Social Media Security and Privacy Concerns: Risk Awareness and Trust

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Abstract

The purpose of this paper is to explore 1) whether individuals' security concerns influence their trusting beliefs toward social media sites, 2) whether individuals' privacy concerns influence their trusting beliefs toward social media sites, 3) whether risk awareness plays a role in mediation between security concerns and trusting beliefs, and 4) whether risk awareness plays a role in mediation between privacy concerns and trusting beliefs. An instrument with four constructs (i.e., social media security concerns, social media privacy concerns, trusting beliefs, and awareness) was developed. The instrument was administered, through SurveyMonkey™, to a sample of undergraduate students at a medium-sized university in the USA. Collected data were analyzed using SmartPLS 3.0, a partial least square structural equation modeling software (Ringle et al., 2005). In this presentation, we report on our preliminary findings.

Keywords: Social media, security concerns, privacy concerns, trusting beliefs, awareness