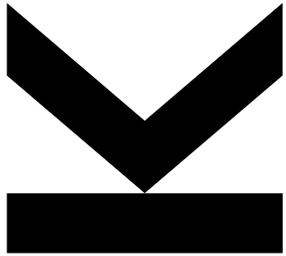


AN OPEN MODEL FOR RESEARCHING THE ROLE OF CULTURE IN ONLINE SELF-DISCLOSURE



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SELF-DISCLOSURE



Self-disclosure is defined as **what individuals verbally communicate about themselves**, including thoughts, feelings, and experiences.

People disclose information for a variety of purposes:

- authentication,
- trust,
- providing personalized services,...





Not all users are willing to disclose personal information.
Still, others appear to provide personal information abundantly in the online setting.



particularly on
online social
networks...

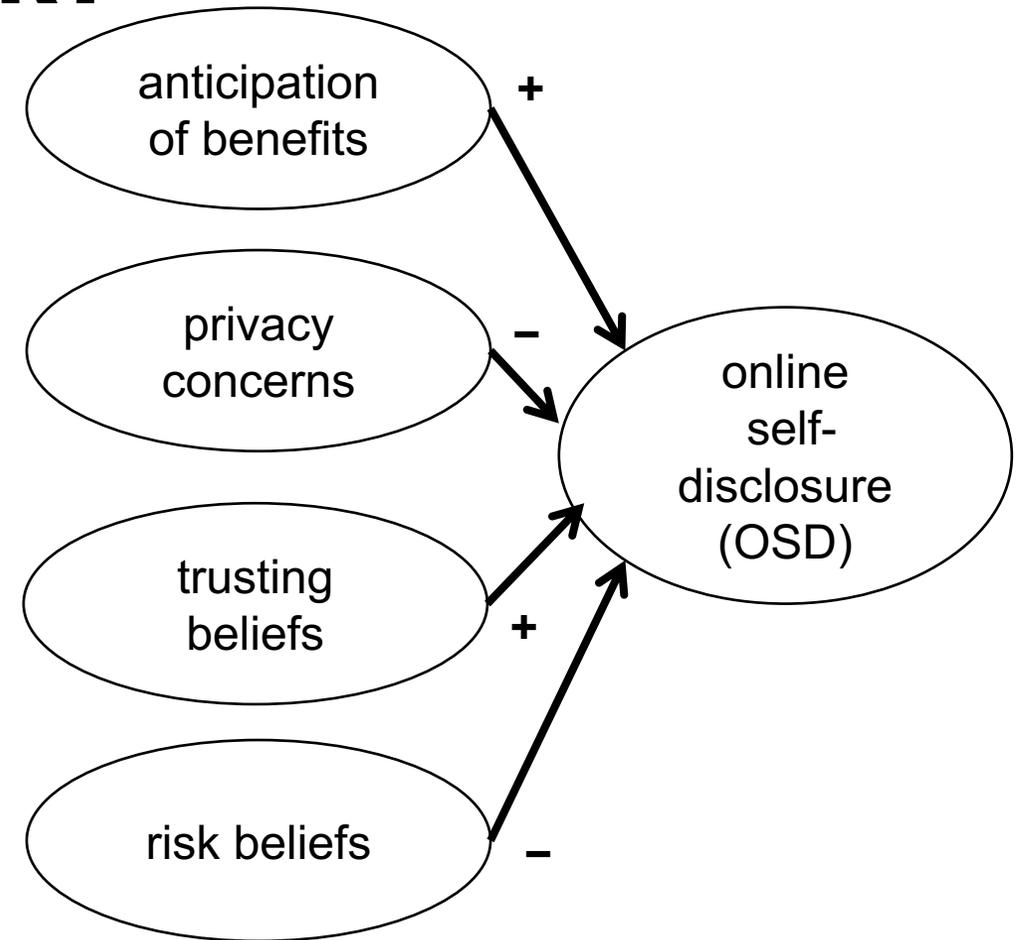


People attempt “to manage the level of privacy that they wish to maintain”.

Shibchurn, J., and V. Xiang Bin, "Investigating Effects of Monetary Reward on Information Disclosure by Online Social Networks Users", 47th Hawaii International Conference on System Sciences (HICSS 2014), 2014, pp. 1725-1734.

PRIVACY CALCULUS THEORY

Individuals weigh four aspects against each other.



Dinev, T., and P. Hart, "An Extended Privacy Calculus Model for E-Commerce Transactions", Information Systems Research, 17(1), 2006, pp. 61-80.

HOWEVER, ONLINE SELF-DISCLOSURE MAY VARY ACROSS CULTURES

- Difficult to compare, when studies rely on culturally mixed settings.
- If culturally concerned, existing studies typically
 - rely on a comparison of two countries,
 - focus on industrialized countries,
 - largely use small samples from certain segments (sub-cultures),...
- Still, the scarce existing research has found that online interaction is indeed not culturally neutral.

Bauer, C., and M. Schiffinger, "Perceived Risks and Benefits of Online Self-Disclosure: Affected by Culture? A Meta-Analysis of Cultural Differences as Moderators of Privacy Calculus in Person-to-Crowd Settings", 24th European Conference on Information Systems (ECIS 2016), 2016.

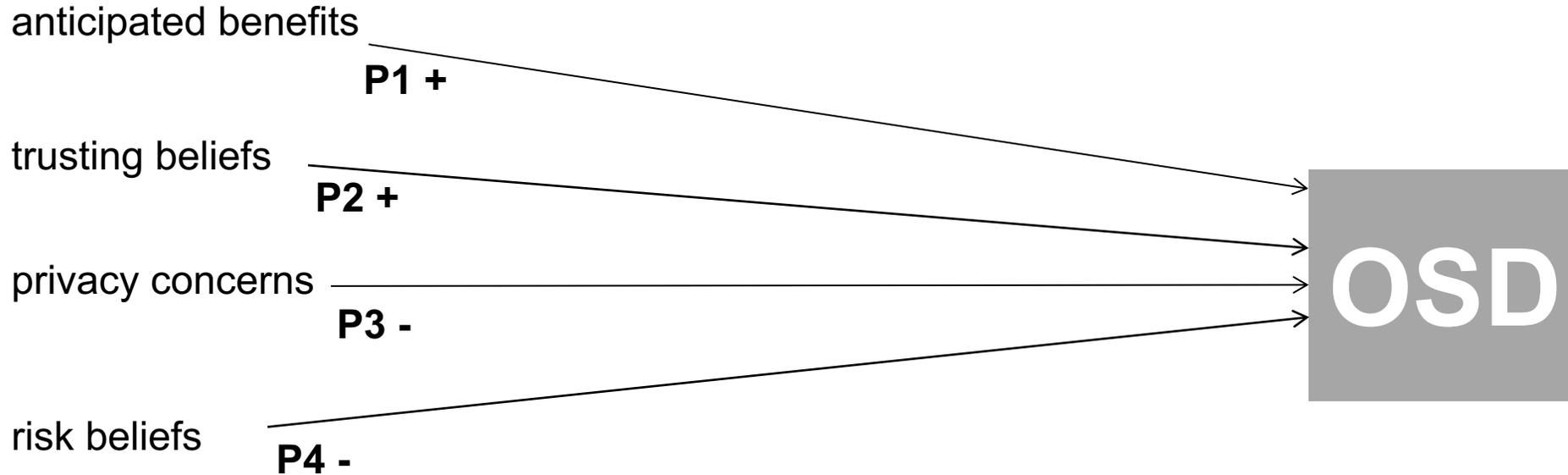
Krasnova, H., N.F. Veltri, and O. Günther, "Self- Disclosure and Privacy Calculus on Social Networking Sites: The Role of Culture: Intercultural Dynamics of Privacy Calculus", Business & Information Systems Engineering, 4(3), 2012, pp. 127-135.

Research on the role of culture in online self-disclosure on a worldwide basis across various cultures

- is highly complex and
- requires a large set of extensive empirical studies.

A consistent research model is significant to warrant homogeneity such that empirical results of different research teams with samples of different cultures will be valid and comparable.

WHAT WE ALREADY KNOW FROM PRIVACY CALCULUS THEORY...



P1: *Anticipated benefits* have a positive effect on OSD.

P2: *Trusting beliefs* have a positive effect on OSD.

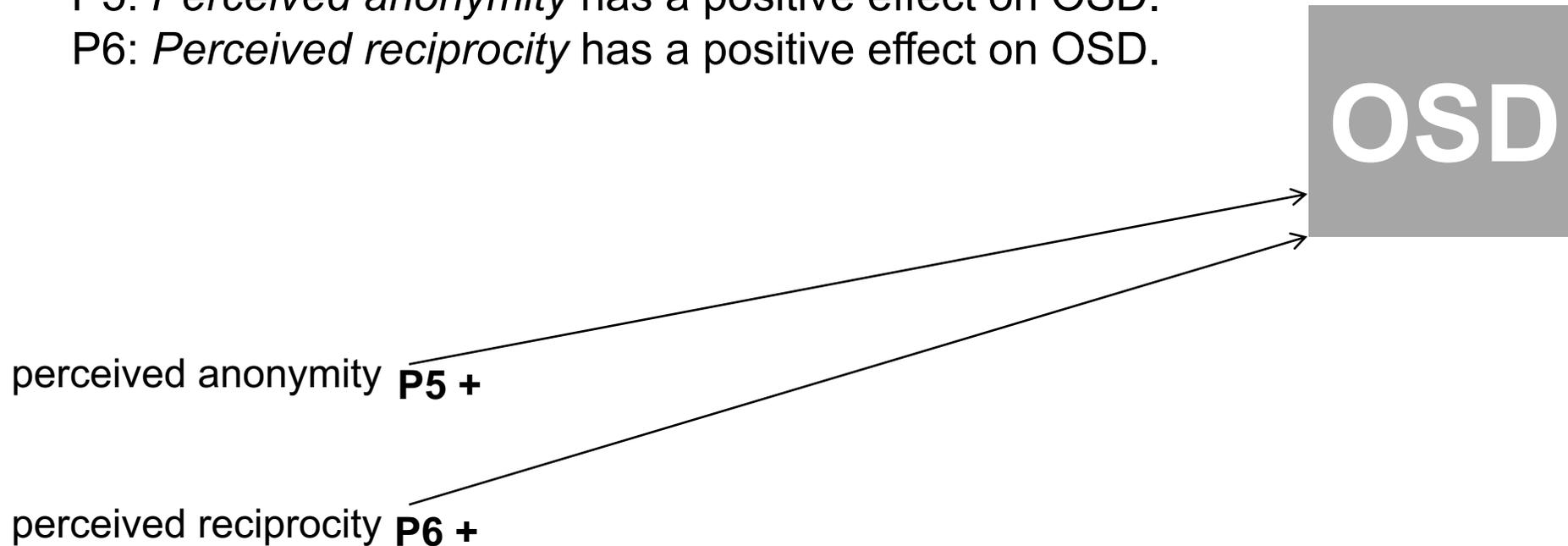
P3: *Privacy concerns* have a negative effect on OSD.

P4: *Risk beliefs* have a negative effect on OSD.

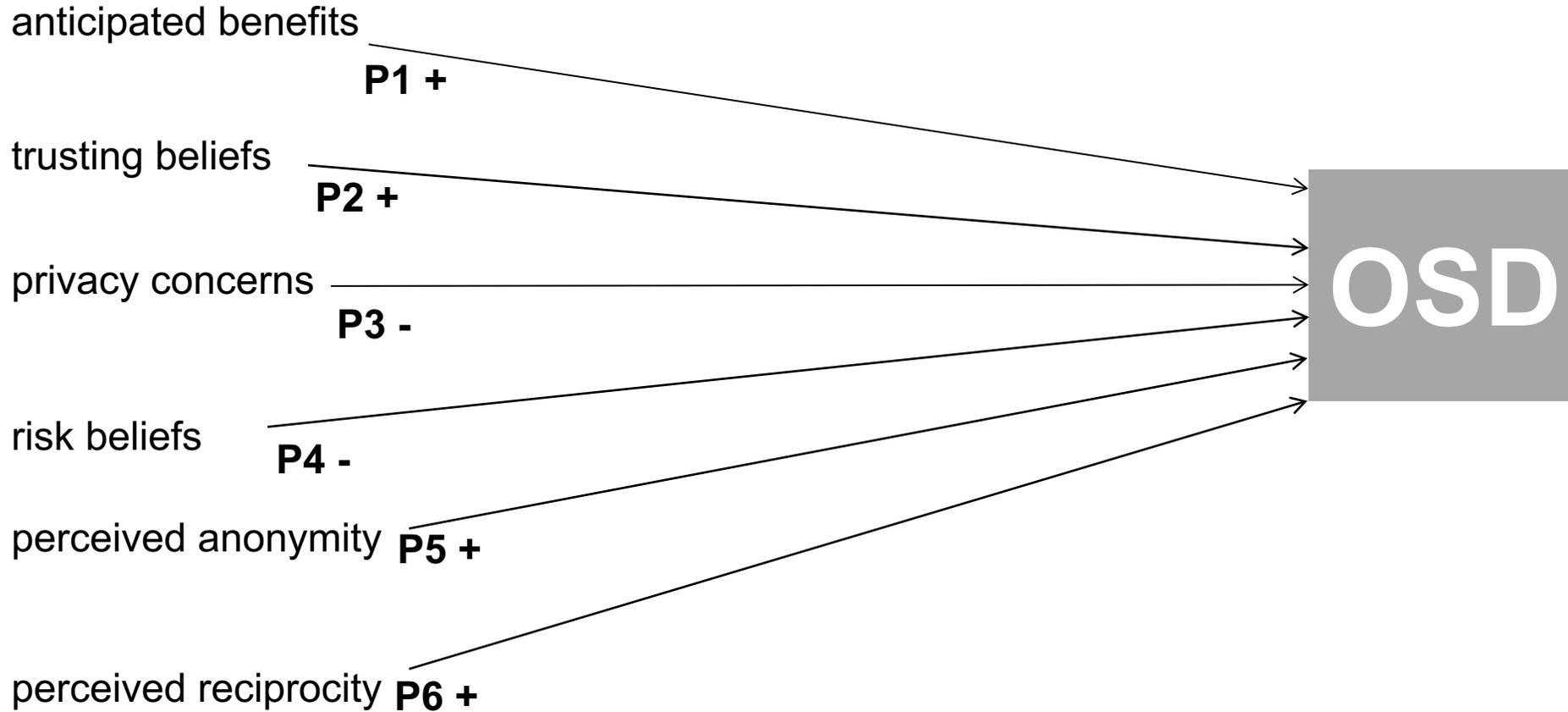
PREDICTORS DERIVED FROM SOCIAL EXCHANGE THEORY AND SOCIAL PENETRATION THEORY

P5: *Perceived anonymity* has a positive effect on OSD.

P6: *Perceived reciprocity* has a positive effect on OSD.



THE PREDICTORS



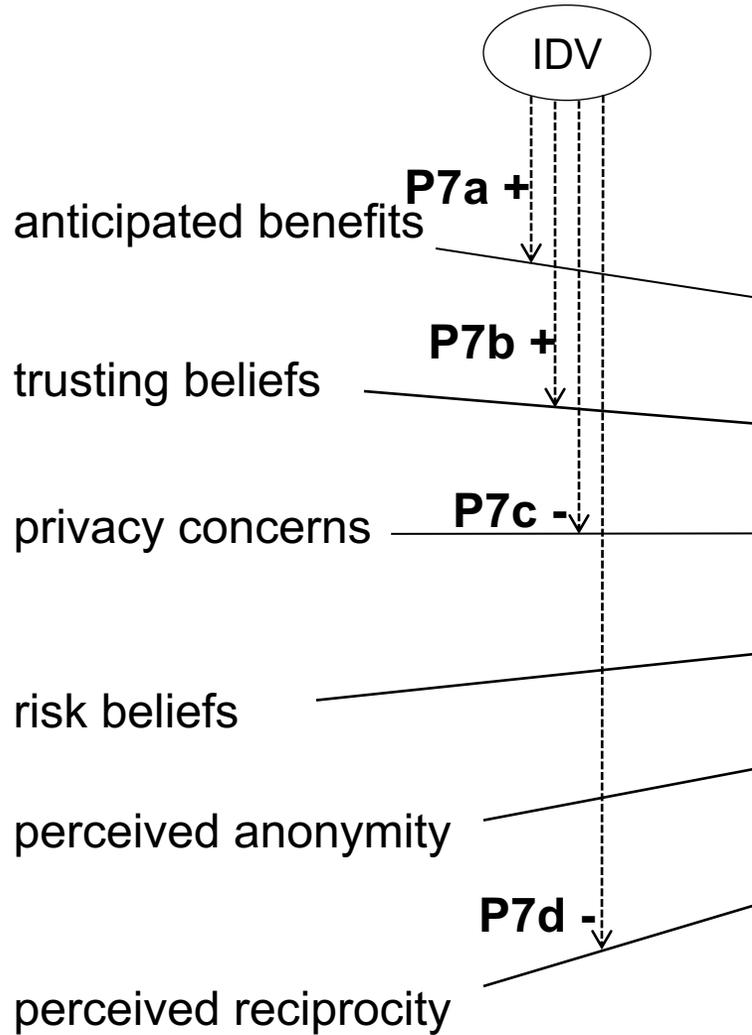
HOFSTEDE'S CULTURAL DIMENSIONS, EXPLAINING THE DIFFERENCES IN BELIEFS AND BEHAVIOUR ACROSS NATIONAL CULTURES

Individualism vs. Collectivism	whether people have a preference for being left alone to look after themselves or want to remain in a closely knitted network
Power Distance	extent to which members who are less powerful in a society accept and also expect that the distribution of power takes place unequally
Uncertainty Avoidance	describes the extent to which people in society are not at ease with ambiguity and uncertainty
Masculinity vs. Femininity	masculinity: a society's preference for heroism, achievement and material reward for attaining success; femininity: preference for modesty, cooperation and caring for the weak
Long-Term vs. Short-Term Orientation	inclination of a society toward searching for virtue. Short-term orientation pertains to those societies that are strongly inclined toward the establishment of the absolute truth.
Indulgence vs. Restraint	the degree to which societies can exercise control over their impulses and desires

Hofstede, G., Culture's Values, Behaviors, Institutions, and Organizations across Nations, Sage, Thousand Oaks, 2001.

Hofstede, G., G.J. Hofstede, and M. Minkov, Cultures and Organizations: Software of the Mind, McGraw-Hill, New York, NY, 2010.

INDIVIDUALISM VS. COLLECTIVISM



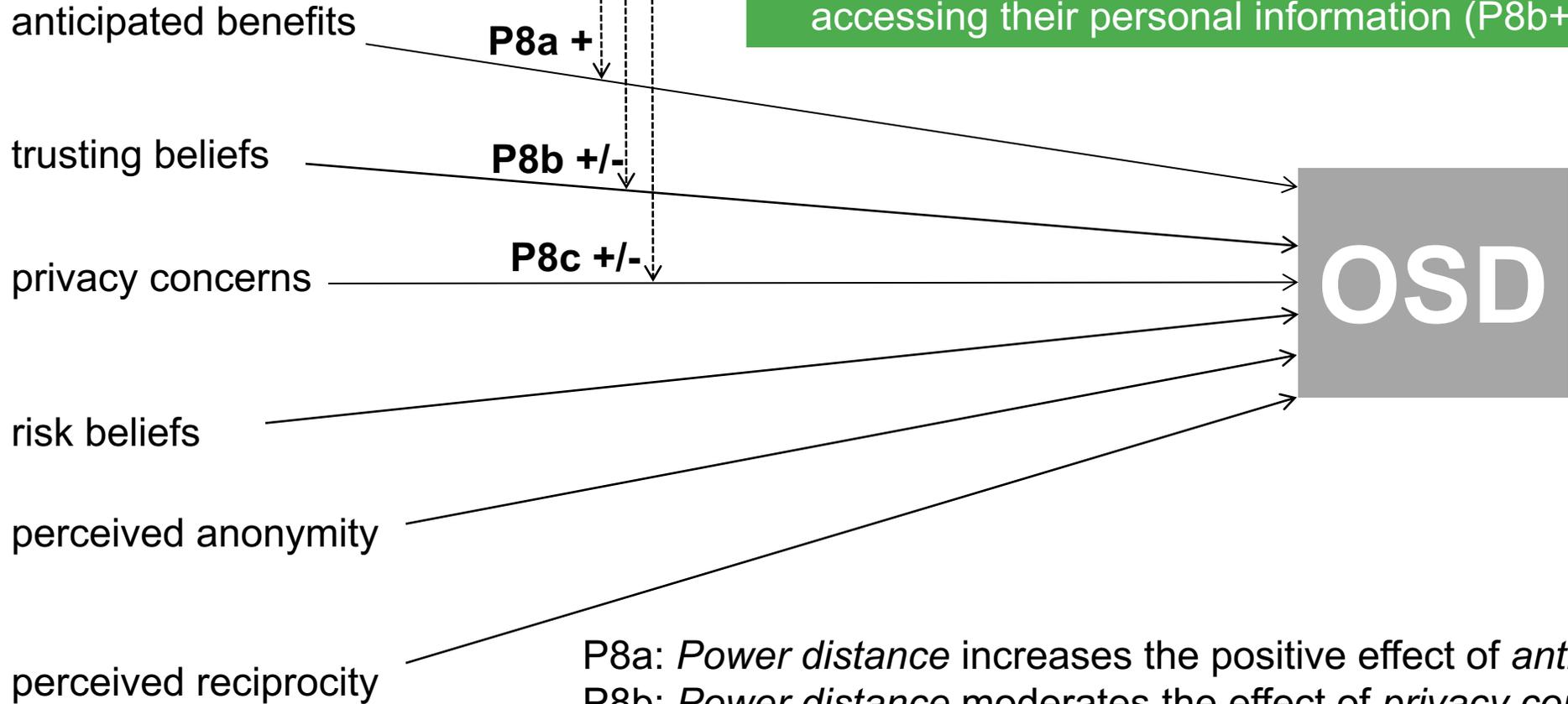
- IDV: pleasure-seeking, people prioritize their personal needs (P7a+)
- IDV: calculate the costs and benefits of interaction with a trustee; emphasis on trust when making online decisions (P7b+)
- IDV: individualists attribute greater value to privacy, collectivists do not mind intrusion into their private life; still, individualists, e.g., share more photos online than collectivists (P7c-)
- COL: stronger emphasis on social interaction than on personal independence (P7d-)

P7a: *Individualism* increases the positive effect of *anticipated benefits* on OSD.
P7b: *Individualism* increases the positive effect of *trusting beliefs* on OSD.
P7c: *Individualism* decreases the negative effect of *privacy concerns* on OSD.
P7d: *Individualism* decreases the effect of *perceived reciprocity* on OSD.

POWER DISTANCE

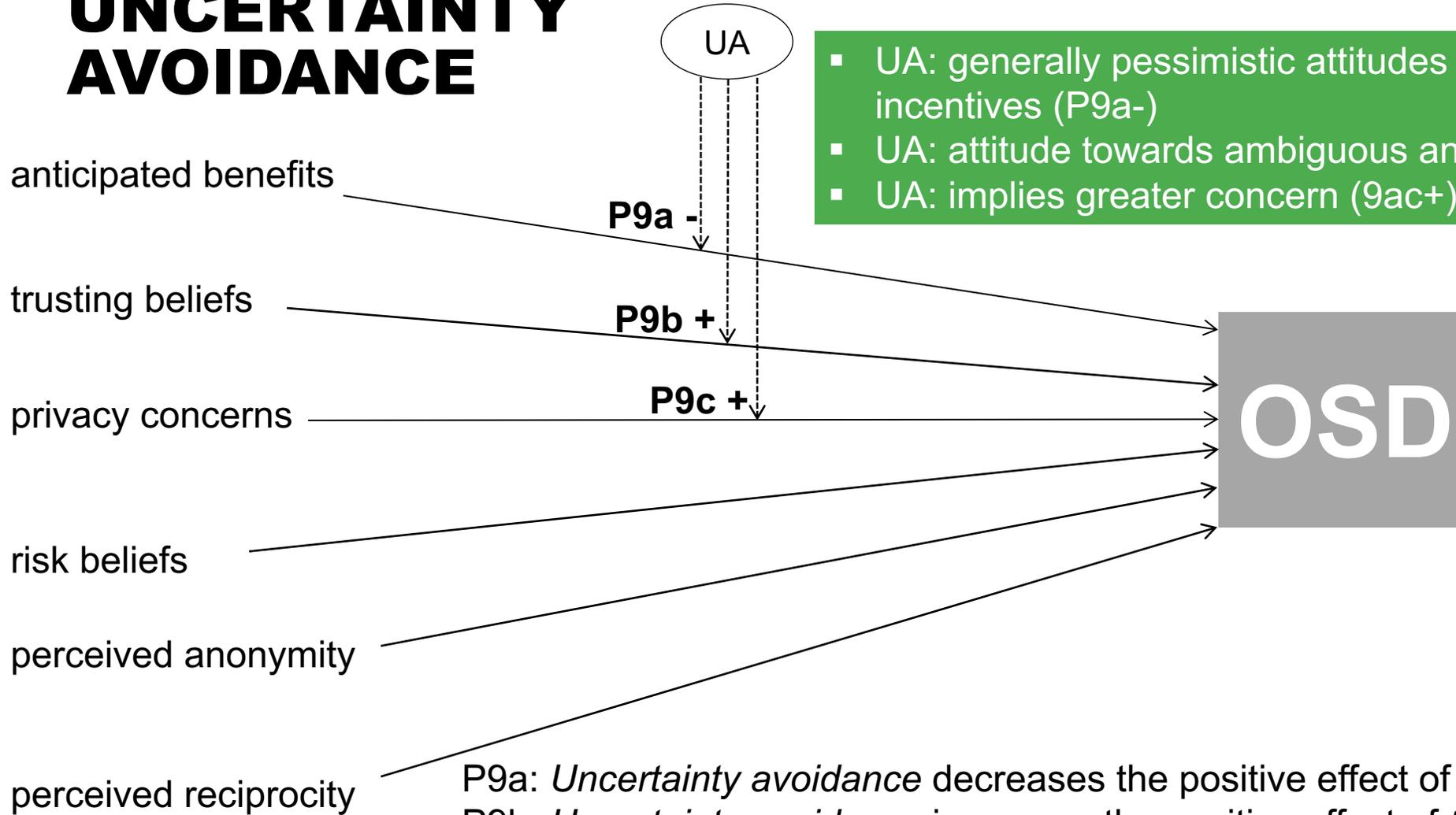
PD

- PD: more accepting of power inequality; own benefit (P8a+)
- PD: greater mistrust and privacy concern; simultaneously, less concerned about privacy since they are used to authorities accessing their personal information (P8b+/-, P8c+/-)



P8a: *Power distance* increases the positive effect of *anticipated benefits* on OSD.
P8b: *Power distance* moderates the effect of *privacy concerns* on OSD.
P8c: *Power distance* moderates the effect of *trusting beliefs* on OSD.

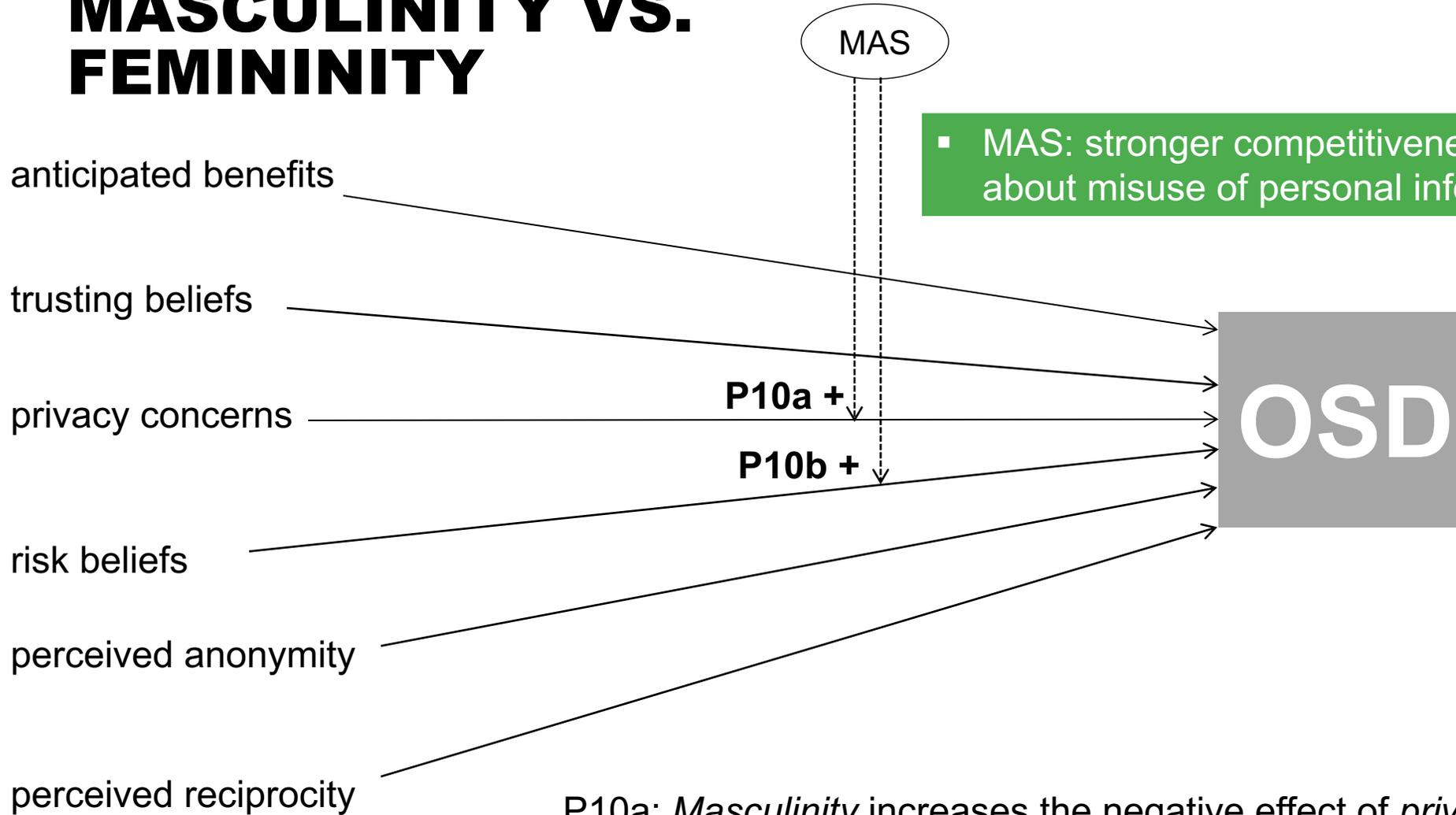
UNCERTAINTY AVOIDANCE



- UA: generally pessimistic attitudes towards companies' incentives (P9a-)
- UA: attitude towards ambiguous and risky situations (P9b+)
- UA: implies greater concern (9ac+)

P9a: *Uncertainty avoidance* decreases the positive effect of *anticipated benefits* on OSD.
P9b: *Uncertainty avoidance* increases the positive effect of *trusting beliefs*.
P9c: *Uncertainty avoidance* increases the effect of *privacy concerns* on OSD.

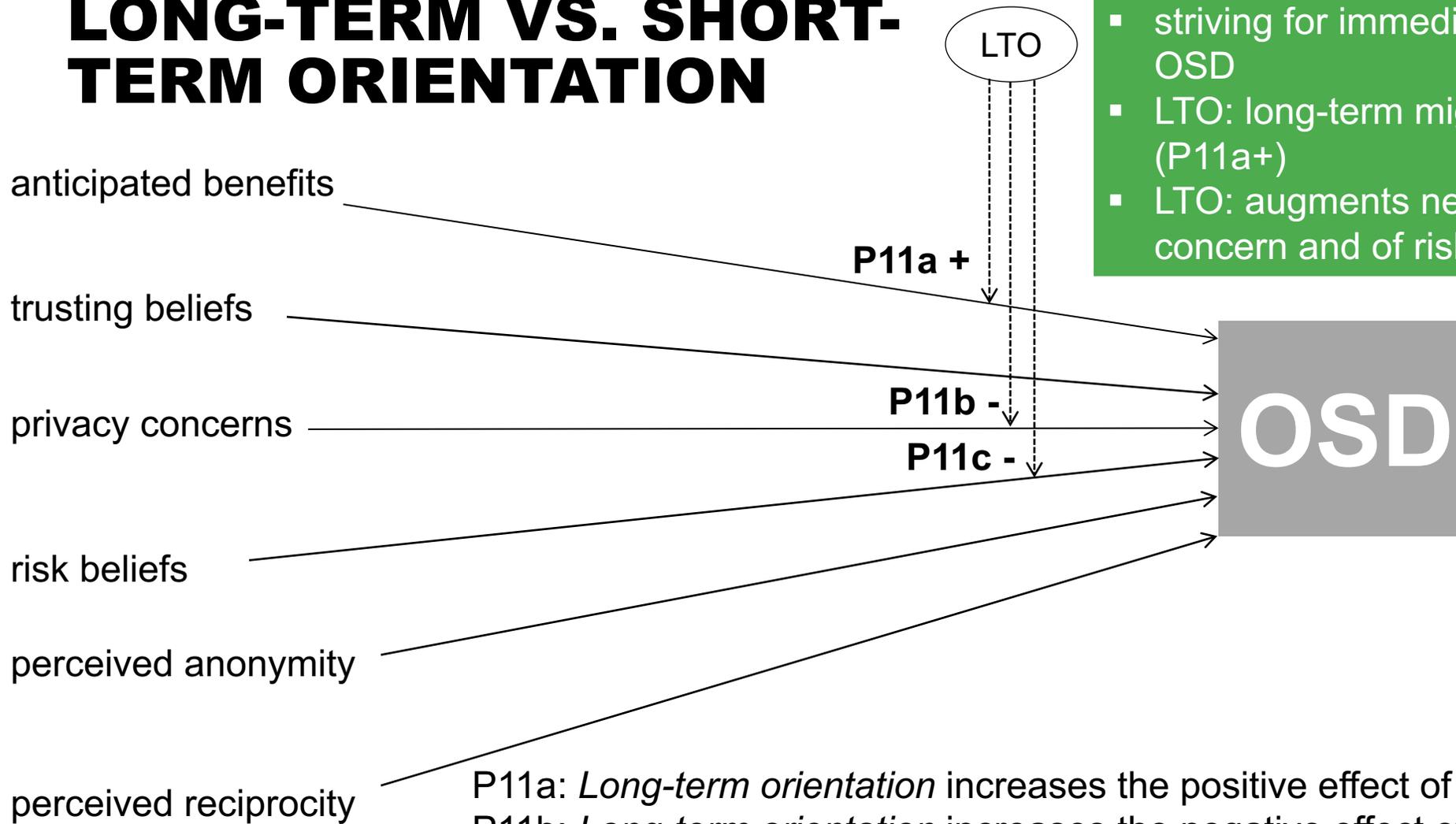
MASCULINITY VS. FEMININITY



▪ MAS: stronger competitiveness leads to greater alert about misuse of personal information (P10a+, P10b+)

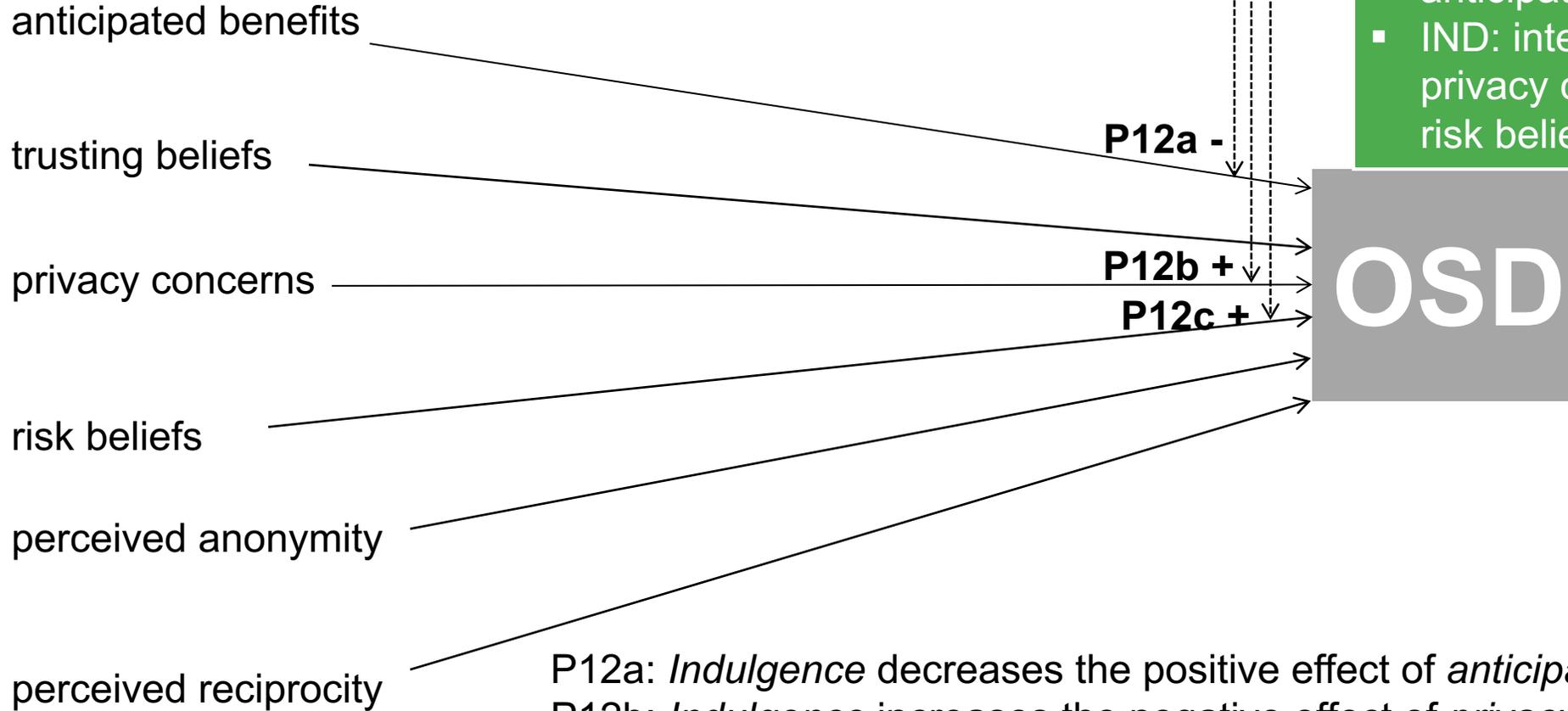
P10a: *Masculinity* increases the negative effect of *privacy concerns* on OSD.
P10b: *Masculinity* increases the negative effect of *risk beliefs* on OSD.

LONG-TERM VS. SHORT-TERM ORIENTATION



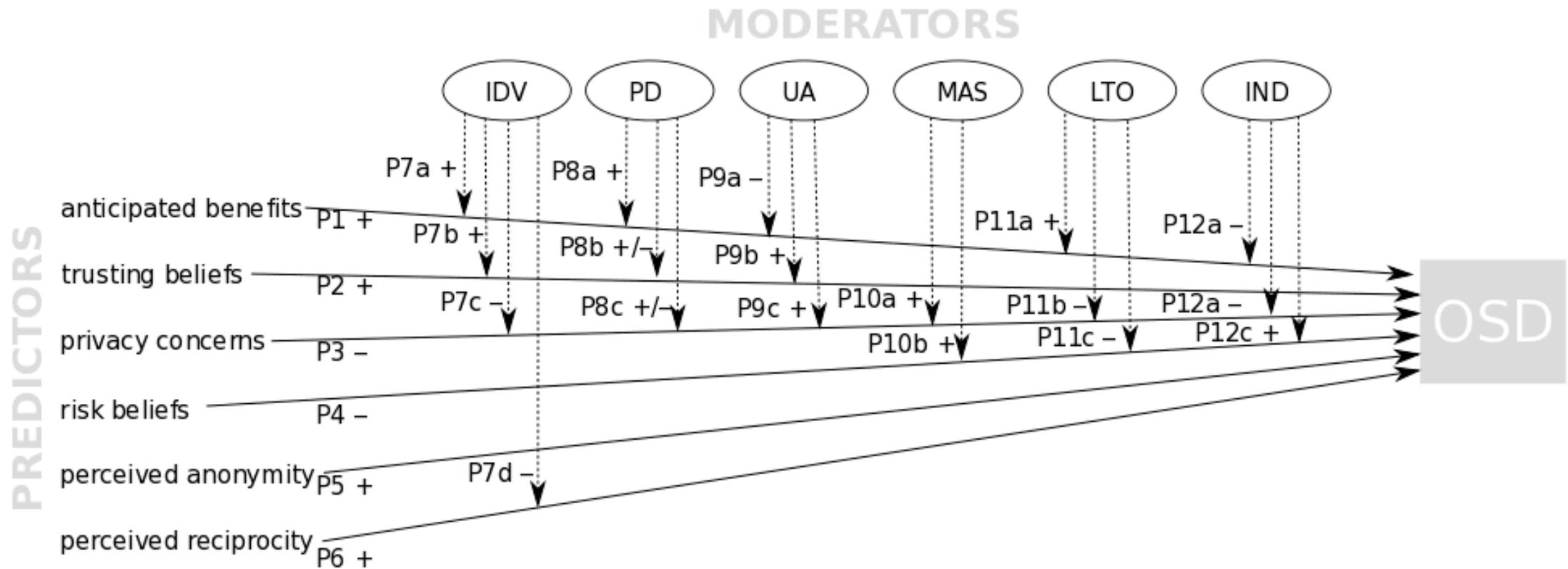
P11a: *Long-term orientation* increases the positive effect of *anticipated benefits* on OSD.
P11b: *Long-term orientation* increases the negative effect of *privacy concern* on OSD.
P11c: *Long-term orientation* increases the negative effect of *risk beliefs* on OSD.

INDULGENCE VS. RESTRAINT



AN OPEN MODEL FOR RESEARCHING THE ROLE OF CULTURE IN OSD

IDV... individualism; PD... power distance; UA... uncertainty avoidance; MAS... masculinity; LTO... long-term orientation; IND... indulgence
 +... positive influence; -... negative influence; —————> ... predictor relation;> ... moderator relation



CONTRIBUTION AND FUTURE WORK ON THE MODEL

Our open research model represents a comprehensive approach that provides a basis to perform cultural OSD research and to explain possible cultural OSD phenomena in a systematic way.

It can be further developed and extended in continuous research endeavors.

predictors

- other models for predictors
- extensions to privacy calculus approach

moderators

- other cultural models (requires re-evaluation of impacts)
- framework of contextual integrity allows for defining norms on various group levels: seems to be a promising perspective

PROVISION OF EVIDENCE THROUGH EMPIRICAL STUDIES

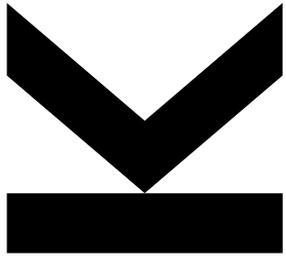
laboratory
experiments

survey studies

field experiments

- The sample population and their cultural background deserve careful choice and design so that conclusions can be generalized.
 - not single country or pairwise comparisons using 1-2 moderators
 - better: broader studies in terms of cultures and/or cultural attributes

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