

**ONLINE INFORMATION REVELATION AND PRIVACY ON  
INTERNET- BASED SOCIAL NETWORK OF FACEBOOK:  
A CASE OF UUM POSTGRADUATE STUDENTS**

**A Thesis submitted to the UUM College of Business  
In partial fulfillment of the requirement for the degree  
Master of Science Management  
Universiti Utara Malaysia**

**By  
NADIAH BT MOHAMAD ROSDI  
(807426)**

**2013**

## **PERMISSION TO USE**

In presenting this thesis in partial fulfillment of the requirements for a postgraduate degree Master of Science Management from University Utara Malaysia, I agree that the university's library may it freely available for inspection. I further agree that permission for copying this thesis in any manner, in a whole or in a part, for scholarly purpose may be granted by my supervisor or in their absence, by the Dean of Postgraduate, UUM College of Business. It is understood that any copying or publication or use of this thesis 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 University Utara Malaysia for any scholarly use which may be made of any material from my thesis.

Requests for permission to copy or to make other use of materials in this thesis, in whole or in part shall be addressed to:

Dean of Postgraduate  
UUM College of Business  
University Utara Malaysia  
06010 Sintok  
Kedah Darul Aman

## **DISCLAIMER**

I am responsible of the accuracy of the opinion, technical comment, factual report, data, figures, illustrations and photographs in the article. I bear full responsibility for the checking whether material submitted is subject to copyright or ownership right. UUM does not accept any liability for the accuracy of such comment, report and other technical and factual information and the copyright or ownership right claims.

I certify that the substance of this thesis has not already been submitted for any degree and is not currently being submitted for and other degree or qualification. I certify that any help received in preparing this thesis and all sources used have been acknowledged through this thesis.

Student's Signature:

---

(NAME: NADIAH BT MOHAMAD ROSDI )

Metric: 807426

Date: 18 February 2013

## ABSTRACT

The purpose of this study was to evaluate the online information revelation and privacy on internet based social network of Facebook of UUM postgraduate students. It was hypothesized that there is significant relationship between four factors which are concern for internet privacy, concern about unwanted audiences, personal network size and frequency of Facebook use. The survey were used for gathers the data from respondents for this study that were consisted of 306, as refers to UUM postgraduate students that study at UUM Kuala Lumpur campus. There were 52.9% female and 47.1 % male ranging from 20-40 years old. The data was collected and analyzed using Exploratory Factor Analysis (EFA), descriptive and regression analysis. EFA used to identify which factors that influence the online information revelation . While descriptive analysis test was used to examine students privacy protection strategies. Finally the regression analysis test is to investigate the association between independent variables and dependent variables. The finding indicated that frequency of facebook use have the highest mean compared to others factors. It shows that frequency of facebook use was the most affected factors to the online onformation revelation and internet privacy of UUM postgraduate students. Moreover others factors show that positively association with information revelation. Lastly the student have their own privacy strategies to protect themselves. The most often practiced by the students are the use of private email messages, exclusion of personal information and altering default privacy setting.

## **ACKNOWLEDGEMENTS**

An outstanding cooperation of dedicated professional at School of Business Management and OYA Graduate School of Business made the creation of the thesis a pleasure. My supervisor, Mr. Abdul Manaf Bohari, enthusiastically support and backed the project and play a large role in completing the thesis. Thank you very much for the invaluable guidance, encouragements, suggestions, comments, and assistances through-out the period of this thesis. Your kind advice will encourage me to do further research in future.

I thank the faculty staff for valuable information, supply many insightful reaction, and suggestions for final works improvements. I am particularly grateful to Mr. Nazlan B Mohamed Nazidin Coordinator of Business Management at IKIP College, who helped me a lot in SPSS. Also, I am particularly grateful to my colleagues, friends, and course-mates who in anyway help me through this research paper.

Finally, I am indebted to my husband and my sister, Iskandar bin Abdul Halim and Nabilah bt Mohamad Rosdi. Thanks a lot for giving me more chance and more time to complete this final report. Special thanks for their support, commitment, and understanding in helping me pull through this course. I appreciate the contribution from all of my family. All of you are wonderful helpmate. Thank you for everything.

Nadiah bt Mohamad Rosdi

18 February 2013

# TABLE OF CONTENTS

	<b>PAGE</b>
PERMISSION TO USE	iii
DISCLAIMER	iv
ABSTRACT	v
ACKNOWLEDGEMENT	vi
TABLE OF CONTENTS	vii
<b>CHAPTER ONE: INTRODUCTION</b>	<b>1-7</b>
1.0 Background of the Study	
1.1 Problem Statement	
1.2 Research Objectives	
1.3 Research Questions	
1.4 Significance of the Study	
1.5 Summary	
<b>CHAPTER TWO: LITERATURE REVIEW</b>	<b>8-54</b>
2.0 Introduction	
2.1 Background	
2.1.1 Social Network and Facebook	
2.2 Literature Review	
2.2.1 Social Network on Social Relationship	
2.2.2 Social Networking as Social Function	
2.2.3 Social Network as Platform of Interaction	
2.2.4 Social Network and Online Activity	
2.2.5 Social Network and Internet	
2.2.6 Social Network and Daily Life	

2.3 Conclusion

**CHAPTER THREE: RESEARCH METHODOLOGY**

**55-59**

- 3.0 Introduction
- 3.1 Research Framework and Variables Selection
- 3.2 Hypothesis Setting
- 3.3 Sampling
- 3.4 Questionnaire Development
- 3.5 Pilot Test Results
- 3.6 Statistical Method
- 3.7 Summary

**CHAPTER FOUR: RESULTS AND ANALYSES**

**60-68**

- 4.0 Introduction
- 4.1 Overall Reliability Test
- 4.2 Demographic Profile
- 4.3 Mean and Standard Deviation for four variables
- 4.4 Mean and Standard Deviation for Privacy Protection Strategies
- 4.5 Regression Analysis
- 4.6 Exploratory Factor Analysis
- 4.7 Conclusion

**CHAPTER FIVE: DISCUSSION AND FUTURE RESEARCH**

**69-73**

- 5.0 Introduction
- 5.1 Limitation
- 5.2 Discussion

5.3 Future Research

5.4 Conclusion

## **REFERENCES**

## **APPENDICES**



# CHAPTER ONE

## INTRODUCTION

### 1.0 Background of the Study

Social network sites (SNSs) 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. The nature and nomenclature of these connections may vary from site to site. Boyd & Ellison (2007). The uniqueness of social network sites is not that they allow individuals to meet unfamiliar person, but to a certain extent that they enable users to articulate and make visible their social networks.

Before joining an SNS, an individual is asked to fill out forms containing a series of questions. The profile is generated using the answers to these questions, which typically include descriptors such as age, location, interests, and an "about me" section. Most sites also encourage users to upload a profile photo. Some sites allow users to enhance their profiles by adding multimedia contents or modifying their profile's interface. (Sundén, 2003, p. 3) Others, such as Facebook, allow users to add modules ("Applications") that enhance their profile. The visibility of a profile differs by site and according to users' discretion. By default, profiles on Friendster and Tribe.net are crawled by search engines, making them visible to anyone, regardless of whether or not the viewer has an account. Alternatively, LinkedIn controls what a viewer may perceive based on whether she or he has a paid account. Sites like MySpace allow users to prefer

The contents of  
the thesis is for  
internal user  
only

## REFERENCES

- Acquisti, A. & Gross, R. (2006) Imagined Communities: Awareness, Information Sharing, and Privacy on the Facebook, 6th Workshop on Privacy Enhancing Technologies, Robinson College, Cambridge University, UK.
- Acquisti, A., & Gross, R. (2006). Imagined communities: Awareness, information sharing, and privacy on the Facebook. In Danezis, G., & Golle, P. (Eds.), *Privacy Enhancing Technologies* (4258/2006, pp. 36-58). Heidelberg: Springer Berlin.
- Agraz, Diana. (2004), *iMaking Friends Through Social Networks: A New Trend in Virtual Communication's* Stanford.edu. Retrieved on October 2010 from <<http://www.stanford.edu/~aneesh/NewFiles/Dian%20Agraz.pdf>>.
- Albrechtslund, A. (2008) "Online Social Networking as Participatory Surveillance", *First Monday*, (13:3).
- Altman, I. and Taylor, D.A. (1973), *Social Penetration: The Development of Interpersonal Relationships*, Holt, Rinehart & Winston, New York, NY.
- Berendt, B., Günther, O., and Spiekermann, S. "Privacy in e-commerce: stated preferences vs. actual behavior", *Communications of the ACM*, Volume 48, Number 4, pp. 101-106, 2005.
- Boyd, D. (2007), "Social network sites: public, private, or what?", *Knowledge Tree*, Vol. 13.
- Boyd,D.& Heer,J.(2006) Profiles as conversation: networked identity performance on friendster,in *Proceeding of the Hawaii International Conference on System Sciences, Persistent Conversation Track*, IEEE Computer Society,47 January ,Kauai, HI.
- Boyd,d.,& Heer,J. (2006,January). Profiles as conversation: Networked identity performance on Friendster. Paper presented at the proceedings of the Hawaii International Conference on System Sciences, Persistent Conversation Track,Kauai,HI.
- Buskin,J.(2000). "Choice and Trust," *Wall Street Journal*, (April17),R 34.
- Carter, H. L., Foulger, T. S., & Ewbank, A. D. (2008). Have you googled your teacher lately? Teachers' use of social networking sites; common sense doesn't necessarily prevail when teachers plunge into the world of social networking sites. disastrous consequences can ensue, and the authors urge educators to consider the potential outcomes before they post. *Phi Delta Kappan*, 89 (9), 681(685). *Communication Research*, Vol. 13, pp. 167-90.
- ComScore (2008), "Social networking explodes worldwide as sites increase their focus on cultural relevance", *comScore.com*, August 12.
- Comscore (2010), "Press releases", available at: [www.Comscore.Com/press/pr.Asp](http://www.Comscore.Com/press/pr.Asp) . Retrieved on November 2012
- Cozby, P. (1973), "Self-disclosure: a literature review", *Psychological Bulletin*, Vol. 79, pp. 73-91.
- De Vito, J.A. (1986), *The Interpersonal Communication Book*, Harper & Row, New York, NY.
- Derlega, V.J., Metts, S., Petronio, S. and Margulis, S.T. (1993), *Self-disclosure*, Sage Publications,Newbury Park, CA.

- Dubow, B. 2007, 'Confessions of "Facebook Stalkers"', USA Today, from <[http://www.usatoday.com/tech/webguide/internetlife/2007-03-07-facebook-stalking\\_N.htm](http://www.usatoday.com/tech/webguide/internetlife/2007-03-07-facebook-stalking_N.htm)>.
- Emery, D. (2010, July 29). Details of 100 million Facebook users collected and published. BBC News. Retrieved from <http://www.bbc.co.uk/news/technology-10796584>.
- Emery, D. (2010, July 29). Facebook data harvester speaks out. *BBC News*. Retrieved from <http://www.bbc.co.uk/news/technology-10802730>.
- ENISA Position Paper #1, "Security Issues and Recommendations for Social Networks", Giles Hogben (Ed), European Network and Information Security Agency, 2007. Everything, Portfolio, New York, NY.
- Fishman, N. 2009. *Background screening trends: Social networking among issues to spark hiring controversies*. Retrieved January 2010 from <http://www.shrm.org/hrdiscipline/staffingmanagement/Articles/pages/backgroundscreening/trends.aspx>
- Flatow, I. (2008). Web privacy concerns prompt Facebook changes. On Science Friday [Radio Podcast]. New York: NPR ScienceFriday Inc.
- Goffman, E. (1956) The nature of deference and demeanor, *American Anthropologist* vol.58, no.3, pp.475-499.
- Goffman, E. (1959) *The Presentation of Self in Everyday Life*, Doubleday Anchor Books, Garden City, New York.
- Greenwood, B. (2008). MySpace, Facebook, Google integrate data portability. *Information Today* 25 (6):27.
- Gross, R., Acquisti, A., and Heinz, H. J. "Information revelation and privacy in online social networks", in *Proceedings of the 2005 ACM Workshop on Privacy in the Electronic Society*, 2005.
- Gross, Ralph and Acquisti, Alessandro (2006). *Information Revelation and Privacy in Online Social Networks*. pp. 71-79
- Gross, Ralph and Alessandro Acquisti. (2005) *Information Revelation and Privacy in Online Social Networks*. WPES 05 7
- Gürses, S., Berendt, B., Santen, T. (2006) "Multilateral security requirements analysis for preserving privacy in ubiquitous environments", in *Proceedings of the UKDU Workshop* Berendt, B., Menasalvas, E. (Eds.), pp. 51-64.
- Gutwirth, S. (2002) "Privacy and the Information Age", Rowman and Littlefield: Maryland.
- Hampton, K. & Wellman, B. (2003) *Neighboring in netville: how the internet supports community and social capital in a wired suburb*, *City and Community*, vol.2, no.4, pp.277-311.
- Hampton, K. N. (2007) *Neighborhoods in the network society :the e-Neighbors study*, *Information, Communication & Society*, vol.10, no.5, pp.714-748.
- Hardy, Q. (2009), *Web 2.0's Corporate Plea*, Forbes, London.
- Haythornthwaite, C. (2005) *Social networks and Internet connectivity effects*, *Information, Communication & Society*, vol.8, no.2, pp.125-147.
- Heining, A. (2009), "Facebook privacy changes, aimed at openness, may trigger the opposite", *The Christian Science Monitor*, May 15

- J. Donath and D. Boyd. Public (2004) displays of connection. *BT Technology Journal*, 22: 7182
- Joinson, A.N., Reips, U-D., Buchanan, T.B., and Paine Schofield, C.B. in press. Privacy, trust and self-disclosure online. *Human-Computer Interaction*. from <http://www.joinson.com/>
- Jones, H., & Soltren, J. H. (2005). Facebook: Threats to privacy. Retrieved on November 2011
- Jones, Harvey and Soltren, Jose Hiram. Facebook: Threats to Privacy. December 15, 2005. pp 1, 4, 16, 34, 35.
- Jourard, S.M. (1971), *The Transparent Self*, D. Van Nostrand, New York, NY.
- Kent (2011), Malaysian Facebook Users Hits 12Millions. Retrieved November, 11, 2012 from [www.socialbakers.com](http://www.socialbakers.com)
- Kim, W., Lee, C. and Hiemstra, S. (2004), "Effects of an online virtual community on customer loyalty and travel product purchases", *Tourism Management*, Vol.25 No.3
- Klaassen, A. (2008), "Facebook vs. Google's adword", *Advertising Age*, Vol. 78 No. 6.
- Lampe, C., Ellison, N., & Steinfield, C. (2007). A familiar Face(book): Profile elements as signals in an online social network. In *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems* (pp. 435-444). New York: ACM Press.
- Lenhart, A. (2009), *The Democratization of Online Social Networks: A Look at the Change in A Look at the Change in Demographics of Social Network Users over Time*, Pew Research Center Internet & American Life Project, Milwaukee, WI.
- Lenhart, A., & Madden, M. (2007). Teens, privacy, and online social networks: How teens manage their online identities and personal information in the age of MySpace. Reports: Family, Friends & Community. Retrieved October 20, 2011, from [http://www.pewinternet.org/pdfs/PIP\\_Teens\\_Privacy\\_SNS\\_Report\\_Final.pdf](http://www.pewinternet.org/pdfs/PIP_Teens_Privacy_SNS_Report_Final.pdf)
- Lenhart, L., & Madden, M. (2007). *Pew internet: Pew Internet and American Life Project*.
- Lipford H. R., Besmer A., and Watson, J., (2008) "Understanding Privacy Settings in Facebook with an Audience View," 2008 USENIX Workshop on Usability, Psychology, and Security
- Mackay W. "Triggers and barriers to customizing software," *Proceedings of CHI'91*, 1991 ACM Press, pp. 153-160.
- Madden, M., Fox, S., Smith, A., & Vitak, J. (2007). *Digital footprints: Online identity management and search in the age of transparency. Reports: Internet Evolution*. Retrieved October 2008, from [http://www.pewinternet.org/pdfs/PIP\\_Digital\\_Footprints.pdf](http://www.pewinternet.org/pdfs/PIP_Digital_Footprints.pdf).
- Majmudar, Nishad. "Facebook users say friendship has its limits ñ or ought to Democratic and chronicle.com. 28 August 2005. Retrieved on 27 September 2011 <<http://www.democrat> and [chronicle.com/apps/](http://www.chronicle.com/apps/)
- McCandlish, Stanton. "EFF's Top 12 Ways to Protect Your Online Privacy." *Electronic Frontier Foundation*. 10 April 2001. Retrieved on 8 December 2011 <[http://www.eff.org/Privacy/eff\\_privacy\\_top\\_12.html](http://www.eff.org/Privacy/eff_privacy_top_12.html)>.
- Mead, G.H. (1934) *Mind, Self, and Society from the Stand point of a Social Behaviorist*, ed. C.W. Morris, University of Chicago Press, Chicago.

- Morrison.C (2010) Malaysia ranks fourth in Southeast Asia's FB usage. Retrieved November 2012 from <http://www.theborneopost.com/2012/11/20/malaysia-ranks-fourth-in-southeast-asias-fb-usage>
- Nakanishi, M. (1986), "Perceptions of self-disclosure in initial interaction", *Human Communication Research*, Vol. 13, pp. 167-90.
- NetLingo (2006), *NetLingo: The Internet Dictionary*, available at: [www.netlingo.com](http://www.netlingo.com) (accessed 10 July 2012).
- Nissenbaum, H., "Privacy as Contextual Integrity", *Washington Law Review*, (79:1), 2004, pp. 119-158.
- Nosko, A., & Wood, E., & Molema, S. (2010). All about me: Disclosure in online social networking profiles: The case of Facebook. *Computers in Human Behaviour*, 26, 406-418.
- Phillips, D. J. (2004) "Privacy Policy and PETs", *New Media and Society*, (6:6), pp. 691-706.
- Quan-Haase,A.(2007) University students local and distant socialites: using and integrating modes of communication on campus, *Information, Communication & Society*, vol.10,no.5,pp.671-693.
- Quan-Haase,A. & Young A.L (2009). Information Revelation and Internet Privacy Concerns on Social Networks Sites: A Case study of Facebook, University Park, Pennsylvania, USA. Retrieved on October 2010.
- Regan, K. "Online Privacy Is Dead – What Now?" *E-Commerce Times*. 2 January 2003. 8 Dec 2005 <<http://www.ecommercetimes.com/story/20346.html>>.
- Rosenblum, D. "What Anyone Can Know: The Privacy Risks of Social Networking Sites," *IEEE Security and Privacy*, Vol. 5, No. 3, 2007, pp. 40-49.
- Schweitzer, S(2005), 'When students open up - a little too much', *Boston.com*, <[http://www.boston.com/news/local/new\\_hampshire/articles/2005/09/26/when\\_students\\_open\\_up\\_a\\_little\\_too\\_much](http://www.boston.com/news/local/new_hampshire/articles/2005/09/26/when_students_open_up_a_little_too_much)>.
- Singel, R. (2007), "Private Facebook pages are not so private", *Wired*, 28 June.
- Singel, R. (2007). Facebook private profiles not as private as you think they are -- UPDATED with Facebook changes. Retrieved May 16 2010, from <http://blog.wired.com/27bstroke6/2007/06/facebook-privat.html>
- Singel, R. (2007). Private Facebook pages are not so private. Retrieved June 2010, from <http://abcnews.go.com/Technology/Story?id=3325951&page=1>.
- Steinfeld, C., Ellison, N. and Lampe, C. (2008) [Social capital, self-esteem, and use of online social network sites: A longitudinal analysis](#). *Journal of Applied Developmental Psychology*, 29 (6), 434-445.
- Stutzman, Fred. An Evaluation of Identity-Sharing Behavior in Social Network Communities. *Ibiblio.org*. 2005. Retrieved October 2011 <[http://www.ibiblio.org/fred/pubs/stutzman\\_pub4.pdf](http://www.ibiblio.org/fred/pubs/stutzman_pub4.pdf)>.
- Sullivan, B. and Thaw, J. (2006), "Facebook, courted by yahoo, won't sell, director says", *Bloomberg*, Retrieved on December 2011.
- Sundén, J. 2003. *Material Virtualities: Approaching online textual embodiment*. Peter Lang, New York.
- Tapscott, D. and Williams, A.D. (2008), *Wikinomics: How Mass Collaboration Changes Everything* Portfolio, New York, NY.

- Treese, W. (2006), "Ten years on internet time", ACM Digital Library, Vol. 10 No. 3, pp. 15-17.
- Tufekci, Z. (2008) Can you see me now? Audience and disclosure regulation in online social network sites, Bulletin of Science, Technology and Society, vol. 28, no. 1, pp. 203-6.
- Vander Veer, E. A. (2008). Facebook: The missing manual. Sebastopol, CA: Pogue Press/O'Reilly.
- Viseu, A., Clement, A., and Aspinall, J. 2004. Situating privacy online: Complex perception and everyday practices. Information, Communication & Society. 7, 1 (2004), 92-114.
- Whelan, B. (2005), 'Facebook, a Fun Resource or Invasion of Privacy', Athensnews.com, <<[http://athensnews.com/issue/article.php3?story\\_id=21491](http://athensnews.com/issue/article.php3?story_id=21491)>>.
- Whelan, Bridget. Facebook (2005) a fun resource or invasion of privacy. Athensnews.com. 08 September 2005. Retrieved September 2011 <[http://athensnews.com/issue/article.php3?story\\_id=21491](http://athensnews.com/issue/article.php3?story_id=21491)>.
- Wortham, J. (2009), "Facebookers approve new policy, but still hate redesign", New York Times, April 24.
- Worthy, M., Gary, A.L. and Kahn, G.M. (1969), "Self-disclosure as an exchange process", Journal of Personality and Social Psychology, Vol. 13, pp. 59-63.
- Zywica, J. and Danowski, J. (2008), "The faces of Facebookers: investigating social enhancement and social compensation hypotheses; predicting Facebook and offline popularity from sociability and self-esteem, and mapping the meanings of popularity with semantic networks", Journal of Computed-Mediated Communication, Vol. 14, pp. 1-34.