National Cheng Kung University

Institute of International Management

Qualitative Research Methods

Users' Coping Strategies against Privacy Concerns on Facebook

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1. Introduction.

1.1 Research Background.

Social media is becoming more popular than ever, especially with the raise of Facebook after its birth in 2004. With more than 1 billion users, Facebook is the second largest population nation after China. Therefore, it is understandable that Facebook is receiving interest and attention in all research disciplines, for example, psychology, sociology, law, economy, and information systems (Wilson, Gosling, & Graham, 2012). Parallel with the benefits, Facebook in particular and social media in general does bring along negative issues, i.e. privacy concerns over information oversharing (Acquisti & Gross, 2006; Fogel & Nehmad, 2009; Jiang, Heng, & Choi, 2013; Kim & Hancock, 2015), negative feelings like loneliness or envy and depression that threat users' well-being (McCord, Rodebaugh, & Levinson, 2014; Sagioglou & Greitemeyer, 2014; Tandoc, Ferrucci, & Duffy, 2015), and Facebook addiction (Andreassen, Torsheim, Brunborg, & Pallesen, 2012; Salehan & Negahban, 2013).

Among all those negative outcomes, privacy issues emerge as the most [dominant] issue. In the past few decades, personal information privacy was one of the biggest ethical issues in the age of information (Mason, 1986) and has been the topic for research in multi-disciplines. According to Stieger, Burger, Bohn, and Voracek (2013), privacy concerns accounted for 46% of the reasons why users stopped using Facebook and stood the biggest reason of all.

The literature, however, showed that most of the studies go as far as considering these as negative outcomes, few looks into whether or not people treat these consequences as stressful factors to their well-being and whether or not they develop coping strategies against these problems, or even turn away from the network. We are

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intrigued to answer the questions and explore users' strategies to protect themselves from the problems, emotionally and by actions.

The stress coping theory, ~~initiated by~~ Lazarus (1966), has been widely used in understanding a person's cognitive appraisals and coping efforts, emotion-focused and problem-focused, when facing a stressful situation, in order to produce effective adaptational behaviors. Within this research, we use the stress coping theory as theoretical foundation to explore Facebook users' perception whether the hassles of using Facebook make them stressful and their coping strategies against the privacy .

Research Objectives.

- To re-investigate the types of privacy concerns;

- To explore whether users have privacy concerns when using Facebook and if they are causing user stressed;

- To revisit the tress theory's explanation of coping strategies applies to social media users;

- To explore users' emotional-focused and problem-focused strategies to protect their privacy and themselves on Facebook, especially ~~strategies to avoid Facebook~~ ~~usage among the most~~ heavy users and classify them into categories.

2. Literature Review.

2.1 The Stress Coping Theory.

Stress and stress coping has been a notable paradigm in psychology which received a remarkable interest, especially during the 70s and 80s of the last century. The concepts of stress and stress coping had a long history back in psychology and health behavior, but only until the proposal of the stress coping theory by Lazarus (1966) (please also see Lazarus and Folkman (1984)) that a nourished development has been experienced.

Lazarus and Folkman (1984) define psychological stress as "a particular relationship between the person and the environment that is appraised by the person as taxing or exceeding his or her resources and endangering his or her well-being" (pp. 19). Lazarus and Folkman (1984) offered the stress coping theory, which is a model of two continual crucial processes mediating the relationship of individual and environment, namely cognitive appraisal and coping. According to this theory, an individual, after receiving stressors, goes through the appraisal process and then the coping process before forming his or her behavioral outcomes.

Under the stimulus of stressors, an individual will go through two stages of cognitive appraisal and coping; among which, cognitive appraisal is a process in which an individual assesses if a particular event derived from the external environment impact his or her well-being, and in case it does, in what way. Once the cognitive appraisal is done, there comes the coping stage. Lazarus and Folkman (1984) defined coping as "constantly changing cognitive and behavioral efforts to manage specific external and/or internal demands that are appraised as taxing or exceeding the resources of the person" (pp. 141).

The authors also named two major coping functions, namely emotion-focused and problem-focused coping. The emotion-focus coping or the efforts to control a person's stressful emotions comes in many forms. Majority of people concentrate on reducing the emotional distress and perform strategies like avoidance, distancing, positive comparisons, extracting the positive out of the negative events. A smaller part tends to increase the emotional distress before making th[...] function of coping addresses and tries to change the [...] on problem-solving. Strategies used in this func[...] problem, bringing out substitute solutions, calculatin[...]

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costs and benefits, making a choice, and acting. The problem-focused coping strategies could be focused on the environment (outer directed) or on the self (inner directed) (Kahn, Wolfe, Quinn, Snoek, & Rosenthal, 1964).

The stress coping theory also deals with the adaptati[on] function, morale and somatic health (Lazarus & Folkm[an] being, functional status, and health behaviors (Gla[nz]) transactional model of stress and coping has been proposed by Glanz and Schwartz (2008), as illustrated in the Figure 2-1 below.

You might want literature here on stress coping in online settings This will take you from the base literature (books) to emergent theory (journals) and so the edge of current understanding
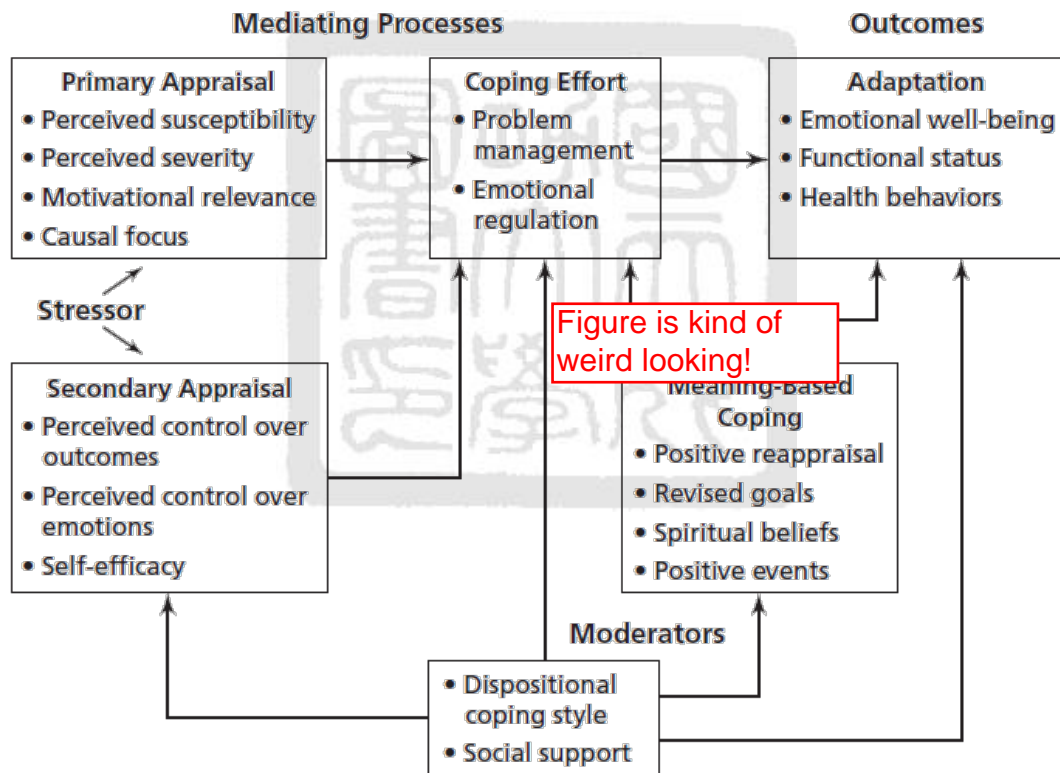

Figure is kind of weird looking!

Figure 2-1. Transactional model of stress and coping
Source: Glanz and Schwartz (2008), pp. 216

2.2 Privacy Concerns.

Information privacy is a long-lived topic and defined as the ability of the persons, or organizations in deciding when, how, and how much they want to communicate their information with others (Westin, 1968); and information privacy concerns as their subjective perspectives of fairness regarding to the use and control of their information privacy (Campbell, 1997). Privacy concerns have been an interesting topic for a lot of researchers and there are quite a number of different concern types being discussed.

Although shared some similar types of the privacy concerns with the Internet users, online social network users have some very specific worries due to the nature of the environment. Some specific concerns raised in social networks can be careless information disclosure that leads to data collection and usage by the social networks providers and third parties, damaged image and reputation as the consequences of gossips among cyber contacts, stalking and harassment, and identity theft (Boyd & Ellison, 2007; Debatin, Lovejoy, Horn, & Hughes, 2009). Krasnova, Günther, Spiekermann, and Koroleva (2009) via the focus group method identified four types of concerns among the social media users, including concerns [...]bility by other users, institutions, or other improper access; (2) threats from the social environment like unmanageable harmful acts, cyber bullying, and stalking; (3) threats from organizational actions like information collection by both the providers and the third parties, misuse of the collected information; and finally (4) identity theft. Krasnova et al. (2009) also found that users tend to worried m[...] invasion of the organizations compared to the other social users.

As for the discussion of the privacy consequences, several research have suggested that privacy concerns lead to users' cautiousness in dealing with their personal information and have physical control actions (Acquisti & Gross, 2006; Anderson &

Agarwal, 2011; Fogel & Nehmad, 2009). However, mostly the studies of the field examine a single protective response – that is refusal to information provision in offline context (Smith, Milberg, & Burke, 1996) and online context (Dinev & Hart, 2004; Jiang et al., 2013; Malhotra, Kim, & Agarwal, 2004). This might be due to the reason that privacy violation was not considered as the threats to the individuals. With the view of the matter as privacy threats, Son and Kim (2008) introduced the concept of "information privacy-protective responses" and discussed these as a series of comprehensive protective responses from the Internet users, including refusal and misrepresentation in terms of information provision, removal and negative word-of-mouth as private action, and public action when complaining directly and indirectly to online organizations. Except for misrepresentation, all other five responses found to be supported. This response, however, found to be a consequence of privacy concerns in a later research (Jiang et al., 2013). In the context of Facebook, Bulgurcu, Cavusoglu, and Benbasat (2010) examined the consequences of the privacy issue in two angles: behavioral and affective and found a series of responses that Facebook users would perform in order to protect their information. These findings of the previous research are obviously overlap with the definitions of two functions of coping efforts, thus, they will be adapted and used in this research in order to understand Facebook users' coping and adaptational behaviors.

Table 2.1 below summarizes the types of privacy issues and the coping strategies identified in the previous research. These types and strategies are then used as guidance for re-investigation and further exploration in this study.

Table 2-1

Types of Priv... ... Strategies

	Source for Adaptation
Privacy issues	
Data collection and dissemination	(Boyd & Ellison, 2007; Debatin et al., 2009); Krasnova et al. (2009)
Damaged image and reputation due to rumors	
Cyber bullying, stalking and harassment by other users	
Identity theft	
Problem-focus strategies	
Intend to quit Facebook.	(Bulgurcu et al., 2010; Son & Kim, 2008; Young & Quan-Haase, 2009)
Intend to limit socialization on Facebook.	
Intend to terminate the connections ...	
Intend to limit the information prov... ...ofile.	
Intend to give false information on Facebook.	
Intend to report the Facebook profiles that threat my privacy.	
Change default privacy settings activated by Facebook.	
Intend to search for additional protection tools.	
Emotion-focused strategies	
Distrust Facebook.	(Bulgurcu et al., 2010)
Feel insecure using Facebook.	
Feel unfair using Facebook.	
Feel uncomfortable being on Facebook	
Feel dissatisfied with Facebook.	

[Margin comment: Good. Useful See journal examples for how to format the table]

[Margin comment: Given these have been found - what is their relationship to your study?]

3. Methodology.

3.1 Methods.

In accordance with this exploratory study, one on one interview is chosen as the main method to be conducted. All interviews will be recorded, transcript, and analyzed accordingly.

3.2 Sampling Plan.

The sampling plan is decided based on several criteria:

- Sample size is 20 individuals of different genders;

- One purpose of this study is to understand the behaviors of the most active group on Facebook, which [Far-East Asians are one of the highest users of FB i.e., your target] etween 18 and 34, equivalent to students and young wor[k] [C]eng Kung University students are targeted for interviews. Even though the subjects of students are not representative for the whole population, they have strong internal validity and possible for later generalization.

- To have a deep understanding of the issue without the distraction of cultural diversification, Asian youths are targeted.

~~3.3 Questionnaires.~~ [Interview guideline]

1. How long have you been using Facebook?

2. Have you ever experienced any privacy issues on Facebook? What are they?

3. How did you feel when you faced these problems?

4. What actions did you take to protect yourself?

5. Have you ever thought of leaving Facebook?

6. Other demographic questions and observation: age, gender, nationality.

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Focal set of references
You need a few from the very recent period

NCKU, IMBA - FEEDBACK, CLASS PRESENTATIONS

THE GROUP YOU ARE *ASSESSING:*	Save your file. Use this format: group being assessed your group.doc So an example would be TIV Voltes5.doc – where TIV is the group being assessed and Voltes5 is your group.
SINGH	
YOUR GROUP NAME:	
INSTRUCTOR	

A	B	C	D
Are ideas presented connected with the aim of the presentation?	Are the ideas presented clearly supported with evidence and logical argument?	Is it easy to follow & to understand? (Are the slides clear and easy to follow e.g. use of new pictures, words, graphs)	Overall impression (is it a group presentation etc.?)
40%	30%	20%	10%

5%	5%	5%	5%

Comments (space will expand as you type)
The slides layout the work - but animate them
You look so unhappy - but your work is interesting - have faith and smile!
Reduce the words - as far as possible - on the slides
Citation can be made smaller
Presenting the literature - can summarize ideas and then give the citation
Privacy concerns - is this strategies?

Coping
Coping online
Group - focus (heavy users)

This proposal focuses on Facebook users' experiences of privacy invasions and subsequent coping strategies. You have effectively communicated an area of focus and draw on a relevant and useful literature. What is going to give you an edge here is a focus on Far-Eastern users. I am fairly certain there is little literature that explains how this group understand either privacy or invasions of same. See, though, if there is anything on this issue. In turn, you can then bring a tighter focus to coping strategies and what they mean in this more specific context. Relating heavy users to Far-East Asians (who are these?) will also serve to motivate your study.
See your objectives. By going one more step you will start to define and motivate a very clear space for your work to develop.
Much promise here for a good study.

88%

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