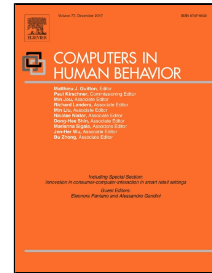


# Accepted Manuscript

Information privacy, consumer alienation, and lurking behavior in social networking sites

Jaime Ortiz, Wen-Hai Chih, Faa-Shyan Tsai



PII: S0747-5632(17)30626-X

DOI: 10.1016/j.chb.2017.11.005

Reference: CHB 5237

To appear in: *Computers in Human Behavior*

Received Date: 19 June 2017

Revised Date: 14 September 2017

Accepted Date: 05 November 2017

Please cite this article as: Jaime Ortiz, Wen-Hai Chih, Faa-Shyan Tsai, Information privacy, consumer alienation, and lurking behavior in social networking sites, *Computers in Human Behavior* (2017), doi: 10.1016/j.chb.2017.11.005

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.

# Article Title Page

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

### Author Details:

Jaime Ortiz<sup>1</sup>

<sup>1</sup>Vice Provost, Global Strategies and Studies, University of Houston, E.W. Cullen Bldg. Suite 101, 4302 University Dr. Houston, TX 77204-2039, United States. [jortiz22@uh.edu](mailto:jortiz22@uh.edu)

Wen-Hai Chih<sup>2</sup>

<sup>2</sup>Professor, Department of Business Administration, National Dong Hwa University, No. 1, Sec. 2, Da Hsueh Rd., Shoufent, Hualien 97401, Taiwan, R.O.C. [whchih@mail.ndhu.edu.tw](mailto:whchih@mail.ndhu.edu.tw)

Faa-Shyan Tsai<sup>3</sup>

<sup>3</sup>Customer Feedback Manager, Department of Product Management, QNAP System, Inc., No. 22, Zhongxing Road, Xizhi District, New Taipei City, 221, Taiwan, R.O.C. [shyan880005@gmail.com](mailto:shyan880005@gmail.com)

**Corresponding Author:** Wen-Hai Chih, [whchih@mail.ndhu.edu.tw](mailto:whchih@mail.ndhu.edu.tw)

### Acknowledgments:

**Funding:** This research did not receive any specific grant from funding agencies in the public, commercial, or not-for-profit sectors.

### Biographical Details:

Jaime Ortiz is the Vice Provost for Global Strategies and Studies at the University of Houston. His research focuses on topics related to economic growth and development, global investment decisions, and identification of sources and origins of technical change. He is the author, co-author, or editor of numerous books, book chapters, textbooks, research monographs and technical reports, and refereed journal articles.

Wen-Hai Chih is a Professor in the Department of Business Administration, National Dong Hwa University. His research interests include e-commerce, virtual community, social media, and social marketing. He has published more than 100 papers in 30 journals.

Faa-Shyan Tsai is a Customer Feedback Manager from the Department of Product Management, QNAP System, Inc. His research interests include social media, information privacy, social influence, and e-commerce.

### Structured Abstract:

Social networking sites (SNSs) attempt to enhance the discussion and knowledge sharing behavior between its members. This study decomposes information security awareness (ISA) into general information security awareness (GISA) and information security policy awareness (ISPA) and explores their effects on knowledge sharing behavior. It also simultaneously investigates the effects of threat appraisal and source credibility on knowledge sharing behavior from a self-protection and self-presentation perspectives. The research hypotheses are verified with 598 valid samples using a structural equation modeling. Results indicate that GISA and ISPA have a significant and positive effect on threat appraisal. However, ISPA has a significant and positive effect on knowledge sharing behavior but general information security awareness does not. On the other hand, bonding social capital and bridging social capital has a significant and positive effect on source credibility as well as on knowledge sharing behavior. Threat appraisal has a significant and negative effect on knowledge sharing behavior while source credibility has a significant and positive effect on knowledge sharing behavior. In addition, threat appraisal and source credibility exert partial mediating effects between ISPA/bonding social capital, bridging social capital and knowledge sharing behavior.

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

**Article Classification:** Information Security, Social Media

---

*For internal production use only*

### Running Heads:



Download English Version:

<https://daneshyari.com/en/article/6836215>

Download Persian Version:

<https://daneshyari.com/article/6836215>

[Daneshyari.com](https://daneshyari.com)