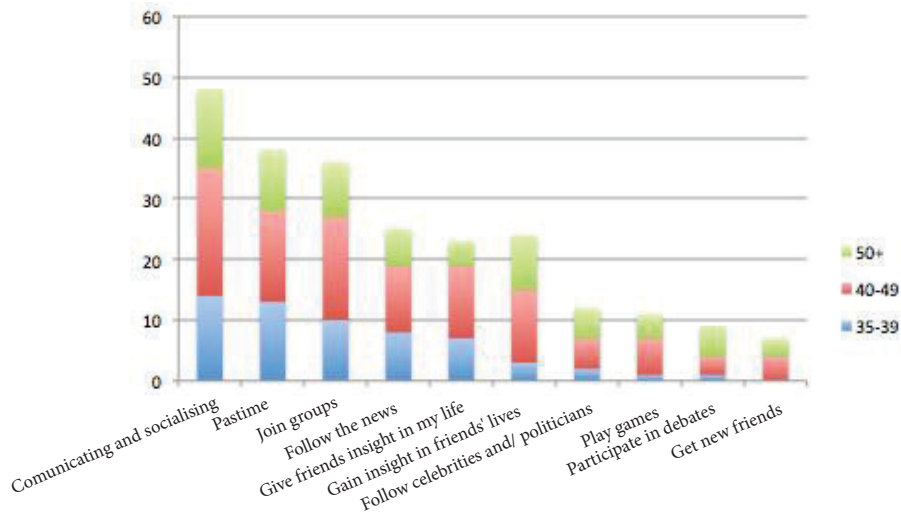


Figure 33: Motivations for using Facebook (35-50+ year olds)

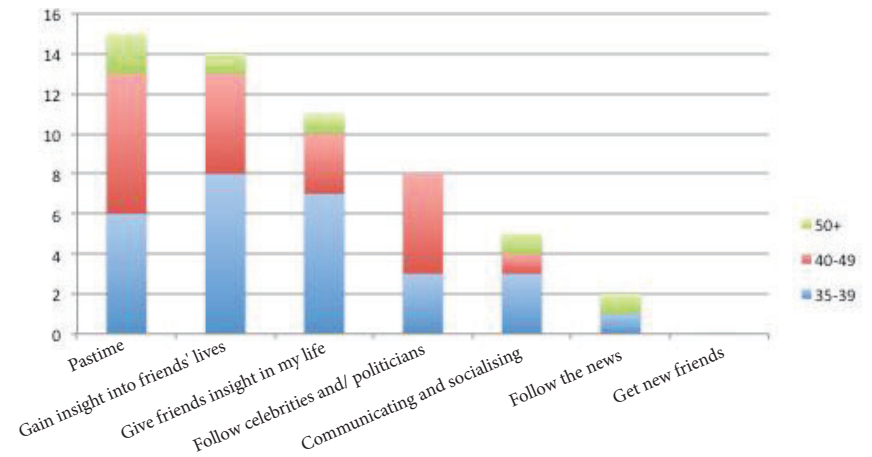


Figure 35: Motivations for using Instagram (35-50+ year olds)

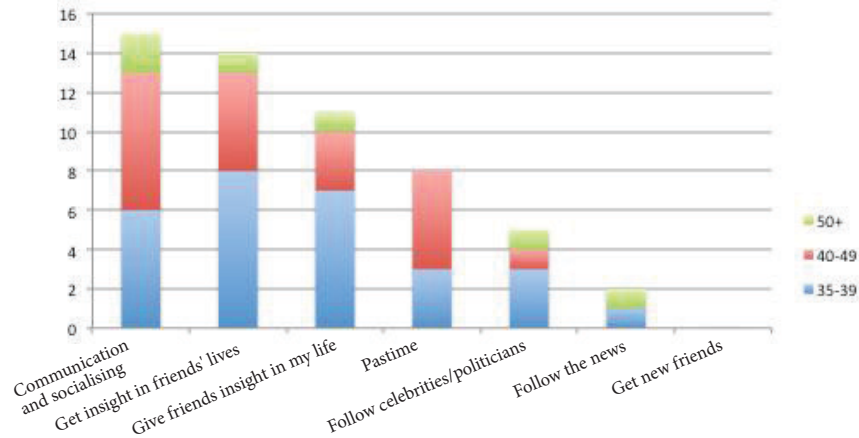


Figure 36: Motivations for using Snapchat (19-34 year olds)

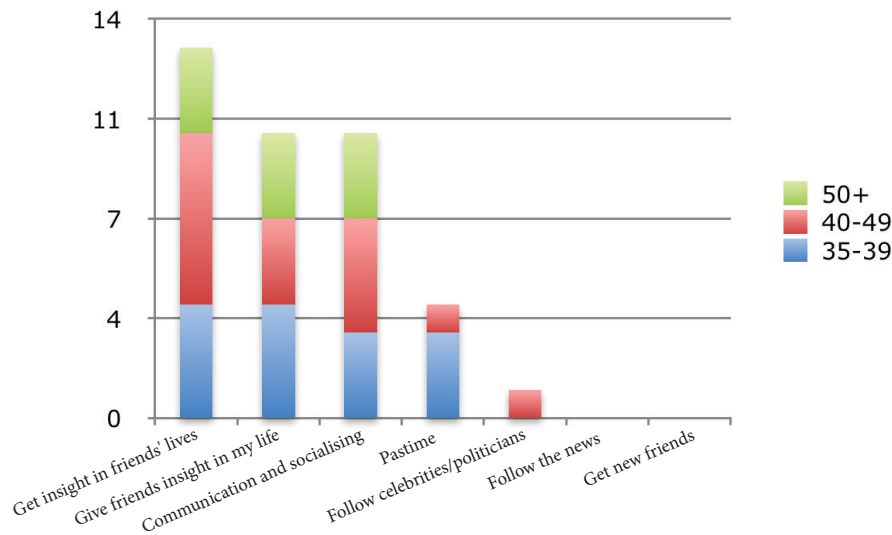


Figure 37: Motivations for using Snapchat (35-50+ year olds)

What the tables above show us is that the motivation for using Facebook, Instagram and Snapchat does not change with age. For Facebook the main motivations for using the SNS are to (1) communicate and socialise with friend (2) gain insight into friends' lives and (3) Follow the news. According to Instagram the main motivations are (1) to gain insight into friends' lives (2) Give friends insight into their own lives and (3) pastime, somewhat similar to Facebook. When it comes to Snapchat the main motivation for use here is; (1) Communicating and socializing with friends, (2) Give friends insight into their lives and (3) Gain insight into friends lives, just as we saw with Facebook and Instagram.

When looking at whether the motivation for using Facebook, Instagram and Snapchat changes depending on where in Denmark the users live, we have first identified how many of the participants have an account on Facebook, Instagram and Snapchat. Only 0.7% of the participants living in the Capital Region of Denmark do not have an account on Facebook. In Region Zealand it is 7.7% who does not have a Facebook account and 3.7% of the participants from the Region of Southern Denmark. In the North Denmark Region it was only 1% of the participants who does not have an account, whereas all participants from Central Denmark Region has one. In the Figures 38 and 39 on page 66, the distribution of Instagram and Snapchat users across Denmark can be found.



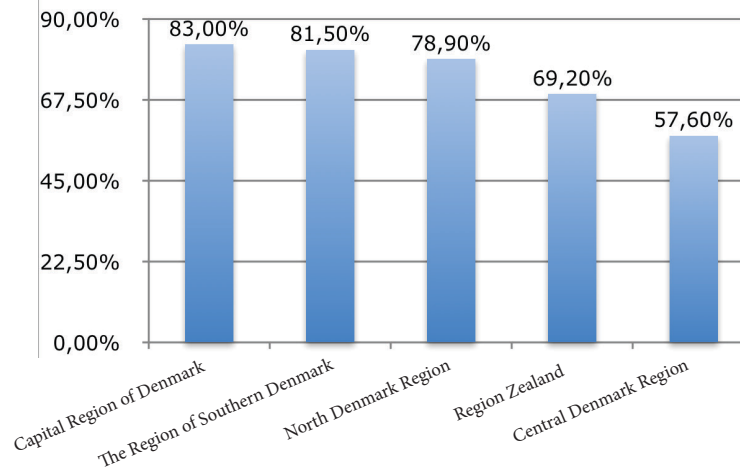


Figure 38: Distribution of regions on Instagram

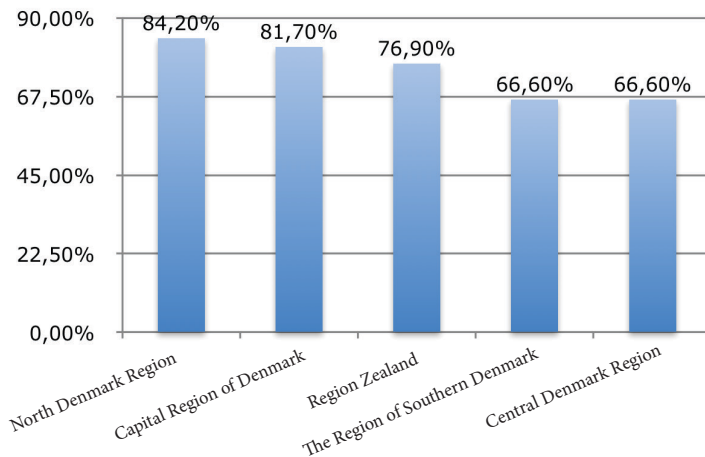


Figure 39: Distribution of regions on Snapchat

As we saw above the results for what motivates peoples to use the three SNSs is the same through time, but also across Denmark. The frequently used motivations to use the three SNSs is (1) communicating and socializing with friends, (2) Give friends insight into their lives and (3) Gain insight into friends lives. The only small deviation to be found is the in the motivation for using Instagram, where the population of the Region of Southern Denmark and the North Denmark Region mentions follow celebrities/politicians as an important motivation for using the SNS. (Appendix 11)

#### 4.1.2 Analysing answers from open-ended questions

<b>Investigating</b>	1) Users' perception of social privacy (RQ4a) 2) Users' perception of institutional privacy (RQ4b) 3) Motivations for: <ul style="list-style-type: none"> <li>• Having several SNS accounts (RQ2)</li> <li>• Using certain SNSs instead of others (RQ1)</li> </ul>
<b>Summary</b>	1) They perceive social privacy as an aspect they can control themselves. 2) They perceive institutional privacy as an aspect they mainly cannot control themselves, and they know that it is a matter of trust towards the SNS providers 3) Motivations <ul style="list-style-type: none"> <li>• Different focus, opportunities and use on each SNS.</li> <li>• SNS as communication tool and due to social norms.</li> </ul>

In this section, the answers from the open-ended questions in the survey will be analysed through emergent coding, which was explained in Section 3.2.5. The analysis showed that some categories stood out for each question enabling us to identify the most important arguments and reasons in the answers from the participants. In order to

provide the best possible overview, the analysis will be divided into three sections representing the three general topics that this research concerns, which are (1) motivation, (2) social privacy, and (3) institutional privacy. Finally, there will be a section concerning the reliability of the coding. Please see Appendix 4 that provides a model illustrating all survey questions including open-ended questions.

#### 4.1.2.1 Motivation

When it comes to investigating the motivations for SNS users disclosing or not disclosing information, and answering RQ1 and RQ2, there were three questions involving this aspect. These three questions are illustrated in Table 15 including the total number (N) of respondents. Here it is also possible to see that there was only one respondent stating that he or she did not have an account on an SNS. Therefore, it was only Q6 and Q7 that were suitable for emergent coding.

For Q6, asking why the participants have several SNS accounts, there were identified nine final categories, which can be seen in Table 16 along with an explanation of them, and the proportion of answers that each category received from the coders ‘combined’ in percentage.

Looking at the proportion of answers for Q6, it is possible to see that C1 and C2 were connected to most answers with 28% and 51% respectively. This means that these were the most ‘used’ categories

<b>Q2</b>	Why do you not have a social media account? (N = 1)
<b>Q6</b>	Why do you have several media accounts? (N = 348)
<b>Q7</b>	On which social media account are you most active? Why? (N=349)

Table 15: Open-ended questions involving motivations

during the coding and therefore illuminates that the main reasons for the participants having several SNS accounts are because SNSs often have different focus, usage and opportunities. In other words, the participants are likely to believe that different SNS serves different

C1	Different opportunities	Answers that express that different SNSs have different opportunities, and satisfy different needs.	28%
C2	Different focus and use	When the participants are pointing out that SNSs have different focus, and it can be used in different ways.	51%
C3	Keeping updated	Because the SNSs are a good way to be updated - both in relation to news and friends etc.	6%
C4	Social norms	Answers that express how social norms have influence on which and how many SNS they have.	2%
C5	Work-related	Expresses that the reason they use several SNS accounts is due to their work.	5%
C6	Leisure time/pastime	Focus on how several SNS accounts are a way to spend time.	3%
C7	Misunderstood question	When the answers seems to be answered based on having misunderstood the question.	1%
C8	Do not have several accounts	Answers stating that they do not have more than one account on SNSs.	7%
C9	Do not have several accounts Too unpecific	Not clear answers, or spam for example by only typing a single character.	6%

Table 16: Final categories and proportion of answers to Q6

purposes, satisfy different needs, and that the way they use them can differ from SNS to SNS. An example illustrating this is a participant stating: “I use the platforms for different things. Facebook and Snapchat is for friends, and Twitter is for news, political debates and hobbies”.

This question can also be looked at in relation to the Use & Gratification theory focusing on why people use specific media, which were explained in Section 2.2. The answers shows that the main reasons for using several SNSs is due to different opportunities, focus and use on the SNSs, and thereby satisfy different needs. This confirming the UG theory suggesting that users seek certain media in order to gratify different needs.

Even though the rest of the categories are not connected as many times to answers as C1 and C2, this does not mean that they do not have an importance in the overall analysis since they were chosen to be part of the final categories, which shows that both coders found them important in relation to the answers. This is important to note for the rest of this analysis. It also means that it is only the categories with the highest proportions of answers (in %) that are mentioned in the text throughout this analysis in order to stress what categories were assigned most answers, and thereby are likely to be mentioned more in the answers.

For Q7, asking on which SNS the participants are most active, there were identified 23 final categories, which can be seen in Table 17 along with an explanation of them, and the proportion of answers.

The reason why this many categories were identified for this

question were because 12 different SNSs were mentioned in the answers, which each were determined to have a category in order to get the best possible overview of on which SNS the participants are most active. In addition, the remaining 11 categories were identified as being the reasons why. One can say that the question is divided into two parts - the first part being a yes-or-no question, and the second part being the argumentation. This kind of structure applies for many of the remaining questions in this analysis as well.

The proportion of answers showed that in the categories representing different SNSs, that it was C1 that by far was the category connected to most answers with 69% of the participants stating that they are most active on Facebook. Next came C2 and C3 with 19% and 14% of the participants answering this respectively representing

C1	Facebook	These categories represent different SNSs that are mentioned in the answers.	69%
C2	Instagram		19%
C3	Snapchat		14%
C4	LinkedIn		4%
C5	Twitter		5%
C6	Pinterest		1%
C7	Reddit		3%
C8	Youtube		1%
C9	Tumblr		1%
C10	9gag		1%
C11	Google+		1%
C12	Facebook Messenger		3%
C13		Answers that express how social norms have influence on which and how many SNS they have.	5%
C14	Ease of use	That the SNS is easy to use is the reason for being active on a certain SNS.	3%

C15	Work/school related	When the answers focus on the reason being due to work or school.	7%
C16	Habit	Pointing out that habit and routine are the reasons for being active on a certain SNS.	1%
C17	Entertainment	When entertainment and fun are the reasons for being active on a certain SNS.	1%
C18	Activity level	The high level of activity on a certain SNS is the reason for being active on it.	1%
C19	Communication	When the answers state that communication is the reason for being active on a certain SNS.	11%
C20	Multifunctional	Focusing on an SNS being multifunctional is the reason.	1%
C21	Keeping updated	Represent answers that points out the importance of being kept updated as a reason for being active on it.	4%
C22	Not 'active'	Answers that implies that participants are 'lurkers', and not active on an SNS.	1%
C23	Too unpecific	Not clear answers, or spam for example by only typing a single character.	3%

Table 17: Final categories and proportion of answers to Q7

Instagram and Snapchat. This shows that our participants are most active on Facebook followed by Instagram and Snapchat. However, we must have in mind that the SNSs whereon data was collected were on Facebook and Instagram, which mean that this could have had an

influence - at least considering Facebook and Instagram. On Snapchat we did not collect data due to its concept making it impossible to insert a clickable link directing participants to the survey. The data set however did also consist of data collected via email, which to some degree ensured a more fair reach of participants. It is also important to remember that this research partly focuses on motivations for SNS users to disclose information on Facebook, Instagram and Snapchat users, which makes it relevant to reach participants on these exact platforms.

When it comes to the categories representing the different reasons for being most active on the specific SNSs, the categories C19, C15, and C13 were those categories with the highest proportion of answers. This means that the reason why our participants are most active on SNSs is mainly due to communication, meaning that they use SNSs primary to communicate with other SNS users. Other highlighted reasons are because they use it in relation to school or work, and because of influence or expectations from others for example in their social network. This implies that SNSs are a highly implemented part of these participants' lives using them in basic aspects of their lives.

Examples illustrating this are: "... it is indispensable if one want to be kept updated or participate in social events and conversations, because it is on Facebook most things happens" and "Snapchat. Here it is possible to communicate with friends in a slightly different way...". These examples highlight that the participants especially use SNSs for communication, and are influenced by being present where 'things happen'. These reasons concur with the finding from previous question, Q6 suggesting that participants have several SNSs because

of the different opportunities focus and use.

Looking at the Theory of Planned Behaviour concerning motivational influences on behaviour, as explained in Section 2.4, one could argue that the findings from Q7 can be seen representing different aspects of this specific theory. When the participants for example emphasise social norms as being a reason for using specific SNSs more than others, this can be seen as the aspect involving 'normative beliefs' representing individuals perception of social norms and what is expected and accepted by one's social network and society in general, and what is not. In addition, when participants emphasise communication as being an important factor as well, this can illustrate the aspect concerning 'behavioural beliefs' representing evaluation or attitude of a behaviour. This is because communication is a reason to behave as they do, and using certain communication features on the different SNSs. Whether their belief towards communication is negative or positive, it still represent an attitude towards this specific behaviour. However, in this case it is likely to be a positive attitude as they state communication as the primary reason for using certain SNSs instead of others.

That certain SNSs have become a big part of the participants lives might suggest that the participants perceive these SNSs and especially communicating on them as being easy to use and do. This can be referred to 'control beliefs' as it represent how easy or difficult a behaviour is to complete, and could suggest that our participants feel in control when they use specific SNSs and the communication features on them in particularly - for example based on previous experience.

#### 4.1.2.2 Social privacy

When it comes to investigating how our participants perceive social privacy, and if they consider this aspect of privacy, there were three questions involving this by asking if they feel in control of the information other SNS users can see on Facebook, Instagram and Snapchat. These three questions are illustrated in Table 18 including the total number ( $N$ ) of respondents.

For Q1.4, asking if the participants feel that they have control over the information that other SNS users can see, there were identified 11 final categories. For Q3.4 regarding Instagram, seven final categories were identified, and for Q4.4 regarding Snapchat, six final categories were identified. These categories can be seen illustrated in Table 19, Table 20 and Table 21 along with an explanation of them,

<b>Q1.4</b>	Do you feel that you have sufficient control over the information (photos, status updates, birthday, messages etc.) your friends/followers can see on Facebook? Why/Why not? ( $N = 346$ )
<b>Q3.4</b>	Do you feel that you have sufficient control over the information (photos, profile text, comments etc.) your friends/followers can see on Instagram? Why/Why not? ( $N=274$ )
<b>Q4.4</b>	Do you feel that you have sufficient control over the information (photos and messages) your friends/followers can see on Snapchat? Why/Why not? ( $N = 279$ )

Table 18: Open-ended questions involving social privacy

and the proportion of answers.

In general, it is found that the majority of the participants feel in control when it comes to other SNS users accessing and viewing their information on Facebook, Instagram and Snapchat. In Table 19, 20 and 21, it is possible to see that C1 representing a 'Yes' was the category in all three questions with the highest proportion of answers ranging from 63% to 68% in all three tables.

C1	Yes	With or without a reason	66%
C2	No	With or without a reason	16%
C3	Privacy settings	The participants use privacy settings to control their content on their profile.	30%
C4	Adapt content	The participants state that they adjust the content they disclose, to the specific SNS, and that they consider which content to disclose.	12%
C5	Trust	The participants express confidence and trust towards the SNS.	1%
C6	Value exchange	When the answers suggest that there is no need to read them because value is exchanged mutually.	1%
C7	Yes and no	The participants answer 'both' or 'either or' and similar.	5%
C8	Not transparent	When the participants mention the terms and conditions being difficult to understand.	3%
C9	Complicated and time consuming	For answers stating that it takes too much time and is difficult to understand how.	2%
C10	Third party information	Represent answers where awareness about	2%

	disclosure	third party information disclosure is highlighted.	
C11	Too unspecific	Not clear answers, or spam for example by only typing a single character.	5%

Table 19: Final categories and proportion of answers to Q1.4

C1	Yes	With or without a reason	63%
C2	No	With or without a reason	5%
C3	Don't know	When the participants are unsure of their answer, and they express uncertainty about which of their private information can be accessed by others.	7%
C4	Adapt content	The participants state that they adjust the content they disclose, to the specific SNS, and that they consider which content to disclose.	12%
C5	Privacy settings	The participants use privacy settings to control their content on their profile.	12%
C6	Yes and no	The participants answer 'both' or 'either or' and similar.	3%
C7	Yes and no	The participants answer 'both' or 'either or' and similar.	5%
C8	Too unspecific	Not clear answers, or spam for example by only typing a single character.	8%

Table 20: Final categories and proportion of answers to Q3.4



C1	Yes	With or without a reason	68%
C2	No	With or without a reason	14%
C3	Don't know	When the participants are unsure of their answer, and they express uncertainty about which of their private information can be accessed by others.	8%
C4	Same as previous	When the answers refer back to previous answers.	2%
C5	Adapt content	The participants state that they adjust the content they disclose, to the specific SNS, and that they consider which content to disclose.	7%
C6	Privacy control	The participants feel that they have control of the content they disclose on Snapchat.	14%

Table 21: Final categories and proportion of answers to Q4.4

As the tables also illustrate, the answers imply that the reason for why they feel in control of this, is mainly due the possibility to manage one's own privacy settings on these SNSs. This can be argued because when we, as coders, identified these categories we discussed what these categories contained and how they should be understood, and agreed that the categories concerning privacy settings and privacy control were predominantly based on positive statements in the answers. Combined with the high percentage of participants feeling in control, we believe that this combination of participants feeling in control because of privacy settings can be a fairly accurate picture of our participants. An example regarding Instagram illustrating this is: "Yes, because I can set my profile to "Private", so I need to accept if anyone want to

follow". Another example regarding Facebook is: "Yes. I update my privacy settings continuously, so I feel that I have control".

As seen in Table 19, 20 and 21, another important factor, for the participants in order to feel in control, is that they adapt the information that they disclose on the SNSs.

This means that they consider what they disclose and maybe choose to leave something out or not disclose at all. An example illustrating this regarding Snapchat is "I only disclose things that can stand to be disclosed", and an example regarding Facebook states: "Yes. I know the terms and conditions, and I know that Facebook can use everything that I upload. This has limited the amount of information that I disclose a little". These examples illustrates how information is adapted prior disclosing on SNSs in order to feel more in control of more safe.

Another finding is that the participants feel most in control, when it comes to social privacy, on Instagram. This is illustrated in Table 19, 20 and 21 by Q3.4, regarding Instagram, is the question with least answers assigned (12%) to the categories representing answering 'No' and participants in doubt. The tables shows that 24% and 21% of the participants do not feel in control or are in doubt when it comes to social privacy on Facebook and Snapchat. An example regarding Snapchat illustrating this is: "No, here it should be deleted. But previous cases have shown that it doesn't". This example refers to that for example images should deleted after the recipient has seen it, and that he has experienced something that make him doubt if content really is deleted after the recipient has seen it.

A possible explanation for why the participants feel more in

control of their privacy in relation to other Instagram users can be due to the concept of Instagram having mainly disclosure of images as its centre point. Meaning that this SNS may can be perceived as more simple in relation to information disclosed, whereas on Facebook and Snapchat it also relies heavily on communication. Examples supporting this claim are a participants answering the following regarding Instagram: “Yes, compared to FB is it a much more simple layout and there are not as opportunities as on FB. I would say that this do that it feels more manageable, and thereby feel more safe and in control” and “Because the network is much more simple than Facebook, and the information is much more limited, I feel more in control of the information one give each other”

Considering the Communication Privacy Management theory, concerning privacy management in relation to revealing and concealing information, and which is explained in Section 2.5.4, the answers for these questions illustrate the balance that it is for these participants to consider both their open boundaries and closed boundaries simultaneously while being present and while disclosing on Facebook, Instagram and Snapchat. The participants seem to have open boundaries, and be willing to disclose information, as long as they feel a certain level of control through privacy settings, which can help manage who have access and can view their information.

#### 4.1.2.3 Institutional privacy

Looking at how our participants perceive institutional privacy, and if they consider this aspect of privacy, there were three questions in-

volving this by asking if they feel their information is being treated confidentially by the providers of Facebook, Instagram and Snapchat. These three questions are illustrated in Table 22 including the total number (*N*) of respondents.

For Q1.5, asking whether the participants feel that they feel that their

<b>Q1.5</b>	Do you feel that your information (photos, status updates, birthday, phone no., email etc..) is being treated confidentially by Facebook? ( <i>N</i> = 346)
<b>Q3.5</b>	Do you feel that your information (photos, profile text, email, phone no. etc.) is being treated confidentially by Instagram? Why/Why not? ( <i>N</i> = 274)
<b>Q4.5</b>	Do you feel that your information (photos, messages, e-mail, phone no. etc.) is being treated confidentially by Snapchat? Why/Why not? ( <i>N</i> = 279)
<b>Q9.1</b>	Why do you read the terms and conditions on an SNS before creating an account? ( <i>N</i> = 116)
<b>Q9.2</b>	Why do you never/rarely read the terms and conditions on an SNS before creating an account? ( <i>N</i> = 232)
<b>Q10.1</b>	Why do you read the terms and conditions if updated? ( <i>N</i> = 117)
<b>Q10.2</b>	Why do you never/rarely read the terms and conditions if updated? ( <i>N</i> = 230)

Table 22: Open-ended questions involving institutional privacy

information is being treated confidentially by Facebook, there were identified 13 final categories. For Q3.5 and Q4.5 regarding Instagram and Snapchat, eight final categories were identified for each. These categories can be seen illustrated in Table 23, 24 and 25 along with an explanation of them, and the proportion of answers.

In general, it was found that there is more uncertainty when it comes to how the participants perceive institutional privacy in relation to social privacy. At least on Facebook and Snapchat, where it turned out to be a rather even distribution of participants feeling that the SNSs are treating users' information confidentially, and those who

C1	Yes	With or without a reason	35%
C2	No	With or without a reason	30%
C3	Yes and no	The participants answer 'both' or 'either or' and similar.	8%
C4	Indifference	When the participants are indifferent towards how the provider handles the content disclosed.	2%
C5	Adapt content	The participants state that they adjust the content they disclose, to the specific SNS, and when they consider which content to disclose.	6%
C6	Price	When the participants state that there will always be a cost of using a free SNS.	1%
C7	Not transparent	When the participants mention the terms and conditions being difficult to understand.	1%

C8	Trust	The participants express confidence and trust towards the SNS.	5%
C9	Distrust	When the participants express lack of confidence and trust towards the provider.	1%
C10	Responsibility	When the participants feel it is their own responsibility to consider which content to disclose.	1%
C11	Targeted content	When the awareness of targeted content is expressed.	4%
C12	Aware of policies	The participants state that they are fully aware of the terms and conditions on the SNS.	3%
C13	Too unpecific	Not clear answers, or spam for example by only typing a single character.	5%

Table 23: Final categories and proportion of answers to Q1.5

C1	Yes	With or without a reason	48%
C2	No	With or without a reason	10%
C3	Privacy settings	The participants use privacy settings to control their content on their profile.	3%
C4	Trust	The participants express confidence and trust towards the SNS.	7%
C5	Distrust	When the participants express lack of confidence and trust towards the provider.	0%
C6	Same as previous	When the answers refer back to previous answers.	3%
C7	Adapt content	The participants state that they adjust the	19%

		content they disclose, to the specific SNS, and when they consider which content to disclose.	
C8	Too unpecific	Not clear answers, or spam for example by only typing a single character.	6%

Table 24: Final categories and proportion of answers to Q3.5

C1	Yes	With or without a reason	43%
C2	No	With or without a reason	25%
C3	Dont know	When the participants are unsure of their answer, and they express uncertainty about which of their private information can be accessed by others.	12%
C4	Adapt content	The participants state that they adjust the content they disclose, to the specific SNS, and when they consider which content to disclose.	6%
C5	Same as previous	When the answers refer back to previous answers.	6%
C6	Trust	The participants express confidence and trust towards the SNS.	7%
C7	Distrust	When the participants express lack of confidence and trust towards the provider.	7%
C8	Terms and conditions	It will be used when participants refer to the terms and condition of the SNSs in relation to handle their information confidential.	3%
C9	Too unpecific	Not clear answers, or spam for example by only typing a single character.	2%

Table 25: Final categories and proportion of answers to Q4.5

did not or was in doubt.

As Table, 23 illustrates, 35% of the participants feel that their information is being treated confidentially by Facebook, and 38% did not or were in doubt. On Snapchat 43% feel that their information is being treated confidentially, while 37% did not or were in doubt. This can be seen in Table 25. As found when analysing the questions regarding social privacy, Instagram is the SNS of these three that the participants are less worried about - also in terms of institutional privacy. This is illustrated in Table 24 showing that 43% of the participants feel that Instagram are treating their information confidentially, while only 10% do not. As mentioned while analysing the questions concerning social privacy in the previous section, this could be due to that Instagram is perceived as a simpler SNS when it comes to the information disclosed. An example supporting this explanation in relation to institutional privacy is: “Yes, far more than on other media at least. ...Instagram is less personal and have less personal and sensitive information”.

If looking at why the participants feel or not feel that their information is being treated confidentially by the providers of Facebook, Instagram and Snapchat, it was found that it is mainly due to that they adapt their content and due to trust or distrust. As Table 23, 24 and 25 illustrate, the categories representing ‘Adapt content’, ‘Trust’ and ‘Distrust’ were the those with the highest proportion of answers ranging from 5% to 19%. This suggest that the reasons why they feel or not feel their information is being treated confidentially on Facebook, Instagram and Snapchat is because they adapt the information that they disclose or because they trust or distrust the providers of

the SNSs. An example illustrating how the participants trust the SNSs is: “That I have no overview of, but I guess I trust that they treat my information with respect”. An example illustrating distrust is: “No - I don’t know their terms and conditions, and I have heard that apps for retrieving Snapchat images have been easy to hack”. An example of how the participants trust Facebook but still adapt information is: I think I trust that they not misuse my information but at the same time I don’t disclose something that the public cannot know about”. Adapting content was also found to be a significant factor when it came to social privacy.

As Table 25 indicates, C5 have been connected to 6% of the answers. This implies that these participants have referred to their previous answer when answering the question regarding Instagram and Facebook. The reason why these answers have become the category ‘Same as previous’ is to highlight that the participants feel that they can answer the same even though it is related to different SNSs.

Considering institutional privacy in relation to the Communication Privacy Management theory, which is explained in Section 2.5.4, this division between participants feeling that the SNS providers are treating user information confidentially or not, could suggest that the participants feel a lack of control when it comes to management of their own privacy boundaries in relation to their information being handled by SNS providers. Whereas in relation to social privacy, they feel in control due to privacy settings, which they can control themselves. However, even though the participants feel more uncertain when it comes to institutional privacy, they are still present on

these SNSs, and this could imply that the institutional privacy not are perceived as an important factor as much as social privacy for these participants. Mainly based on their lack of control when it comes to institutional privacy.

This lack of control is might influenced by the fact that the majority, or around 67% of the total number of participants (N = 349) not read the terms and conditions before creating an account on SNSs, or when or if these are updated. The reasons why the participants choose to read or not read the terms and conditions were investigated by analysing Q9.1, Q9.2, Q10.1, and Q10.2. These questions were illustrated earlier in the beginning of this analysis section concerning institutional privacy.

This can help us understand which aspects are prioritised higher than others when it comes to the participants choosing or not choosing to familiarise themselves with the terms and conditions on SNSs. This is interesting to look, because it might have influence on whether they disclose or not disclose information on SNSs based on finding that the participants tend to feel uncertain or feel a lack of control in relation to institutional privacy. Since the terms and conditions is likely to provide them information regarding how they use their information among other things, which is relating to institutional privacy, it is interesting to know why they read them, and why they do not.

For Q9.1 and Q10.1, asking why the participants read the terms and conditions before creating an account on an SNS or if updated, there were identified nine and six final categories respectively. These cate-

gories are illustrated in Table 26 and 26 along with an explanation of them, and the proportion of answers.

In terms of why the participants read the terms and conditions, was found that it is because they want to have insight in the terms and conditions in general, and knowing about their own rights and safety in particularly. This is illustrated in Table 27 and 28, showing that categories representing these topics are those with the highest proportion of answers. One can for example see that ‘Terms and

C1	Price	To discover if the terms and conditions involved any costs.	6%
C2	Privacy	Answers stating that privacy is a reason why the terms and conditions are read.	3%
C3	Terms and conditions	Answers stating that knowing the general terms and conditions are of importance.	34%
C4	Curiosity	Focusing on the curiosity behind reading the terms and conditions.	6%
C5	Skimming	When it is stated that the participants are skimming the terms and conditions.	4%
C6	Insight in data use	When the answers suggest that getting insight in data use are the reason why the terms and conditions are read.	18%
C7	Safety	Participants stating that having knowledge about safety is important.	5%
C8	Hidden traps	Answers that represent the need to investigate and discover possible hidden traps in the terms and conditions.	7%
C9	Too unspecific	Not clear answers, or spam for example by only typing a single character.	5%

Table 26: Final categories and proportion of answers to Q9.1

C1	Skimming	When it is stated that the participants are skimming the terms and conditions.	4%
C2	Curiosity	When the participants are reading them out of curiosity.	4%
C3	Obligation	Focusing on that the participants feels obligated to read the terms and conditions.	2%
C4	Rights and safety	Focusing on how participants look at their rights on SNS, and how they perceive their safety on these.	55%
C5	Same as previous	When the answers refer back to previous answers.	6%
C6	Too unspecific	Not clear answers, or spam for example by only typing a single character.	9%

Table 27: Final categories and proportion of answers to Q10.1

conditions’ in Table 26, and ‘Rights and safety’ in Table 27, have been assigned with most answers (34% and 55% respectively).

An example of a participant stating this is: “To get knowledge about my rights in relation to my private life and the public for example when it comes to my images”. This implies that the participants reading the terms and conditions are aware of the possible consequences and potential risks by using SNSs and disclosing information on these, and want to be familiar with the terms and conditions.

However, worth mentioning is that these participants who read the terms and conditions, and represent around 33% of the total number of participants, had three answer options leading them to this question. Those answer options were ‘Always’, ‘Often’ and ‘Sometimes’, meaning that some of these participants only skim the text or read the



terms and conditions occasionally.

For Q9.2 and Q10.2, asking why the participants not read the terms and conditions before creating an account on an SNS or if updated, there were identified 11 and seven final categories respectively. These categories are illustrated in Table 29 and 30 along with an explanation of them, and the proportion of answers.

For the remaining 67% of the participants who never or rarely read the terms and conditions, one reason are especially highlighted in their answers. It was found that the main reason is because it takes too much time, and because the text is difficult to understand. This is illustrated in Table 28 by the categories ‘Time consuming’ and ‘Complicated’ have the highest proportion of answers with 25% and 16%

C1	Not influential	Answers where the participants states that the terms and conditions are of no influence of the use of SNSs.	10%
C2	Indifference	The participants do not care about the terms and conditions on a SNS.	3%
C3	Skimming	When it is stated that the participants are skimming the terms and conditions.	1%
C4	Time consuming	For answers stating that it takes to much time to read the terms and conditions.	25%
C5	Boring	Illustrating that it is due to boredom or laziness that they not are read.	9%
C6	Complicated	When the reason for not reading them is due to a complicated text.	16%
C7	Trust	Answers where the participants express con-	4%

		fidence and trust towards the SNS.	
C8	Know beforehand	Stating that the reason for not reading them is because they know them already.	4%
C9	Adapt content	The participants state that they adjust the content they disclose, to the specific SNS, and when they consider which content to disclose.	5%
C10	Value exchange	When the answers suggest that there is no need to read them because value is exchanged mutually.	0%
C11	Media	This category will be used when the answers highlight the expectation of receiving important information like this from the media.	2%

Table 28 Final categories and proportion of answers to Q9.2

C1	Not influential	Answers where the participants states that the terms and conditions are of no influence of the use of SNSs.	6%
C2	Time consuming	For answers stating that it takes to much time to read the terms and conditions.	27%
C3	Not transparent	When the participants mention the terms and conditions being difficult to understand.	10%
C4	Skimming	When it is stated that the participants are skimming the terms and conditions.	1%
C5	Media	This category will be used when the answers highlight the expectation of receiving important information like this from the media.	3%
C6	Same as previous	When the answers refer back to previous	17%

		answers.	
C7	Too unpecific	Not clear answers, or spam for example by only typing a single character.	7%

Table 29: Final categories and proportion of answers to Q10.2

respectively. Furthermore, Table 29 concerning if they read them if updated, the categories ‘Time consuming’ and ‘Not transparent’ the two categories with the highest proportion of answers with 27% and 10% respectively. An example of this a the participant answering: “... the terms and conditions are so long and complex that normal people probably can’t understand the consequences...”.

In addition, it was found that reading these terms and conditions would for around 10% be meaningless because the terms and conditions would not have an influence on whether they will use the SNSs. This is illustrated in Table 28 and 29 at the category ‘Not influential’. Some participants even state that they heavily rely on the media, or other people to let them know if the terms and conditions consist of any outrageous statements. An example of this is: “I trust that the press inform me if they are totally nonsense”. It can be argued that these findings in many ways emphasise the power and attraction that SNSs combined with social norms have on the participants.

Further, it was found that the participants who do read the terms and conditions before creating an account often were the same as those who read them if they are updated. This implies a division of the participants showing that one group is more considerate of the terms and conditions in general than the other group.

As in a previous question, the category ‘Same as previous’ have a rather high proportion of answers in (see Table 29) , which indicates

that the participants refer back to the previous question similar to this one asking if they read the terms and conditions before creating an account on SNSs. Another explanation for why participants are answering like this at this point could be because it is the end of the survey, and the participants already have answered many questions.

#### 4.1.2.4 Reliability of analysing answers to open-ended questions

Taking a look on the reliability in relation to coding the answers to the open-ended questions, the inter-coder agreement were measured ranging from 0.35 to 0.73 corresponding to that it ranged from a ‘Fair agreement’ to ‘Satisfactory agreement’ according to the interpretation of Cohen’s Kappa. Table 30 illustrates the question id and the inter-coder agreement to each question. We believe that the coding represent a general satisfying level of reliability based on around 67% of the calculated inter-coder agreements were above or very close to a well-accepted interpretation of Cohen’s Kappa at 0.60.

Q1.4	Q1.5	Q3.4	Q3.5	Q4.4	Q4.5	Q6	Q7	Q9.1	Q9.2	Q10.1	Q10.2
0.73	0.47	0.51	0.59	0.72	0.58	0.57	0.69	0.47	0.35	0.67	0.57

Table 30: Inter-coder agreement of coded answers

#### 4.1.2.5 Pitfalls

When analysing the answers to the open-ended questions from the survey using, we discovered some pitfalls that should be considered. The process of identifying categories was a challenge due to the structure of the questions inviting for both a short yes-and-no answer and a

more detailed answer with a following argumentation. This resulted in that many participants chose to answer with only a ‘Yes’ or a ‘No’ making it more difficult for us as researchers to understand their thoughts and arguments behind their answer.

It also resulted in that there in some cases were identified rather many categories because many of the questions were divided in two questions (for example for Q7 where 23 categories were identified). On the other hand, there were also cases where rather few categories were identified (for example Q4.4 where six categories were identified). Too many or too few categories can both affect the outcome in terms of findings and reliability. This is also why it is important to highlight that the findings according to the emergent coding are more general findings of what ‘subjects’ were important in the answers of our participants, and for more specification we needed to go through examples from the dataset that we could use supporting the findings.

Another factor that can be seen as a pitfall is the relatively large number of questions that needed to be coded considering our time restraints. As mentioned in Section 3.2.5, the process of emergent coding should be repeated until a satisfactory level of reliability is achieved if it is measured as very low. This could have been done for especially Q9.2 with an inter-coder agreement of 0.35, which was the lowest level of reliability in comparison to the other questions. This should be considered done if investigating further.

## 4.2 Focus group

<b>Investigating</b>	<ol style="list-style-type: none"> <li>1) The use of SNSs (RQ1 and RQ2)</li> <li>2) The price of using SNSs (RQ2 and RQ4a and RQ4b)</li> <li>3) Disclosing (or not disclosing) content (RQ3a and RQ3b)</li> </ol>
<b>Summary</b>	<ol style="list-style-type: none"> <li>1) The use of the three SNSs differs, but the primary thing is that it is used a a way to create an online image of themselves, and gain information about their friends.</li> <li>2) The participants are aware that the price of using a free of charge SNS, is their private information, but they are willing to pay this, in order to be a part of an community.</li> <li>3) What the participants chose to disclose is carefully picked, to create their online image. The reason some information is not disclosed, is the fear of misuse of personal information, from both other SNS users (social privacy) and SNS providers (institutional privacy).</li> </ol>

After sending out emails to our survey participants, we received answers from, among others, eight who wanted to help us further with the research. They were all able to attend on the given day. Table 31 introduces the participants. In the planning of the focus group and interviews, the interview participant lists were completed first, which is why this list begins with participant number 7 (P7).

P#	Age	Gender	City (originally/current)
P7	26	Female	Harboøre/København
P8	25	Female	Løsning/København
P9	33	Male	Kolding/København
P10	31	Male	Kolding/København
P11	29	Female	Kolding/København
P12	31	Female	Skals/København
P13	27	Male	København/København
P14	27	Female	Hillerød/København

Table 31: Participant overview (focus group)

We asked our participants to meet us in the lobby at Aalborg University Copenhagen, where we picked them up and walked them to the room, we had prepared for the focus group. To begin with the participants small talked, hereafter they were quickly asked to take a seat. One of us acted as the host and walked the participants through the focus group, the other observed. This first part of the focus group analysis, will be based on these observations (Appendix 12)

To begin with our participants were quiet, and they seemed nervous. The first exercise where the participants were asked to brainstorm, worked as a way for them to loosen up and have a list of words they could speak from. This corresponds very well from what we learned from the focus group methodology, where we saw that the forming phase is the phase where participants most likely will be nervous and anxious.

The same goes for the next phase, our participants moved into, which is the storming phase. Here P9 took on the role as the leader, and were quick to speak up, once a new topic was raised. A few of the other participants had counterarguments against him and challenged his position. They were testing each other's viewpoints. Many of the participants were still very quiet in this phase, and still seemed nervous to speak their mind.

Quietly, the group moved into the next phase; the norming phase. Here all participants spoke their mind, even the ones who previously did not have the courage to say anything. Here the role of the host became less important, and the participants started discussing and asking each other questions.

This led to the next stage, the performing stage, where the host

was insignificant for the discussion. Lastly, the host tried to sum up and end the focus group, but the participants kept talking, and expressed their final emotions towards the topic. Especially, thoughts that had occurred throughout the focus group were expressed here.

In the next part, the opinions and emotions raised in the focus group will be analysed. It will take its background in the exercises and questions raised by us.

First, the participants were asked to brainstorm on the word 'social media'. The following words were brought up, and they were hereafter discussed. These words took the position as a starting point for the discussing, which is elaborated on in the following.

1. Community
2. Socialisation at a distance
3. Photos
4. Accessibility
5. Contact and communication
6. Up to date
7. Advertising
8. Inspiration
9. Pastime
10. Debate
11. Surveillance

As the method for analysing the focus group suggest, the data will firstly be divided into categories, by the codes found in the text, here-

after they will be analysed with examples from the text.

<b>Category</b>	The use of SNSs
<b>Codes</b>	Community, activities, contact, communication, maintain relationships, updated, debate

The first word the participants discussed was ‘Community’. This later showed to be a word they came back to often. The opportunity to be part of a community was an important factor for all of the participants. P9 expresses it as the following:

There is also a meta thing on the community, because people live out another side of themselves, just because it is on a social media. There are sides of one’s personality and one’s commo sphere, and a culture is being fostered. I mean, for example strange cat groups arise (Appendix 13: 04:16).

Here it is expressed that SNSs give you a possibility to be a part of shared communities, where interests can be discussed. Another of the participants continues and explains how a friend often feels left out, because she has deleted her Facebook account.

I have a friend who three years ago, chose not to use Facebook anymore. And she stopped from one day to another, it was a very conscious choice, but now there are many things that have become more difficult for her. Every time she needs information, she writes me. She does not follow what is going

on. And that is both good and bad. She says that she is happy about not being overloaded with all kinds of information, and there I can understand what she means. But it is also the social part, which she is not a part of (Appendix 13: 04:16)

In the previous it was mentioned that one of the important things about being on an SNS is being part of a community where knowledge is shared. P13 takes it a little further and add that ‘Community’ in connected with ‘Accessibility’. To have the information within a close reach and always be able to access it. (Appendix 13: 09:02)

As the discussion went on and the words were discussed, P10 mentioned the fact that they all assumed it was Facebook, they were talking about, even though they were asked to brainstorm on the word social media in general. The participants see Facebook as the leading SNS, where many other SNSs arise from. They are so used to that everybody has an account here, with no exceptions. ‘But that’s how it is with Facebook, you take for granted that everybody has Facebook. I do not take for granted that everybody has Snapchat or Twitter’ (Appendix 13: 10:41). Facebook has become an integrated part of the participant’s everyday life and this has changed the way they use Facebook.

P10: ... When I started using Facebook, all updates were like; well now this day has passed. Things like that I do not upload anymore, now I think more about it. Maybe it is because your network were smaller back then and you used Facebook a different way and I think that I felt that Facebook were more

in the moment things, like it was a way where we could all be together even though we were far apart. Whereas now I see more like a way to give a quick update on what is happening. Now I am on vacation visiting my sister. I know, or I don't know if there is a lot who are interested in that, but at least my family is (Appendix 12: 30:09).

<b>Category</b>	The price of using SNSs
<b>Codes</b>	Surveillance, commercials, personal data, disclosing information, security

The host hereafter introduced another word on the blackboard: 'Surveillance'. The discussion developed from here into how the participants perceived the fact that Facebook and other SNSs have access to their private information. Here two participants agreed that this was the price for using it. They expressed it as follows: P8:

... But you always have in the back of your head, somehow, every time you get a new phone, then you have to press yes to all of those, and when you download social media and things like that, then you have to read through it, but is it even necessary to do that? That is the question, because if everyone has it, do I then even want to sign out, because I am afraid I am being monitored. To me this correlates with that question, what do I really pay for the social media, really a lot with it, at least it is always in the back of my head. (Appendix 13: 14:21)

P13 continues:

I would say that the surveillance is the price you pay to get it for free. I work with social media, so I know how much is being monitored all the time. That is maybe in connection with "commercial", well it's not only state-run, but it is also the surveillance in the manner that we are being monitored everywhere (Appendix 13: 14:21).

This general concern and wondering of how private information is used can be seen in all of our participants, but the fear of missing out, is greater than this. They know that if they want to be part of the community, they have to agree on the terms and conditions of the relevant SNSs. Hereafter the discussion moved into how our participants try to control their privacy on SNSs. Here P9 starts off by stating that he does not feel that his private life on SNSs are endangered, according to him he does not feel that anyone would have interest in his daily life and what he writes in his status updates. Again P8 shows her concern with how she can or cannot protect herself on SNSs.

Well, it's funny because I feel the reverse. Because, I feel that I do not have a private life on social media Well, I feel that everything I upload ... I have an idea that as soon that it is uploaded, it is no longer mine. Well, that is what you know, as well that when you upload something, and here I am talking about Facebook, then they own that actual content. But I feel,



and I know, that someday I create my own little space, but I do not feel that it is mine any longer. So I think about everything that I upload. So I would rather say that I do not have any privacy on social media (Appendix 13: 16:03)

P7 agrees with P8 and explains how she a couple of years ago went through her entire Facebook to delete content and friends. Until then she had not realised how public her content was on her Facebook profile, and felt poorly about this. P11 explains how she did exactly the same, also a couple of years ago, and is explains how she is now very careful about which content she shares: ... “I almost never upload anything or share anything private. Only in closed group, and I know that is silly as well. But I am not comfortable with sharing it with 100 or more friends, who can then see it” (Appendix 13: 16:03). P11 here distinguishes between social and institutional privacy, unknowingly, and she expresses a fear of the providers of SNSs using her private content. Here P9 steps in and discusses the difference between social and institutional privacy:

But there is a difference. There are two ways you can expose your self. One is everything you do on Facebook, all that meta data that third parties distributes and buys, this is one way we are being monitored. But the other one is the more private and personal, let us say I am feeling ill and lying in bed watching The Notebook for the thirtieth time in a row. That is very private and there are probably many who would not upload

this, or think twice being uploading it. It’s funny that there are these two types of surveillance. (Appendix 13: 16:03)

P12 distinguishes between different SNSs when she discloses content on social media. To her Facebook is not a place for private content, whereas Instagram is only for a small group of people. “And if I upload anything it is certainly not on Facebook, there are so many superficial friends and it does not concern them. But on Instagram, you feel that it the close once you share with ...” (Appendix 12: 18:04). This shows that the participants use the three SNSs to fulfil different needs. P10 adds to this: “Well, I sorely use Snapchat as a supplement or replacement for text messages ... it is easy to send, it is not at all the same way I use Facebook” (Appendix 13: 23:11).

When the participants discuss both Instagram and Snapchat, it becomes clear that they have different expectations to SNSs and this causes different use of them as well. Some use Snapchat as a public place where people can follow their life and where all images have been and filters, and others use it only for a small group of close friends. The same goes for Snapchat where some use it for short messages to keep friends and family updated, where other use it for fun content widely spread throughout their friends, where friends have been added automatically via address book: “I think that I at one point, used the function ‘import all’, I could not be bothered” (Appendix 13: 23:11).

<b>Category</b>	Disclosing (or not disclosing) personal information
<b>Codes</b>	Honesty, debate, conscious, privacy, loss of ownership, control, picture postcard, public space.

As the discussion progresses, the participants multiple times return to the fact that what social media in general provides them with, is the possibility to create an online version of themselves and a glorified image of themselves, which they constantly work on, with the content they disclose on SNSs. Several of the participants bring this up, and is agreed upon by all that the way you display yourself on SNSs are a way of creating an online image of oneself. P9: “It is because the picture postcard thing, especially when new friends go in and check out your profile, or someone else, maybe a colleague, who just skims through, so that they do not see pictures from the camping site” (Appendix 13: 53:43). Later P9 continues: “This is what I mean, it is clear that it seems that the most important thing is the image we give us selves ... But you draw a personality towards your friends, so you still have control of what is happening.” (Appendix 13: 01:35:42)

The participants were asked to prioritize the importance of the privacy settings on Facebook. This gave an overview of which tools our participants find necessary to preserve their privacy on SNSs. The common thing for the privacy settings that were ranked the highest is that they are all dealing with who can access the information they disclose on SNSs. The two that scored the highest in the respective groups were:

1. Choose who can see the things I am tagged in on my wall (‘All’,

‘friends’, ‘friends friends’, ‘friends except acquaintances’, ‘only me’ or ‘custom’)

2. Limit who can see my posts (‘Public’, ‘friends’, ‘custom’ or ‘only me’)

Both of these privacy settings let Facebook users control which information is being displayed for their friends hereon. As the discussion about the prioritisations progressed, it became clear that this was an important factor for them.

1. Block people (i.e. ‘Remove friend’, ‘Prevent conversations’, or ‘Prevent that the person can see the posts on my wall’)
2. Choose who can post on my wall (‘Friends’ or ‘Just me’)
3. Possibility to go through posts I am tagged in, before they are shown on my wall (‘Deactivate’ or ‘Active’).

The three above was also three important setting, as the participants agreed on, if you have control of these, then you are sure that you do not disclose content to unauthorised persons.

The on going discussion in the focus group and the prioritisation shows us that our participants are very much aware of the private life on SNSs, but there is a clear distinction about how they want to portray themselves here on, and if they want to be totally anonymous. In section 6.2 you can see 4 different personas, which shows these differences. In these personas we find traces of all of our focus group

participants.

### 4.2.1 Pitfalls

In the focus group we chose to invite people from 25-33 years old, so the insight we gain from here can help us say something more about the opinions and emotions in this age group, this can cause issues when we apply it to the general Danish population. This was still chosen in order for the focus group to be a pleasant experience for the participants, where they could meet people with whom they have something in common. Another thing to comment on, was the exercise where they were asked to prioritise the privacy settings on Facebook, this task seemed daunting to them, and overwhelming because of the many settings available. This could have been fixed by choosing only a few of the privacy settings, to make it more manageable. Even though this was a hard task for them, it still led to a good discussion on

## 4.3 Interviews

### 4.3.1 Expert interviews

<b>Investigating</b>	<p><b>Astrid Haug:</b> 1) Why do Danish SNS users use SNSs and how are they used? (RQ1 and RQ2) 2) Do Danish SNS users consider their privacy on SNSs and does it have any consequences to what is being disclosed? (RQ4a and RQ4b)</p> <p><b>Karina Lind Bertelsen:</b> 3) What are Danish SNS users possibilities if they experience misuse of personal information? (RQ4a and RQ4b)</p>
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	4) Are there limits to what we can do and say on SNSs and does freedoms of speech have any boundaries?(RQ1 and RQ2)
<b>Summary</b>	<p>1) There exists a set of unwritten rules on SNSs that is followed unconsciously by most. People have a clear idea about how the different SNSs are used, and which behaviour is accepted on these.</p> <p>2) When user disclose information on SNSs, they only have a small target group in mind and not their entire list of friends on the given SNS. Because of this privacy is not considered that greatly and is not a factor that stops SNS users from disclosing information.</p> <p>3) SNS users are secured both by the SNS providers terms and conditions, but also the Danish Data Protection law and the Danish Penal Code, which together can decide whether information has been misused or not.</p> <p>4) Freedom of speech has borders when dealing with other people's private information, and if these borders are breached, the Danish Protection law and the Danish Penal Code can come into effect.</p>

### P1 - General info

Astrid Haug is a social media expert, and is working with especially organisations using social media. She acknowledge that SNSs are very popular in Denmark by saying that “In very few years, extremely many Danes have begun using social media” (Appendix 14), and she think it is interesting looking into what these are used for, and how and how they have such “attraction on us” (Appendix 14). She says that the advantage with Facebook is that it is build around existing friends from the physical world, and use it for “lighter’ content, entertainment and everyday communication” (Appendix 14), however she also suggest that the way people use Facebook might have changed over time. She for example says that “the way that they use it now have

changed from making many status updates to using more messages and groups” (Appendix 14).

<b>Category</b>	The use of SNSs
<b>Codes</b>	2.5 million Danes, everyday communication, increasing trend

She mentions Snapchat as being the SNS that is growing in popularity the fastest, and that is targeting especially younger people below 30 years old. In addition, she highlights two advantages with Snapchat that it is almost free of advertising, and that the content disappears again, which means that one can be a bit more relaxed with what is disclosed. However, she can imagine that Snapchat, in time, will be more ‘mainstream’ across generations “as we have seen on Facebook” (Appendix 14). She actually says that Facebook was “invaded by all adults” (Appendix 14), and that the information disclosed on Facebook and Instagram are more considered than what is disclosed on Snapchat. In her opinion, there is a set of unwritten rules that is followed by most unconsciously, and that “people have a very clear idea of what belongs on the different media” (Appendix 14).

She gives two examples illustrating how especially young users are using SNSs; “They have different functionalities and can do different things, so the users know that if they have to plan soccer practice it is happening on Facebook, but if they want to know what friends are doing right now - if the party is fun for instance - it is happening on ‘Snap’. Even though, she predicts that the traditional way of using SNSs are changing, and that the way we use SNSs now will be different

in three months.

<b>Category</b>	Privacy on SNSs
<b>Codes</b>	Adapt content, indifference, small audience

In relation to privacy on SNSs, she does not believe that people care a lot about this. And she states that “...people are not that aware of their privacy settings” (Appendix 14), and that they believe that the information they disclose on Facebook is very private. According to Astrid, another aspect of this is, whom users are communicating to. She states that “...many of us only communicate with a very small part of our Facebook friends...” (Appendix 14) meaning that many are likely to forget the rest of them, which is the majority of the total number of friends. This illustrates a certain naivety when it comes to data safety. Additionally, she does not believe that Facebook users are considering the potential consequences by disclosing information online, and she thinks that it could be an advantage for users to learn more about this or become more aware.

From the observation one of the researchers did, it can be seen that Astrid Haug has a great interest in the topic, but she is also a busy lady and talked fast throughout the interview. She gives good examples from her daily work and experiences, and here it is clear that she mostly works with Facebook.

## **P2 - General info**

The second expert interview was with Karina Lind Bertelsen who,

among other, is an expert in handling personal data. In her daily job she does not work with civil law nor does she work with social media. Still she was able to provide us with some general knowledge about the topic. In her daily work as a lawyer, she has noticed that the Danish Data Protection law takes up more and more of her time. She sees two reasons for this; one is that a new EU directive is soon being implemented, and the fact that people spend more time on SNSs these days.

<b>Category</b>	Misuse of personal information
<b>Codes</b>	Data handling, violation, protection of personal information, passing information

The primary subject for the interview was misuse of information retrieved through SNSs. Here she started by explaining, how it is possible to complain to the Danish Data Protection Agency (DPA) if you feel that your data has been misused by others. She also explains that the SNSs have their own guidelines, which you accept when you sign up, and together with those, the Danish legislation will also be considered, in case of misuse. If the violation is considered serious, there can also be referred to the Danish Penal Code. Depending on the type of violation, these two laws are the most frequently used. As introduced in Chapter 1, an unknown group of young men created a website where other could rate young woman, based on their profile picture from Facebook, Karina Lind Bertelsen believes to be both in violation of the Danish Data Protection law and the Danish Penal Code. Even though you agree on the fact they your profile image can be retrieved and used outside Facebook, when you sign in, there is a

difference between using a situation image and a portrait shot. To use portrait images of people, you must have their consent. She continues that you might download the image to your use and that no one will ever know this, but that is very different from the fact that these young men propagates the image to a wider audience. According to Danish legislation, you must have legal basis whenever you use private information of any kind: "... if you ignore social media, the starting point is that you should always have a legal basis to store personal data about others. The legal basis can be a consent by the user ..." (Appendix 15)

The interview continues with a short discussion on the understandability of the Danish Data Protection law. Here Karina Lind Bertelsen states that even if you are a lawyer the law can still be difficult to understand and she does not feel that it is accessible for many nor is it intelligible for all.

No. I do not think so. I do not think that there are many who believe this. Nor is it easily accessible to lawyers. It is clear that the more you work with it, the more you get to know it, but no it is not available for many. And now, as I said, there will come new rules within a few years by the EU. Whether they will be more accessible only time will tell, but I think at least that is has been realized that the rules that apply today, they are not very easy to understand. But also, the rules are out-dated. One of the things that will come with the new rules, is of course, also a form of updating to fit the time we are living in (Appendix 15).

<b>Category</b>	Freedom of speech
<b>Codes</b>	New reality, development of new platforms, EU directive

Finally, the freedom of speech is discussed. Karina Lind Bertelsen stresses that in Denmark there is freedom of speech. Still this has borders which you have to be within when dealing with other people's private information, and if this is not dealt with properly, the Danish Protection law and the Danish Penal Code may come into effect. Karina Lind Bertelsen continues that time has passed on this, and the rules that applied 10 years ago, may not apply anymore. "Reality has crept in and we are all being entangled in it, and adjacent to this, we have had these rules, which for 10 years ago, might made sense. But which cannot handle the technological platforms we have today" (Appendix 14). She continues to explain how the new EU directive may be able to handle this technological development.

Well, they are all being redone. The new regulation content from the EU has been agreed upon, but not formally decided yet. But it has been adopted and there is a few parts, which content the right to be forgotten, which is a result of the internet and social media, where the citizen is given the right to be forgotten online. Whether this can be done in practice there must be some technical experts who know better than me. But you are giving the citizen better rights in relation to social media and Google and so forth (Appendix 1).

#### 4.3.1.1 Pitfalls

Both of our experts were willing to take time off to do an interview with us, but because of their busy schedules both were done over the phone. Here it would have been preferred that they both were able to meet with us, and this could have ended in more thorough interviews, where we together could have elaborated on the topic.

The interview with Karina Lind Bertelsen proved to be very useful in terms of considerations we did not initially have, and to learn about how the Danish Data Protection law is referred to and how it is implemented in cases where private data has been misused, but as Karina Lind Bertelsen mentions herself, she does not work with this in her daily job, and it would have been preferred to talk to someone with more hands-on experience.

#### 4.3.2 User interviews

<b>Investigating</b>	<ol style="list-style-type: none"> <li>1) How are SNS used and what is the primary motivation for using these? (RQ1 and RQ2)</li> <li>2) How is privacy on SNSs perceived and how can you ensure your personal information? (RQ4a and RQ4b)</li> </ol>
<b>Summary</b>	<ol style="list-style-type: none"> <li>1) SNSs are used primarily to 'lurk' in friends lives and keep up to date. It very much depend on how they see other users behave and what is expected of them.</li> <li>2) Privacy is a concern raised by all. Content disclosed is adapted to the SNS, in order to preserve privacy. The ultimate sacrifice is deleting SNS accounts, in order to maintain one's personal life.</li> </ol>

From the survey, we asked four people to take part in an in-depth interview, where they would have the chance to elaborate on their an



swers from the survey. Below is firstly a summary of all individual interviews, and hereafter follows an analysis of the trends in the interviews, where the categories and codes also can be found. The full interviews, which the summaries are based on, can be found in Appendix 16, 17, 18 and 19.

P#	Age	Gender	Region	SNSs
P3	55	Female	Central Denmark Region	Facebook and Snapchat
P4	21	Male	Central Denmark Region	Facebook, Instagram, Snapchat and LinkedIn
P5	63	Male	The Region of Southern Denmark	Google+, LinkedIn and Twitter
P6	30	Female	The Region of Southern Denmark	Facebook and Instagram

P#	Motivation	Activity	Privacy
P3	'Lurking' and communicating with family.	Rarely active	Does not feel she has any privacy on SNSs
P4	Work related and communicating with friends.	Regularly	Does not care about privacy, but still adapts content to the SNSs
P5	-	Not active	Does not feel he has any control of his information on SNSs
P6	"Lurking". Communicating with friends and follow topics of interests.	Regularly	Feels naive, but is not afraid that her information will be misused

Table 32: Participant overview (user interviews)

### P3:

Participant 3 (P3) is a 55-year-old female from Western Jutland, and has an account on Facebook, which she shares with her husband, and an account on Snapchat. P3 uses Snapchat to be able to communicate with her nearest family in a fast way on a daily basis and she point out that "Snapchat is only for my near family that I want to have contact with everyday. Just a little informal message, or see what is going on" (Appendix 16). "I do not feel that Facebook is that personal" (Appendix 16) illustrates that she do not feel that Facebook is personal and she feels it is targeted for a bigger audience. She rarely uses Facebook, approximately once a week, but when she does, it is to discover if something new has happened, if someone has posted something funny or check the family group that she is a member of.

Other features on Facebook like 'check-in', events and writing status updates is not something that she is using. The reason why she is not using Facebook that actively is because she does not think it is relevant for her, or to others, to expose her life. She compares posting on Facebook to standing in a stadium and speaking to a great number of people, which she does not feel is a personal way of communicating. Additionally, she do not think that she have any privacy on Facebook, and she has heard that Facebook owns everything that users post, which she expresses like this: "I know they own everything I disclose, so I do not have any interest in disclosing on Facebook" (Appendix 16).

That is also why the amount of personal information on Facebook, in particular, is restricted to a minimum, and she consider what

information she discloses on both Facebook and Snapchat. She says that: "...We want a life where everyone not need to know what we do in our everyday and on our holidays" (Appendix 16).

**P4:**

Participant 4 (P4) is a 21-year-old male from Western Jutland. He has an account on Facebook, Instagram and Snapchat. He also has a profile on LinkedIn. P4 uses the SNSs different, but mainly for work and communicating with friends. Snapchat is the SNS that he points out as being the most personal of them, and he uses that a lot both to communicate with friends, to let people know what he is up to, and to promote his work, which consist of arranging parties and concerts for Danish artists. He says for example that "... in my everyday life it is fine that one can just take an image of where one are and what one are doing, and write a text to friends" (Appendix 17). According to P4, Instagram is more for inspiration, and following celebrities and friends, but also to let people know what he is doing, and to promote his work. Facebook is mainly used for work by P4, and communicating with friends, but not so much for disclosing information about his personal life. He thinks that it is nice that he is able to keep up with what others are doing, especially in relation to friends that he does not have that much contact with on a daily basis. When it comes to privacy, he says that he was more aware of it in the very beginning when he created the first SNS account, but now he trusts the SNSs, and he does not care that much about what information the SNSs have about him. He says that;

The first time I created an SNS, I think I was good at reading the terms and conditions but now I just feels that SNSs play such high role in society, that one need to trust them. But I think about it, and it is a bit frightening to know what information they actually have. I think about it but it is not something that influences me (Appendix 17).

However, he still thinks about what information he discloses, mostly because his mother, father and sisters are present on some of the same SNSs as well. But primarily, he thinks that it is fun to be present on SNSs when all his friends are there, and he says that "...it is fun to be on SNSs when everyone else is" (Appendix 17) and that it is a way "... to keep up in everyday life of friends because of curiosity..." (Appendix 17).

Lastly, he mentions that he thinks that how people use Facebook has changed during the time he has been active on it. He feels that people categorise and adapt their content and information in relation to the different SNSs. For example he feels that images and videos have been 'moved' to Instagram and Snapchat, and that functionalities like 'check-in' are less used now than previous.

I think that Facebook is good when it comes to receiving a lot of information or for communicating, and people are not disclosing as many images as they once did. It seems like the images and videos are moved to other media so they do not fill up all Facebook (Appendix 17).

And he never writes text messages on his phone because it is easier to do on Facebook now. “Nowadays, I do not think that I write text messages as much as I did a few years back. Now it is easier and faster just to go to Facebook and write in there. It is even possible to do group chats” (Appendix 17) and “I do not believe that the ‘check-in’ feature is used as much as it used to.” (Appendix 17) illustrates how he thinks Facebook has changed over the years.

**P5:**

The participant (P5) is a 63 year old from Southern Jutland and works with IT in his daily job. He does not have an account on Facebook, Instagram or Snapchat. Previously, he did have a Facebook account, because he needed it for planning with a group of people he goes fishing with. They started planning another way, and therefore he decided to delete his profile. He finds Facebook less serious than other SNSs and states that:

... Well, the thing with uploading images of your dinner and things like that. And I have just patted my dog. It is perhaps coarse to say, but I find it silly. But I do feel like I am missing out. (Appendix 18)

He continues that he often listens to a specific radio program that refers to its Facebook profile for news and updates on the topic raised in the program. Since he cannot access these news and updates, he feels

excluded from some information, he would like to have.

He has an account on Google+, LinkedIn and Twitter. His Google+ account was created, because he one day saw the opportunity for this, and thought ‘why not’.

“Yes, at one point something came up, where you had to accept. And then I thought: ‘Why not?’” (Appendix 18) LinkedIn was created because he heard that others in the industry he works in, had it and wanted to see what it was about. His Twitter account was created out of curiosity several years ago. “Twitter is something I created out of curiosity several years ago. Because had heard about it in some radio program, I think. And then I thought, this I have to try” (Appendix 18). P5 does not have Instagram or Snapchat either. Here he mentions that he does not like how he feels that everything we do online is monitored by others.

Because Facebook is subject to US law. And US law tells you that they may spy as much as they want to against foreign citizens. Whereas, their own citizens ... there are many more restrictions. One thing I am completely sure about, is that the Internet that crosses the Atlantic Ocean, the Americans are prying in - that is certain. But it is the tendency; it is like we no longer are allowed to have curtains. What is being done now is that we are not allowed to encrypt. Right now this proposal is being discussed, that you cannot encrypt, if I for example send you an email. And I find it to be similar with not being allowed to have curtains (Appendix 18).

The participant (P5) only uses the three SNSs to look at what others share. He does not comment or share any information with others on these. "... It is only to, yes, see what new music is coming" (Appendix 18). The main issue raised in the interview was the fear of having personal information stolen and misused. This fear also contributes to why P5 has chosen not to be active on the three SNSs in question.

Yes. It is a fear for identity theft, some idiot gets a hold of some of my private information and misuses them. And Facebook will be hacked one day, just like everything else is, and then all information is in the wrong hands. Sooner or later it will happen (Appendix 18).

He states that he is afraid of what his personal information might be used for, if one day Facebook is hacked, along with the need for not having others looking into his private life, and that this information might fall into the wrong hands. Even though he has this concern about his personal information, he is still aware of the fact that the SNSs he does have a profile on, is also monitoring what he does on these. P5 ends the interview by stating that this fear of having personal information misused, would not stop him from creating a profile on an SNS if he was forced to it, for example by his employer.

**P6:**

Participant 6 (P6) is a 30-year-old female from Jutland, who has both an account on Facebook and Instagram. A while ago she chose to

change her privacy settings on Facebook, so that her friends hereon does not have access the personal information about her. She also filtered her friends, into different groups, so she can manage who sees which information. To her, Facebook is not as private as Instagram. On Instagram she only has close friends and family as followers, and wishes it to be like this, so she can post personal images of herself and her one-year-old daughter. She uses Facebook to follow things she finds interesting, both as a private person, but also in her professional life as a Service Designer.

She follows professional networks and companies on Facebook, to get a filtered and short version of the news they post. She also uses it to plan events and to chat, especially if she in larger groups has to arrange an event or similar. Her account on Facebook is mostly used to keep updated with her friends life, especially those living far away: "... And then I find Facebook good for following other peoples life, if I have some friends who have moved, some old fellow students, then I can follow what they do" (Appendix 19).

Instagram she uses to post more personal images, which she does not wish to share with all of her Facebook friends.

... It is like I use Instagram more privately, there I only have 50 friends or something like that, so it is only the closest. I have many requests from people I am friends with on Facebook, but who I do not want to see what I post on Instagram, it is a personal filtering I have chosen in relation to who should have access to my photos (Appendix 19).

Differently from Facebook, she does comment and like images shared on Instagram. Generally, her friends are more active on Instagram, than on Facebook and not many of them shares images there, similar to herself.

The participant has made some decisions on how to behave on Facebook, more or less conscious choices. She does not wish to participate in discussions, and do not feel that her personal opinion can benefit here at all. She is more than likely to take a political discussion in real life, but would never do it on Facebook. Here she prefers to use the “Like” button instead, if there she finds something she finds interesting. She feels that a lot of the debate going on on Facebook, should be left out of the media, and people should sit eye-to-eye discussing this.

And I think that half of the Danish population you could take their Facebook away from them or say: now you should stop writing, is does not matter, tell it to your friends. Or go for a walk into the world and have a chat about it instead (Appendix 19).

When asked if Facebook has a future is people stopped commenting and discussing, she answered that Facebook does not have to be a place where you can let all your aggression come out, and continues that the reason why people hold on to this SNS is that it is so widely spread and is a good tool for communicating. P6 is not concerned with her privacy on SNSs, since she actively has chosen not to share

any sensitive information, and the fact that she has hidden all information for friends and followers. If Facebook were to be hacked she is not concerned about her information being viewable for others, she simply does not see that it could be of interest for others. “I don’t think I am afraid that my friends will be able to see it. It is not like I am very exciting, I do not have a lot juicy people would want to see.”

#### 4.3.2.1 Combined user interviews analysis

In the next section all four user interviews will be analysed, using content analysis to divide trends and opinions into codes and categories, and hereafter analysing it.

<b>Category</b>	The use of SNS
<b>Codes</b>	Facebook as primary SNS, lurking, impersonal, personal life, surveillance, not disclosing

The interviews conducted were with three people who have an active Facebook profile, and one who had previously had an account, but deactivated it several years ago. As the interview progressed it became clear that all participants saw Facebook as the ‘mother of SNSs’, are most statements are based on the use of Facebook. Similar for the three with Facebook accounts, is that it is now used only to keep updated in friends and families lives, but none of them are particularly active on Facebook.

It is mentioned that the use of Facebook has changed over the last years, and has now become a place where people are lurking more than they are actively uploading content themselves. One of the

participants mentions that Facebook has become impersonal, and to understand why people find it less personal and do not disclose information on Facebook.

Communication Privacy Management theory suggests five reasons, as explained in Section 2.5.4. According to the interviews conducted for this research two of the five reasons are applicable, (1) the main factor for not disclosing on Facebook can be that the level of intimacy between our participants and their friends on the SNS is low, and (2) their level of control over the information is also low, these two help us understand why our participants are not that active on Facebook. Participant 6 is very aware of her personal life on Facebook, and has made several changes to her profile, in order to control which information can be accessed by whom. This has been her way of trying to control what she discloses on Facebook, and how much private information is available, both for Facebook and for her friends hereon, just as the CPM theory suggests when trying to control private information on SNS.

The last participant, who chose to deactivate his profile on Facebook, has taken the ultimate step when it comes to controlling his personal online life. Even though he still feels he is left out of certain things, his fear of having his information misused is still so strong that he does not wish to share his online life with Facebook. According to Theory of Reasoned Action, the social norms have major influence on which SNSs we chose to be active on, and even though this participant chooses not to follow this social norm, he is very aware of the fact that he is “different” from others in his online behaviour, in the

sense that he is not present on the most common SNSs. Just as we saw with in the survey responses, people have accounts on multiple SNSs to fulfil different needs through different features. And in order to not be totally left out, and not be updated, the participants choose to have an account on other SNSs instead, but still he does not contribute with content on these. For him it is merely a type of encyclopaedia where he can find information. The other participants follow the social norms, and are present on one or more of the most popular SNSs in Denmark. As referred to in Section 2.4 where Theory of Reasoned Action is explained, social norms are how people expect you behave, both in real life and on SNSs, our three participants follow the norm that our SNS expert suggests, namely that more and more are simply just lurking on Facebook, and many are not disclosing content (Appendix 14).

<b>Category</b>	Motivations for using SNSs
<b>Codes</b>	Lurking, not disclosing, surveillance, concern

As mentioned above the interview consisted of three participants who all have accounts on Facebook and on either Instagram or Snapchat, and the last participant does not use any of the SNSs this research is focusing on. The three participants do not contribute with much content on Facebook, but are more lurkers looking at what others disclose hereon.

In this section, we will elaborate on how our participants use SNSs and what motivates them to do so. To do this the theory Uses



and Gratifications (UGT) will be used to understand what actions are sought to meet the needs our participants are trying to fulfil. One of the main factors in the theory, is that people seek different medias to gratify different needs. Just as P6, who uses Facebook to keep updated on friends and family whom she does not often see, and Instagram to share parts of her life to a closed group of friends. For P3 and P4 Snapchat is a way of communicating with their friends and families in a fast and noncommittal manner. With this SNS they can make updates on what they are doing this exact time.

Participant 5 is a bit of an exception. He previously did have a Facebook account, but chose to delete it, when he felt he did not need it anymore. His concern with the level of surveillance both by the SNS providers and government exceed the need for being on any of the three SNS in question in this thesis. Still he exemplifies the general concern our participants have for who can see and use their personal information. This concern all participants try to deal with in different ways. One of the main ways they try to cope with this issue is how they use the SNSs and which content they disclose on these. As mentioned earlier, Facebook is used for keeping updated, both on news, and friends and family. But P4 and P6 who are the two who uses Instagram the use of this are very different. P4 uses it to keep updated on celebrities and news, and to promote his work. P6 uses it only for personal images and only have a few of her closets following her profile. The SNS still manages to satisfy both needs of our participants, even though the use is very different.

### 4.3.3 Pitfalls

To get a more deep understanding of our topic, it would have been useful to conduct more than four interviews with SNS users in Denmark, but because of the timeframe for this research, it was kept at four. If conducting the research again, it should be considered to implement more interviews, to get a broader and better understanding of the topic. Our four interviews still provide us with further information on what the motivation for using SNSs and the perception of privacy on these differs in four different age groups.

# Chapter 5: Discussion

## Chapter outline

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## 5. Discussion

### 5.1 Generalisability, validity and reliability

When discussing the generalisability of our research, we must first look at the sample size. In order to have results that are completely generalisable to the population, the sample size should have been bigger. Even though our sample only consists of 349 participants, we can, combined literature where same results have been found, say that our research still applies for the population. This is due to the fact that other results have been seen investigating some of the same aspects in other countries.

#### Reliability and validity

If this research were to be conducted again with same methods and measures, but on a different conditions and a different occasion, it can be assumed that the results would be more or less the same, both based on what we have learned from other researches, where the results are the some what same, but also because the population characteristics does not change drastically over time. Our sample is representative to the population, which gives us the opportunity to generalise the properties found of the sample to the population.

One could argue that because of our distribution method we have a somewhat biased sample, and the results might have been differently if we for example had distributed it via Twitter. Still we need to keep in mind that we in this research are focusing on all Danish Facebook, Instagram and Snapchat users, so by narrowing the distribution only to these channels, we have a representative sample of the

population. Below an illustration shows how our research is reliable, but it also considers that the distribution method has caused issues on the validity. The first target shows how our research is reliable, but not complete valid.

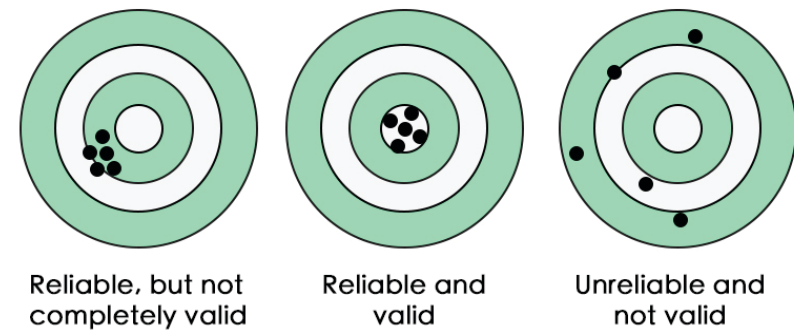


Figure 40: Reliability and validity of this research

population. Below an illustration shows how our research is reliable, but it also considers that the distribution method has caused issues on the validity. The first target shows how our research is reliable, but not complete valid.

### 5.2 Motivation and use

In the literature from Urista, Dong and Day (2009) we saw that the reason to why young adults use SNSs, it that it gives them to possibility to communicate with friends, which is also what our results show us. With SNSs we are provided with a tool to constantly keep friends and family updated on our lives, not only by disclosing information,

but also by using the SNSs as a way for communicating. As already discussed in Section 2.2 the Uses and Gratification theory does not consider needs that occur while using an SNS, but it is an aspect to be aware of.

A large part of our participants are older than 24, which means that they did not have SNS accounts as children, the need for communicating and socialising online is a need that has arisen over the last 8-10 years. Starting with chatting online and hereafter joining online communities, such as Facebook, Instagram and Snapchat. With SNSs Internet users now has the opportunity to keep friends and families updated on their lives, and keep updated on theirs also, they seek SNSs to gratify this new need, which SNSs artificially have created.

Contrary to our findings, Brandtzæg and Heim (2009) found that the main motivation among Norwegian SNS users, using only Norwegian SNSs was to get new friends. Our results shows that the Danish SNS users are not interested in getting new friends via SNSs, but only to maintain existing relationships. Additionally, when Danish SNS users chose to disclose information to update friends and followers, they only have a small percentage of their entire friends in mind, meaning that the considerations on who can access the information is not applied to all friends.

What the results also shows it that Danish SNS users have accounts on multiple SNSs, because they all offer different use. If one need is not gratified on an SNS, the user will seek other SNSs to gratify the need, here they will typically look at which SNSs people in their network use. Additionally, people look at perceived usefulness and

ease of use when they chose new SNS, as we learned from the Technology Acceptance Model.

### 5.3 Disclosing or not disclosing

What we learned from our participants is that the information that is disclosed on SNS is carefully picked out to create an online image. Additionally, the SNS users also carefully chooses what not to disclose, in order to maintain their online image, here they feel that the absence of information available also is a part of that image. Our results shows that a small number of the participants use the SNSs to take part of debates, which especially Facebook provides a platform for.

Nevertheless, from our participants in the focus group we found that they would never or rarely take part of a debate on an SNS, they feel that the tone is simply too harsh. Still we as researchers experience debates like these every once in a while, where small or larger issues can be discussed. So even if you do take part of the discussion or not, you are by this also forming your online image, which is likely also to be caused by social norms and what is accepted in your group of friends on SNSs.

### 5.4 Online privacy

From the literature from Boyd (2006) we saw that the boundaries between public and private information are blurry, and found that our participants are not able to make this distinguish either. When they share information it is either with the entire network on the SNS or then they choose not to disclose anything at all. As we learned from

Debatin, Lovejoy, Horn and Huges (2009) SNS users disclose information despite having privacy concerns. The same applies for our participants, who might not disclose information to their friends and followers on Facebook, Instagram and Snapchat, but they are willing to share information with the SNS providers, and knows that this is the price for using the SNSs. Similar to what we found, Raynes-Goldie found that people were more concerned with their privacy towards friends on the SNS, and not towards the SNS provider and how third parties might use this information (2010).

Our participants are willing to share their personal information with the SNS providers, and additionally they do not read the terms and conditions before they create their accounts. Just as Ellison, Vitak, Steinfield, Gray and Lampe's (2011) research found, we see that the participants who have a high degree of privacy concern disclose less information on SNSs. Most of them rely on the news media and the public to investigate whether the terms and condition are crossing borders.

More specific we can see from our results and analysis that the participants trust the providers to not misuse their information. As most of the participants mention, they know that their information is being used for commercial directed towards them and their interest. But has SNSs then changed from a place where we share knowledge and information, into a place where we monitor and retrieve personal information, and to whose benefit? Often the counterargument to the surveillance, taking place online and on SNS users is that it is only people who have something to hide, who are against it. With

that argument the world population is divided into two groups, those who want to do good and those who do not - those who are with us and those who are not. Those who do not want to do good, is those who have reasons to hide and whom we should be afraid of. The other group is regular people who use the Internet to read the news and go on Social Network Services to get information about what is going on around them. Those people have nothing to hide and no reason to fear that others are monitoring what they are doing, e.g. the government.

But even though you might not have anything to hide, do you not have the right to be private, even if it is online? We as humans are social beings and as our data shows, we want to disclose information about us self, even if it is private, because we want to be part of a community where information is disclosed and discussed. So even if we are not criminals or terrorists, we still have things to hide. Even if we disclose most of our lives on SNSs, we still have information we would not have any others know. Just as we saw with our focus group participants, who through SNSs tried to create an online image of themselves, we are all very much aware of the fact that the content we disclose on SNSs are being watched and maybe even discussed by others, this is why we all also need a space where no one is watching and we can be private - even if it is online.

## 5.5 Future work

Even though the topic has been researched several times, there are still aspects that need to be highlighted. To get a more deep understanding of how the three SNS are used, it would be beneficial to conduct an

usability test, as mentioned earlier, to gain insight into whether there are aspects of the SNSs the users do not understand or do not use in the intended way. This could contribute to the work presented in this thesis.

For marketing purposes it would also be beneficial to do a research on how commercials are perceived on SNSs, and if these affect the motivation for using SNSs and understand peoples of these. Our participants are aware that the SNS providers are using their personal information is sold to third parties, aiming their content and commercials towards them. Here it would also be beneficial to go more in depth with institutional privacy, and investigate whether there are boundaries for what type of information that can be used as a currency.

This research has only been focusing on Facebook, Instagram and Snapchat, but it would be beneficial to conduct the same research on other larger SNSs as well, such as Twitter and LinkedIn, especially LinkedIn who differs from other SNSs by being an SNS for professional purposes. Here it would be an idea to compare the different SNS to see how they compliment each other and learn more about why must SNS users have more than one SNS.



# Chapter 6: Conclusion

## Chapter outline

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## 6. Conclusion

This section will start by presenting a short summary of our topic of interest. Hereafter we will answer our problem statement, which is based on the answers from the research questions. Lastly, three main arguments for this research will be presented. These are, among others, our contribution to the existing knowledge and research.

### 6.1 Problem statement and research questions

This research took its starting point in the legal and ethical considerations that evolved from the incident in Vejle where a group of young men created a website with the purpose of rating young women based on appearance. With the incident in mind, combined with the knowledge of a large number of SNS users – including ourselves – in Denmark, this became the key driver behind investigating the following research problem statement.

*What is the motivation for SNS users in Denmark for disclosing or not disclosing information on Facebook, Instagram and Snapchat, and do they consider the social privacy and institutional privacy in relation to disclosing this information?*

We found the answer of this question to be that the main motivation for SNS users in Denmark for disclosing or not disclosing information on Facebook, Instagram and Snapchat is to create and maintain an online image of themselves as they want to appear, and this both affects what they do and do not disclose. The content they choose to

disclose or not disclose is all carefully picked out to create the correct image. While doing this, they do consider the social privacy in terms of how their content can be perceived and used by other SNSs users. Further, they also have the institutional privacy in mind and are aware that their content is owned by the providers, however it does not influence what they disclose or not disclose, because they know that this is the price for using a ‘free of charge’ SNS.

The research questions that lead to answering the problem statement will be answered in the following:

*RQ1: What motivates SNS users in Denmark to use Facebook, Instagram, and Snapchat?*

There are several motivations for SNS users to use the three SNSs of interest. The primary motivation is the opportunity to gain insight in their friends’ lives, rather than giving friends insight into their lives.

The main motivation for using Facebook is communication and socialising with friends, as well as to gain insights into friends’ lives and the same applies for the motivation for using Snapchat. The primary motivation for using Instagram is to gain insights into friends’ lives and pastime.

Another aspect that is found to be an important motivation for SNS users when it comes to using certain SNSs is the social aspect both on and off of SNSs. For instance, that all one’s friends from school are using Snapchat can be a motivation for starting to use it. This relates to the social norms or normative beliefs within TPB de-

signed to explain motivational influences on behaviour.

The main motivations for using more than one SNS are because they believe that each SNS serves a different purpose and have a different focus and opportunities. This also means that the way of using the different SNSs differs from SNS to SNS. In relation to the UG Theory concerning why people use specific media, these findings suggest that the participants use different SNSs in order to gratify different needs. Through which features these needs are fulfilled vary depending on the SNS and will be elaborated on in the next research question.

Similar Brandtzæg and Heim (2009), we also found that there can be multiple motivations for using SNSs, and that socialising is one of the key motivations. However, in contrary to Brandtzæg and Heim (2009), we found that socialising with existing friends is prioritised higher than getting new friends.

*RQ2: How do SNS users in Denmark use Facebook, Instagram, and Snapchat?*

The primary use of Facebook is to go through the newsfeed that Facebook provides, with updates from friends, giving an overview of what has been disclosed by friends and others they follow. Facebook is also used as a tool for communication. The majority do not disclose information themselves but will rather find information that other users have disclosed, such as looking at other users' profiles or going through the newsfeed as mentioned. Of the three SNSs investigated in this research, Facebook has been found to be the SNS that SNS users

are most active on.

When looking at Instagram, the picture is quite the same. Here the primary use is to look at images disclosed by others and to search for information on Instagram, e.g. inspiration or updates from friends lives.

The main use of Snapchat is to send images and videos to friends, hereafter follows functionality to watch images and videos sent from friends. The use of Snapchat differs from both Facebook and Instagram, where the users are not willing to disclose much information, to a willingness to disclose information via this SNS. Reasons for this are that they feel in control because on this SNS they have the opportunity to choose a specific audience who will receive the information. They do also feel in control on Facebook and Instagram due to privacy settings. However, the reason why the willingness of disclosing information on Snapchat could be because of the concept of Snapchat, where information is deleted, within a maximum of 10 seconds, from the smartphone that receives it and the information will not leave a permanent trace.

From the UG theory we learned that people take on a specific SNS to gratify a need and that people select SNSs which can provide them with the necessary to satisfy various needs, e.g. to find information about friends, celebrities and others on different SNSs.

Considering why the participants are using the three SNSs as they do, and why they are using the features they do, is likely to be influenced by their attitude and perceived usefulness towards the different behaviours and features, as learned from TBP and IS continuance, fo-

cluding on explaining behaviour including continuously behaviour. Our analysis shows that the participants use SNSs to be a part of a community where knowledge and emotions can be shared, and where you can find people with common interests, similar to the results Wellman and Gulia (1999).

*RQ3a: Why do SNS users in Denmark disclose information on Facebook, Instagram and Snapchat?*

The findings show that there are two main reasons for why SNS users in Denmark disclose information on Facebook, Instagram and Snapchat. Firstly, because they want to create and maintain a glorified image of how they want other SNS users to perceive them. This is because many SNS users believe that how they behave and what they disclose on SNSs represent how they are as persons, also off the SNSs. Secondly, because they can feel in control while doing it through privacy settings enabling them to decide what information goes to whom.

These two aspects leave them with a sense of control while disclosing information on Facebook, Instagram and Snapchat.

*RQ3b: Why do SNS users in Denmark not disclose information on Facebook, Instagram, and Snapchat?*

The answer to this research question is somehow similar yet different to the answer to RQ3a. The main reason for not disclosing information is because the SNS users are concerned that their information is misused or that their glorified image of themselves are to be misinterpreted by other SNS users.

In addition, they feel a lack of control as well, especially when it comes to the providers of the SNSs using their information. An explanation for this can be that the majority of SNS users do not read the terms and conditions before creating an account on an SNS, or during use. This can cause a sense of not being in control because they not fully know and understand the conditions of using the SNSs. On the other hand, those who do read the terms and conditions can also be influenced by what it states and might choose not to disclose information on Facebook, Instagram and Snapchat because they are aware of what the conditions are.

*RQ4a: How do SNS users in Denmark perceive social privacy on Facebook, Instagram, and Snapchat?*

SNS users in Denmark are aware that disclosed information can be seen by other SNS users. However, they perceive social privacy as an aspect of privacy they can control themselves on all three SNSs. This can especially be seen in the way they use privacy settings and chooses the information to disclose.

In relation to privacy settings SNS users are especially using this feature to customise who can see their information, and for the majority of the participants this feature is easy to access and use. Another way that is highlighted by the participants in relation to maintaining their privacy towards other SNS users, are to adapt the information they disclose. A popular point among the participants is that what is disclosed should not be more private than it can withstand to be seen publicly. This mean that they for example leave out certain

information when they disclose or choose not to disclose at all.

What is seen is that they to a high degree are willing to disclose information and take full responsibility for it as long they can control who can see it and who cannot. This also illustrates the fine balance between open and closed boundaries according to the CPM theory concerning privacy management.

SNS users in Denmark perceive Facebook and Instagram as being more safe and controllable than Snapchat when it comes to social privacy, mainly due to Snapchat having a bad reputation among some SNS users, which results in a distrust from them.

*RQ4b: How do SNS users in Denmark perceive institutional privacy on Facebook, Instagram, and Snapchat?*

SNS users in Denmark are aware that their information is owned by the SNS providers. Institutional privacy is perceived as an uncontrollable aspect that comes down to trusting the providers. Nonetheless, the participants feel that they in some way are able to control this in terms of adapting the information that is disclosed to the different SNSs. As for social privacy, they consider what they disclose and do not disclose information that can be compromising for them.

However, in relation to institutional privacy, there is more uncertainty when it comes to trusting the providers with their information. Our findings suggest that the least trusted SNS is Facebook when it comes to how Facebook as a provider use disclosed information. This is mainly based on the high level of targeted advertising on Facebook. In addition, a certain level of distrust is present when it comes

to Snapchat, which especially is due to a bad reputation. Instagram is the SNS that the participants feel that treats their information most confidential.

This lack of trust towards the SNSs also represent the lack of control that they have in relation to manage their open and closed privacy boundaries when it comes to managing their own privacy according to the CPM theory. However, despite this lack of trust towards most of these SNSs, it does not stop them from using the SNSs. The fear of missing out or social exclusion is too high, and they are willing to 'pay' with their privacy. In addition, there is an expectation that if the terms and conditions were changed and it became unsafe for them to use a specific SNS, they would hear about it in the media or in another way be made aware of this.

*RQ5: How does the motivation of SNS users in Denmark for using Facebook, Instagram, and Snapchat influence the willingness of disclosing information on these Social Network Services?*

As RQ2 states the primary motivation for using these three SNSs is to get insight to other SNSs users information. However, they acknowledge that SNSs are highly based on value exchange, and that in order to get information, they need to give information as well. Even though many SNS users consider what information they disclose, use privacy settings, and have a general uncertainty when it comes to how the providers use their information, they are still willing to disclose information. This also illustrates the privacy dilemma when SNS users wish to protect their privacy but still want to be a part of the SNS society by

disclosing information and view disclosed information.

This means that their willingness of disclosing information on SNSs are influenced by that they want to ‘nurse’, or gratify their fundamental need to use these SNSs, which is to get insight in other SNS users lives. In addition, SNS users believe that both their information and privacy are the price they are paying for using SNSs.

*RQ6: Does demographic traits influence the motivations of SNS users in Denmark for using Facebook, Instagram, and Snapchat?*

The findings of this research show that demographic traits do not influence the motivation for using Facebook, Instagram and Snapchat. Neither age nor geographical placement in Denmark influences what motivates the SNS users on the three SNSs.

Our findings is based on results derived from three different data collection methods, which are survey, focus group and interviewing, and involved participants in the age from 19 to 68 and residents in all regions of Denmark.. Furthermore, the findings are compared and considered in relation to related research and theories within the field of interest.

The chosen methods combined with the wide sample representative of the population in Denmark, we believe that we can to some extent generalise from the findings of this research to create a broader understanding of all SNS users in Denmark.

## 6.2 Main arguments

With the answers provided in the previous, we have now reached three arguments which contributes with new knowledge and insights to the existing research on SNS:

1. SNS users in Denmark are aware of the potential risks when disclosing information on SNSs but the loss of insight and information outweigh the perceived risks.
2. Social norms are an important factor when it comes to the acceptance and usage of users on Facebook, Instagram and Snapchat. SNS users in Denmark tend to be active on the SNSs where they find that their existing friends have an account.
3. SNS users in Denmark have various perceptions of how Facebook, Instagram and Snapchat can be sued, leaving space for different interpretations and perceptions of what is considered ethically ‘okay’ to disclose. This argument has led to the creation of four different personas, which is a description of four typical SNS user types in Denmark:

### **Persona 1:**

This persona does not consider their privacy when disclosing information on SNSs. They are willing to disclose anything, without filtering it.

### **Persona 2:**

This persona is aware that their information can be used or misused,



but it does not affect the information they disclose.

### **Persona 3:**

This next persona read the terms and conditions carefully, and adapts the information, which is disclosed, to the different SNSs. This persona carefully considers everything that is disclosed.

### **Persona 4:**

The last persona is one that is very sceptical when it comes to disclosing information on SNSs, and rarely does it. The persona is aware of how the data can be used or misused, and does not trust the medium to handle this kind of information.

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