A STUDY ON INFORMATION REVELATION AND INTERNET PRIVACY CONCERN ON SOCIAL NETWORK SITES OF FACEBOOK: A CASE STUDY OF NON-TRAINED SUBSTITUTE TEACHERS OF UNIVERSITI UTARA MALAYSIA

MARNI BINTI ISHAK

MASTER OF SCIENCE (MANAGEMENT)
UNIVERSITI UTARA MALAYSIA
June 2012
PERMISSION TO USE

In presenting this project paper to the College of Business of Universiti Utara Malaysia in partial fulfillment to the requirements for the award of the degree of Master of Science (Management), I agree that the library may make it freely available for inspection. I further agree that permission for copying from this project paper in any manner, in whole or in part, for scholarly purposes may be granted by the lecturer who supervised my project work; or in his absence by the Dean of the College of Business. It is understood that any copying, publication or use of this project paper or parts thereof for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to Universiti Utara Malaysia for any scholarly use from any material in my project paper.

Requests for permission to copy or to make other use of materials in this project paper, in whole or in part, should be addressed to:

Dean
Othman Yeop Abdullah Graduate School of Business
College of Business
Universiti Utara Malaysia
06010 Sintok
Kedah Darul Aman
Malaysia

iii
ABSTRACT

The purpose of this study is to determine the relationship between Internet privacy concerns and information revelation on Facebook among non-trained substitute teachers of Universiti Utara Malaysia. Facebook is one of the social network sites that increasingly attract millions of users in the cyber world, many have used this site into their daily practice to establish or maintain their social networks connection with others.

In this study, there are five objectives constructed to evaluate the relationship between Internet privacy concerns and information revelation on Facebook. The findings revealed that there are no relationships between Internet privacy concerns and information revelation on Facebook. Data are gathered using questionnaires and analysed by using Statistical Package for Social Science Software (SPSS). The paper finally presents the outcome of the study, together with the limitations and avenues for future research of this topic.

Keywords: Facebook, Internet privacy concerns, information revelation, social network sites.
KAJIAN TENTANG KEPERIHATINAN TERHADAP PRIVASI INTERNET DAN PENDEDAHAN MAKLUMAT DI DALAM LAMAN RANGKAIAN SOSIAL FACEBOOK: KAJIAN KES DALAM KALANGAN GURU SANDARAN TIDAK TERLATIH DI UNIVERSITI UTARA MALAYSIA

ABSTRAK

Tujuan kajian ini adalah untuk menentukan hubungan antara keperihatinan terhadap privasi Internet dan pendedahan maklumat di dalam Facebook di kalangan guru sandaran tidak terlatih di Universiti Utara Malaysia. Facebook merupakan salah satu laman rangkaian sosial yang semakin menarik berjuta-juta pengguna di dunia siber, ramai yang telah menggunakan laman ini di dalam rutin harian mereka untuk mewujudkan jaringan rangkaian sosial.

Dalam kajian ini, terdapat lima objektif yang dibina untuk menilai hubungan antara keperihatinan terhadap privasi Internet dan pendedahan maklumat mengenai Facebook. Dapatan kajian menunjukkan bahawa tidak terdapat hubungan antara keperihatinan terhadap privasi Internet dan pendedahan maklumat di Facebook. Data dikumpulkan dengan menggunakan soal selidik dan dianalisis dengan menggunakan Pakej Statistik untuk Perisian Sains Sosial (SPSS). Kertas yang akhirnya membentangkan hasil kajian bersama-sama dengan had dan ruang untuk penyelidikan masa depan topik ini.

*Kata kunci: Facebook, keperihatinan terhadap privasi Internet, pendedahan maklumat, laman rangkaian sosial.*
ACKNOWLEDGEMENT

All praise and gratitude be given to Allah al-Mighty for giving me such a great strength, wisdom, patience, knowledge and ability to complete this project paper.

First and foremost, I wish to express my sincere appreciation to my project supervisor, Mr. Abdul Manaf Bin Bohari of Universiti Utara Malaysia for his advice and guidance throughout completing this project paper. Thank you to my examiner, Dr. Jenny for your patience in correcting my work.

Special thanks to my father, Dr. Ishak Bin Sin who has given me tremendous support, guidance, critics, and encouragement for me to fulfill the requirement of this project. I also would like to thank my mother, Puan Kelthom Binti Awang Kechik, who had shown her understanding and giving me moral support in completing this thesis.

I am also greatly indebted to my siblings, Maizun, Maizan, and Mazani, my best friends; Nor Nasyila Binti Rejab, Azfahanim Binti Rijaluddin, Azranisya Binti Abul Kassim and Nadia Binti Sulaiman, for their understanding, patience, and support during entire period of my study. Thank you for all the love and unwavering support from all of you.

Last but not least, thank you to my course mates who helped me a lot in giving me all sorts of information regarding this completion of project paper and never ending moral supports.

Without the contribution and support from all of you, this project paper would not have been possible.
## TABLE OF CONTENTS

Certification ........................................................................................................ ii
Permission to Use ............................................................................................ iii
Abstract ........................................................................................................ iv
Abstrak ........................................................................................................... v
Acknowledgement ......................................................................................... vi
Table of Contents .......................................................................................... vii
List of Tables ................................................................................................... xii
List of Figures .................................................................................................. xv

### CHAPTER 1: RESEARCH PROBLEM ......................................................... 1

1.1 Introduction ............................................................................................. 1
1.2 Background of the Study ...................................................................... 1
1.3 Problem Statement ............................................................................. 3
1.4 Objective of the Study .......................................................................... 5
1.5 Research Questions ............................................................................. 6
1.6 Scope of the Study .............................................................................. 7
1.7 Significance of the Study .................................................................... 7

### CHAPTER 2: LITERATURE REVIEW ....................................................... 8

2.1 Introduction .......................................................................................... 8
2.2 Social Network Sites .......................................................................... 8
2.3 Introduction of Facebook .................................................................... 10
2.4 Frequency Use of Facebook ............................................................... 13
2.5 Personal Network Size on Facebook .................................................. 14
2.6 Concern for Internet Privacy on Facebook ......................................... 15
2.7 Concern for Unwanted Audiences on Facebook .................................. 16
2.8 Profile Visibility on Facebook ............................................................. 17
2.9 Information Revelation on Facebook ................................................... 18
2.10 Summary ............................................................................................. 19
4.3.1 Frequency of Facebook Use and Information Revelation on Facebook

4.3.1.1 Frequency of Facebook Use and Revelation of Relationship Status ........................................... 38

4.3.1.2 Frequency of Facebook Use and Revelation of Birth Date ............................................................... 40

4.3.1.3 Frequency of Facebook Use and Revelation of Education Information ........................................... 42

4.3.1.4 Frequency of Facebook Use and Photo Sharing ................................................................. 44

4.3.1.5 Frequency of Facebook Use and Revelation of Real Name ........................................................... 46

4.3.2 Facebook Personal Network Size and Information Revelation on Facebook ........................................... 47

4.3.2.1 Facebook Personal Network Size and Revelation of Relationship Status ........................................ 48

4.3.2.2 Facebook Personal Network Size and Revelation of Birth Date ........................................................ 50

4.3.2.3 Facebook Personal Network Size and Revelation of Education Information ................................... 52

4.3.2.4 Facebook Personal Network Size and Photo Sharing ......................................................... 54

4.3.2.5 Facebook Personal Network Size and Revelation of Real Name ...................................................... 56

4.3.3 Concern for Internet Privacy and Information Revelation on Facebook .................................................. 57

4.3.3.1 Concern for Internet Privacy and Revelation of Relationship Status .................................................. 58

4.3.3.2 Concern for Internet Privacy and Revelation of Birth Date .............................................................. 60

4.3.3.3 Concern for Internet Privacy and Revelation of Education Information .............................................. 62

4.3.3.4 Concern for Internet Privacy and Photo Sharing ................................................................. 64
4.3.3.5 Concern for Internet Privacy and Revelation of Real Name........................................ 66

4.3.4 Profile Visibility and Information Revelation on Facebook...... 68
4.3.4.1 Profile Visibility and Revelation of Relationship Status on Facebook.......................... 68
4.3.4.2 Profile Visibility and Revelation of Birth Date....... 70
4.3.4.3 Profile Visibility and Revelation of Education Information........................................ 71
4.3.4.4 Profile Visibility and Photo Sharing......................... 73
4.3.4.5 Profile Visibility and Revelation of Real Name...... 74

4.3.5 Concern for Unwanted Audiences and Information Revelation on Facebook........................ 75
4.3.5.1 Concern for Unwanted Audiences and Revelation of Relationship Status....................... 76
4.3.5.2 Concern for Unwanted Audiences and Revelation of Birth Date...................................... 78
4.3.5.3 Concern for Unwanted Audiences and Revelation of Education Information.......................... 80
4.3.5.4 Concern for Unwanted Audiences and Photo Sharing... 82
4.3.5.5 Concern for Unwanted Audiences and Revelation of Real Name....................................... 84

CHAPTER 5: DISCUSSION AND CONCLUSION.......................... 86

5.1 Introduction........................................................................ 86
5.2 Summary of Findings.......................................................... 86
5.3 Discussion of Research Findings........................................... 87
  5.3.1 Frequency of Facebook Use and Information Revelation on Facebook.............................. 87
  5.3.2 Facebook Personal Network Size and Information Revelation on Facebook....................... 88
5.3.3 Concern for Internet Privacy and Information Revelation on Facebook

5.3.4 Profile Visibility and Information Revelation on Facebook

5.3.5 Concern for Unwanted Audiences and Information Revelation on Facebook

5.4 Limitation of the Study

5.5 Recommendation for Future Research

5.6 Conclusion

REFERENCES

APPENDICES

Appendix A Questionnaires

Appendix B Data Analysis
LIST OF TABLES

Table 4.1  Frequency of Demographic Information.......................... 32
Table 4.2  Frequency of Facebook Use and Relationship Status......... 39
Table 4.3  Chi-Square Test of Relationship between Facebook Use and Relationship Status......................................................... 40
Table 4.4  Frequency of Facebook Use and Revelation of Birth Date.... 41
Table 4.5  Chi-Square Test of Relationship between Facebook Use and Revelation of Birth Date......................................................... 42
Table 4.6  Frequency of Facebook Use and Education Information...... 43
Table 4.7  Chi-Square Test of Relationship between Facebook Use and Education Information......................................................... 44
Table 4.8  Frequency of Facebook Use and Photo Sharing.................. 45
Table 4.9  Chi-square test of Relationship between Frequency of Facebook Use and Photo Sharing......................................................... 46
Table 4.10 Frequency of Facebook Use and Real Name....................... 47
Table 4.11 Chi-Square Test of Relationship between Frequency of Facebook Use and Real Name......................................................... 48
Table 4.12 Frequency of Facebook Personal Network Size and Relationship Status................................................................. 49
Table 4.13 Chi-Square Test of Relationship between Personal Network Size and Relationship Status......................................................... 50
Table 4.14 Frequency of Facebook Personal Network Size and Birth Date.. 51
Table 4.15 Chi-Square Test of Relationship between Personal Network Size and Birth Date................................................................. 52
Table 4.16 Frequency of Facebook Personal Network Size and Education Information................................................................. 53
Table 4.17 Chi-Square Test of Relationship between Personal Network Size and Education Information................................................................. 54
Table 4.18 Frequency of Facebook Personal Network Size and Photo Sharing.. 55
Table 4.19  Chi-Square Test of Relationship between Personal Network Size and Photo Sharing............................................. 56
Table 4.20  Frequency of Facebook Personal Network Size and Real Name.................................................. 57
Table 4.21  Chi-Square Test of Relationship between Personal Network Size and Real Name............................................. 58
Table 4.22  Frequency of Concern for Internet Privacy and Relationship Status.................................................. 59
Table 4.23  Chi-Square Test of Relationship between Concern for Internet Privacy and Relationship Status............................................. 60
Table 4.24  Frequency of Concern for Internet Privacy and Birth Date.................................................. 61
Table 4.25  Chi-Square Test of Relationship between Concern for Internet Privacy and Birth Date............................................. 62
Table 4.26  Frequency of Concern for Internet Privacy and Education Information.................................................. 63
Table 4.27  Chi-Square Test of Relationship between Concern for Internet Privacy and Education Information............................................. 64
Table 4.28  Frequency of Concern for Internet Privacy and Photo Sharing.................................................. 65
Table 4.29  Chi-Square Test of Relationship between Concern for Internet Privacy and Photo Sharing............................................. 66
Table 4.30  Frequency of Concern for Internet Privacy and Real Name.................................................. 67
Table 4.31  Chi-Square Test of Relationship between Concern for Internet Privacy and Real Name............................................. 68
Table 4.32  Frequency of Profile Visibility and Relationship Status.................................................. 69
Table 4.33  Chi-Square Test of Relationship between Profile Visibility and Relationship Status............................................. 70
Table 4.34  Frequency of Profile Visibility and Birth Date.................................................. 71
Table 4.35  Chi-Square Test of Relationship between Profile Visibility and Birth Date............................................. 71
Table 4.36  Frequency of Profile Visibility and Education Information.................................................. 72
Table 4.37  Chi-Square Test of Relationship between Profile Visibility and Education Information............................................. 73
<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.38</td>
<td>Frequency of Profile Visibility and Photo Sharing</td>
<td>74</td>
</tr>
<tr>
<td>4.39</td>
<td>Chi-Square Test of Relationship between Profile Visibility and Photo Sharing</td>
<td>74</td>
</tr>
<tr>
<td>4.40</td>
<td>Frequency of Profile Visibility and Real Name</td>
<td>75</td>
</tr>
<tr>
<td>4.41</td>
<td>Chi-Square Test of Relationship between Profile Visibility and Real Name</td>
<td>76</td>
</tr>
<tr>
<td>4.42</td>
<td>Frequency of Concern for Unwanted Audiences and Relationship Status</td>
<td>77</td>
</tr>
<tr>
<td>4.43</td>
<td>Chi-Square Test of Relationship between Concern for Unwanted Audiences and Relationship Status</td>
<td>78</td>
</tr>
<tr>
<td>4.44</td>
<td>Frequency of Concern for Unwanted Audiences and Birth Date</td>
<td>79</td>
</tr>
<tr>
<td>4.45</td>
<td>Chi-Square Test of Relationship between Concern for Unwanted Audiences and Birth Date</td>
<td>80</td>
</tr>
<tr>
<td>4.46</td>
<td>Frequency of Concern for Unwanted Audiences and Education Information</td>
<td>81</td>
</tr>
<tr>
<td>4.47</td>
<td>Chi-Square Test of Relationship between Concern for Unwanted Audiences and Education Information</td>
<td>82</td>
</tr>
<tr>
<td>4.48</td>
<td>Frequency of Concern for Unwanted Audiences and Photo Sharing</td>
<td>83</td>
</tr>
<tr>
<td>4.49</td>
<td>Chi-Square Test of Relationship between Concern for Unwanted Audiences and Photo Sharing</td>
<td>84</td>
</tr>
<tr>
<td>4.50</td>
<td>Frequency of Concern for Unwanted Audiences and Real Name</td>
<td>85</td>
</tr>
<tr>
<td>4.51</td>
<td>Chi-Square Test of Relationship between Concern for Unwanted Audiences and Real Name</td>
<td>86</td>
</tr>
</tbody>
</table>
LIST OF FIGURES

Figure 2.1 Share of Total Time Spent Online.............................................. 10
Figure 2.2 Monthly US Unique Visitor Trend.............................................. 11
Figure 2.3 Top 10 Global Markets by Facebook.com................................. 12
Figure 3.1 Theoretical Framework.......................................................... 24
Figure 4.1 Information Revelation on Respondents’ Profile...................... 32
Figure 4.2 Frequency of Facebook Use on Daily and Weekly Basis........... 33
Figure 4.3 Facebook Personal Network Size on Facebook....................... 34
Figure 4.4 Concern for Internet Privacy Among Respondents.................. 35
Figure 4.5 Facebook Profile Visibility Among Friends and Everyone
on Facebook Network................................................................. 36
Figure 4.6 Concern for Unwanted Audiences on Facebook..................... 37
CHAPTER 1
RESEARCH PROBLEM

1.1 Introduction

Social network sites have become increasingly popular, with an estimation of 80 to 90 percent of students actively participating in services such as Myspace, Friendster and Facebook (Strater & Richter, 2007). What makes students attracted to social network sites is their ability to converse with friends, share digital cultural artifacts and ideas, and connect to vast networks of people (Boyd & Heer, 2006). Regardless of these potential advantages, academicians and medias have raised concerns about the risks associated with the disclosure of personal information on social network sites (Barnes, 2006; Govani & Pashley, 2005; Gross & Acquisti, 2005).

1.2 Background of the Study

Facebook is one of the social network sites that progressively attract millions of Internet users in the cyberspace. Many have used this site into their daily practices to establish or maintain their social network connections with others. Facebook implemented an extensive range of features; a visible profile that display profile picture, current status and posts, photo albums, birthdays, group messages, an account setting and privacy setting. Facebook also offers a possibility to find a person that have Yahoo or Hotmail e-mail address that also have Facebook account. This page can be oriented towards education-related context, romantic relationship, linking people with common interests such as
The contents of the thesis is for internal user only
REFERENCES


