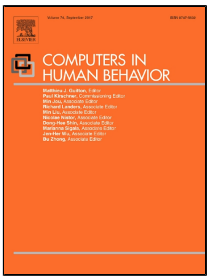
Accepted Manuscript



The Contradiction between Self-protection and Self-presentation on Knowledge Sharing Behavior

Jaime Ortiz, Shu-Hao Chang, Wen-Hai Chih, Chia-Hao Wang

PII:	S0747-5632(17)30453-3
DOI:	10.1016/j.chb.2017.07.031
Reference:	CHB 5084
To appear in:	*Computers in Human Behavior*
Received Date:	26 January 2017
Revised Date:	19 July 2017
Accepted Date:	20 July 2017

Please cite this article as: Jaime Ortiz, Shu-Hao Chang, Wen-Hai Chih, Chia-Hao Wang, The Contradiction between Self-protection and Self-presentation on Knowledge Sharing Behavior, *Computers in Human Behavior* (2017), doi: 10.1016/j.chb.2017.07.031

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

ACCEPTED MANUSCRIPT

The Contradiction between Self-Protection and Self-Presentation on Knowledge-Sharing Behavior

ABSTRACT

This study decomposes information security awareness (ISA) into general information security awareness (GISA) and information security policy awareness (ISPA), to explore how these factors affect knowledge-sharing behavior. It also investigates the effects of threat appraisal and source credibility on knowledge-sharing behavior from self-protection and self-presentation perspectives. This study adopted an online questionnaire through mySurvey for data collection. This research collected and analyzed 598 valid responses by using a structural equation modeling to validate the research hypotheses. The results indicate that GISA and ISPA have significant positive effects on threat appraisal. Whereas ISPA has a significant positive effect on knowledge-sharing behavior, GISA does not. With regard to social ties, bonding social capital and bridging social capital have significant positive effects on both source credibility and knowledge-sharing behavior. Threat appraisal has a significant negative effect, and source credibility has a significant positive effect, on knowledge-sharing behavior. In addition, threat appraisal and source credibility exert partial mediation effects on ISPA, bonding social capital, bridging social capital, and knowledge-sharing behavior.

***Keywords*:** Information security awareness, Self-protection perspective, Social capital, Self-presentation perspective, Knowledge-sharing behavior

1. Introduction

With the boom in social networking sites (SNSs), the way people connect with one another has changed. The transformation from face-to-face communication to web-based communication has created a variety of experiences and improved the daily life of users. The increase in SNSs has accelerated since the introduction of smartphones, which reorganize users' lifestyles and interpersonal communications in the interest of making them more tech-savvy. Facebook is the most popular SNS, with more than 1.59 billion active users by current estimates (Smart Sights, 2016).

Knowledge acquisition and sharing are the main attractions for users of SNSs (Chang, Hsu, & Lee, 2015). Global users of SNSs choose communities they are interested in and build their own social networks to share knowledge and experiences in search of mutual benefits. However, users are highly concerned about the issue of information security on SNSs (Fox, Osborn, & Warber, 2014; Reed, Tolman, & Safyer, 2015). They worry about their personal information being stolen through SNSs (such as Facebook) and micro-blogs (Arachchilage & Love, 2013). Most users of SNSs do not fully understand the contents of the sites' information security policies, even though these are fundamental to protecting information and preventing breaches. This study examines SNS users' behaviors with regard to

Download English Version:

https://daneshyari.com/en/article/4937439

Download Persian Version:

https://daneshyari.com/article/4937439

Daneshyari.com