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Perceived Risk of Sharing Other People's Information on Facebook: The Perspective of Young People in Ho Chi Minh City, Vietnam

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ABSTRACT

In Vietnam, young people are gradually becoming the most accessible objects to social networks. With the development of technology, they usually use online social networks (ONS) as a tool to update information through multimedia content, which may contain other people's information. In different cases, other people's information will be shared and received for different purposes. Therefore, the risk is inevitable and may affect the privacy of individuals whose information is shared, causing turbulence in the community. This study aims to measure impact and find out the factors that influence the willingness of others to share information on social networks in Ho Chi Minh City by examining young people's perceptions that their activities on Facebook may be risky for other people's information. Besides that, the study proposes solutions to avoid possible risks when sharing information with others.

Keywords: Online social networks, Perceived risk, Facebook, Information sharing, Ho Chi Minh City

INTRODUCTION

The purpose of this study is to derive some hypotheses, and particularly to extract some variables that positively or negatively influence the perceived risk of sharing other people's information on Facebook based on the perspective of young people in Ho Chi Minh City, Vietnam. Facebook is considered as one of the leading social networking sites in the world today, which allows people around the world to connect with each other without regard to geographical distance, allowing users to share status, post personal information and interact with other users. Besides, Facebook is taking the leading position in terms of users compared to other social platforms,

namely about 2.41 billion users as of 2020. Particularly in Vietnam, by 2020, the number of Facebook users is 69.28 million people with a young user base of more than 23 million people.

Sharing information on Facebook today has become more popular with users, but there are still many potential risks. This sharing behavior can be posting emotional status, location, personal information, pictures or videos,... of themselves or even others. However, sharing this information may not be possible without the consent of the person whose information is posted and may carry many risks of harm to that person as well as to the poster. Therefore, Facebook users need to understand simply the concept of perceived risk when sharing other people's information as an individual being aware of the potential for harm and negative impact to them or others when that individual shares other people's information. And along with that awareness, there are still some risks when young people spend a lot of time using and sharing information on Facebook in the context of increasingly digital technology and the Internet developed in Ho Chi Minh City today. In order to have a healthy social network environment, it is necessary to discover and find out the factors affecting young users when performing the behavior of sharing other people's information on Facebook as well as measuring that influence. From that measurement, it helps young people realize the level of influence and have the ability to regulate their information-sharing behavior to reduce unwanted risks. Those risks may be infringing on the personal privacy of others or affecting the honor, dignity,... of that person.

The main methods used in the study are quantitative methods and qualitative methods. It is carried out in an objective way to ensure the reasonableness between the quantitative and qualitative methods, besides, it must also ensure the consistency of the results during the implementation process.

In this study, we will focus on exploring the factors affecting the behavior of young people sharing information with others in Ho Chi Minh City and measuring the impact on young users when performing that information sharing behavior. Therefrom, providing information to help young people raise awareness and assess the severity of possible risks and help them avoid consequences from those risks (such as: accidentally disclose other people's information, their personal information may be misused, reputation damaged, ..) as well as know how to set up privacy security for personal information your personal on Facebook.

LITERATURE REVIEW

The research model applied for this study has been based on the Theory of Planned Behavior (TPB) and Communication Privacy Management Theory (CPM). Firstly, the Theory of Planned Behavior (TPB) assumes that a behavior can be predicted or explained by behavioral tendencies to perform that behavior. Behavioral propensities are assumed to include motivational factors that influence behavior and are defined as the degree of effort that people exert to engage in that behavior (Ajzen, 1991). Meanwhile, the behavioral propensity is a function of three factors. First, attitudes are conceptualized as positive or negative evaluations of performance behavior. The second factor is the social influence which refers to the perceived social pressure to perform or not to perform the behavior. Finally, the theory of planned behavior TPB (Theory of Planned Behavior) was built by Ajzen by adding the perceived behavioral control factor. TPB model is considered in predicting and explaining consumer behavior in the same research content and context., an individual's intentions can change.

Secondly, Communication Privacy Management (CPM) (Petronio, 1991) is a systematic research theory designed to develop an

evidence-based understanding of how people make decisions about the disclosure and concealment of personal information. CPM theory suggests that individuals maintain and coordinate privacy boundaries (limitations of what they are willing to share) with different media partners depending on the benefits and costs of public information disclosure. Petronio views boundary management as a rules-based process, not an individual decision. This rule-based management system allows management at individual and collective levels. This system relies on three security rule management rules to govern the disclosure and concealment of personal information: security rule specification, boundary coordination, and boundary perturbation. CPM can be applied in different contexts including online social media.

Boundary and co-ownership

Per CPM theory, the first step in understanding how individuals regard their privacy is to investigate how they establish their privacy boundaries (Petronio, 2002, 2008). Social media has established a formula that shared information can easily have different meanings in the perspective of others individually (Nissenbaum 2011), making it easier for recipients to become co-owners. In such a context, both data subjects and data recipients are responsible for keeping the information private. The CPM theory suggests that when making self-disclosure decisions, individuals may consider how the boundary will be coordinated, such as who can access the disclosed information and how the information will be treated. When working to mutually create the boundary of privacy it is key for all parties to have a clear understanding of whether information should be shared, who it should be shared with, and when it should be shared. -Petronio, S.(1991). Hence, we hypothesize that:

H1: Boundary and co-ownership has negative implications to Privacy Rules
H2: Boundary and co-ownership have positive consequences on Willingness to share information.

Privacy Rules

Information owners expect a certain degree of respect for information they disclose on social media. They must define their privacy settings, the information they post, and the responsibilities of co-owners on the basis of which individuals they are choosing to be co-owners with (Petronio 2002). These decisions become increasingly challenging due to the vast amount of information being shared, so information owners often create their own rules governing the boundaries of their privacy with others (Lankton, McKnight, and Tripp 2017). Petronio, S.(2007) asserts that each situation will come with its own set of rules for managing privacy that is learned over time. The development of privacy rule characteristics has to do with the criteria implemented to decide if and how the information will be shared. Hence, we propose:

H3: Privacy rules have positive consequences on Willingness to share information

Perceived Risk

Perceived risk is defined by Bauer (1960) as the client's subjective belief in tolerating a loss in pursuit of the desired outcome. In this study credibility is the credibility of people who see what you share. Perceived privacy risk as a sub-set of boundary formation, which is proposed as being an important factor in the cost-benefit assessment of privacy boundary formation. According to the planned behavioral theory (TPB) , perceived risk can reduce the control of uncertain consumers' behavior and will have a negative impact on their

behavioral decisions. Conversely, if the perceived risk associated with sharing other people's information decreases and the user is able to control behavior more in an online environment (Pavlou, 2001). Therefore, we have the following hypothesis:

H4: Perceived Risk has a negative association with Willingness to share information.

Social Influence

Refer to 'the perceived social pressure to 'perform or not to perform a behavior " (Ajzen, 1991). This construct assumes that an individual is inclined to perform certain behaviors to gain acceptance within his/ her circle of influence (Al-Debei et al., 2013). Social Influence is determined by interpersonal influence, including the impact of word-of-mouth from friends and colleagues, and external environmental influences including mass media reports and experienced people (Bhattacherjee, 2000). In the SNS context, it is believed that when people who are important to an individual strongly support the use of SNS, the individual will most likely comply with the group's opinion and continue using SNS (Ku et al., 2013). Hence, we propose:

H5: Social Influence has positive effects on Willingness to share information.

Habit

Habit is a "learned sequence of acts that become automatic responses to specific situations which may be functional in obtaining certain goals or end states" (Verplanken, Aarts, & Van Knippenberg, 1997). When an individual repeats an action regularly and he/she is satisfied with the outcome, the action then becomes habitual (Verplanken & Orbell, 2003). Recent studies indicate that when the use of an IS becomes routine, habit can increase the behavioral

intention to continue using the technology (Gefen, 2003; Liao, Palvia, & Lin, 2006; Limayem, Hirt, & Chin, 2001). Through the survey, we believe that the habit of using and sharing information on Facebook has a negative effect on the intention of sharing because people cannot distinguish good or bad information but act according to habit. So we propose the following hypothesis:

H6: Habit has a positive influence on Willingness to share information.

Willingness to Share Information

Factors that complete the proposed model and are defined as the strength of one's intention to perform an explicit behavior by Fishbein and Ajzen (1975). In the research of the model: " Risk perception of young people in HCMC about sharing information of other people on Facebook" this factor shows an individual's willingness to share other people's information on social networks under the influence of user perception.

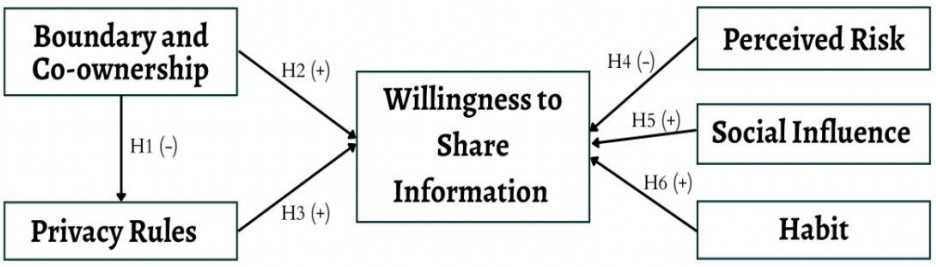

Figure 1. Research Model Design

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METHODOLOGY

Design

This study was conducted through two steps which are qualitative and quantitative methods, respectively. Qualitative method aims to explore and adjust the initial proposed research model to suit the research topic and object and discover additional observational variables used to measure research concepts in the model. The model was developed based on in-depth interviews with an academic expert and a focus group in Ho Chi Minh City with seven young people varying ages from 19 to 22 years old who took part in a survey semi-structured discussion. With a quantitative approach, to evaluate the model, a well-structured questionnaire survey was built and developed through Google forms. After that, we used SPSS to obtain the descriptive statistics, and applied Structural Equation Modeling (SEM) to analyze the data using AMOS.

Measurement

The questionnaire was divided into two parts. The first part contained five questions related to the demographic information reported in Table 1 below. The second part consisted of 24 items to measure the constructs of Boundary and Co-ownership (3 items), Privacy rules (6 items), Perceived Risk (3 items), Social Influence (4 items), Habit (5 items) and Willingness to share information (3 items). Participants rated each construct item in part two on a 1-5 Likert scale, where 1 indicates “Strongly Disagree” and 5 indicates “Strongly Agree,” with the midpoint (3) representing the state of uncertainty or neutrality.

This study adapted questionnaire items from previous studies with modifications to fit the specific Facebook context to measure Boundary and Co-ownership (Zhu Y & Kanjanamekanant K, 2021),

Privacy rules (James T, Wallace L, Warkentin M et al., 2017 and Zlatolas L, Welzer T, Heričko M et al., 2015), Perceived Risk (James T, Wallace L, Warkentin M et al., 2017), Social Influence (Cho I, Park H, Kim J, 2015), Habit (AL Ball, MM Ramim, Y Levy, 2015), and Willingness to share information (Cho I, Park H, Kim J, 2015).

Data Collection Procedures and Participants

The researchers will create an online questionnaire form using Google Form, then send a link to the survey form on Facebook social networking sites to call on the subjects to survey. The participants are young people of different ages (from 15 to 29) who use Facebook in Ho Chi Minh City. There were a total of 441 questionnaires distributed in the form of submitting to Google Form, the results were 436 questionnaires, after removing the unsatisfactory questionnaires, our group got 400 valid responses.

FINDINGS

Demographics

Table 1 shows the respondents' demographic profile. In 400 Facebook users participating in answering the question, 44.5% are male, 53.3% are female. The age group frome 20-24 accounted for 34.3%, the age group 25-29 accounted for the vast majority of 39%. In which, a university degree accounted for the majority with 74.5%; postgraduate accounted for 12%. For occupations, high school, university students accounted for the majority with 58.8%. Coming closer to the topic, 357 respondents said that they have shared other people's information on Facebook.

Table 1. Demographics profile of the respondents (n = 400)

Profile	*#*	*%*	*Profile*	*#*	*%*
Gender			**Educational Attainment**		
Male	178	44.5	High School	30	7.5
Female	213	53.3	College	16	4.0
Other	9	2.3	University	298	74.5
Age			Postgraduate	48	12.0
15 - 19	107	26.8	Other	8	2.0
20 - 24	137	34.3	**Occupation**		
25 - 29	156	39.0	Student	235	58.8
Have shared other people's information			Employee	84	21.0
			Business	23	5.8
Yes	357	89.3	Other	58	14.5
No	43	10.7			

Habit reflects the same connotation as the nature of Willingness to share information

Based on previous studies, it can be seen that Habit and Willingness to share seem to be defined differently. Habit is a "learned sequence of acts that become automatic responses to specific situations which may be functional in obtaining certain goals or end states" (Verplanken, Aarts, & Van Knippenberg, 1997). When an individual repeats an action regularly and he/she is satisfied with the outcome, the action then becomes habitual (Verplanken & Orbell, 2003). Meanwhile, *Willingness to share information* is defined as the strength of one's intention to perform an explicit behavior by Fishbein and Ajzen (1975). However, the results after conducting exploratory factor analysis EFA shows that the observed variables of the H (Habit) factor and the WSI (Willingness to share information) factor both produce the same new factor, which means that the market data shows that Habit are just as connotative as the nature of the dependent factor: Willingness to share information.

The factors have an impact on the Willingness to share information

After completing the confirmatory factor analysis (CFA), to determine the appropriateness of the model with the actual data, the research team continues to build a linear structural model (SEM) to test the model to define relationships between concepts.

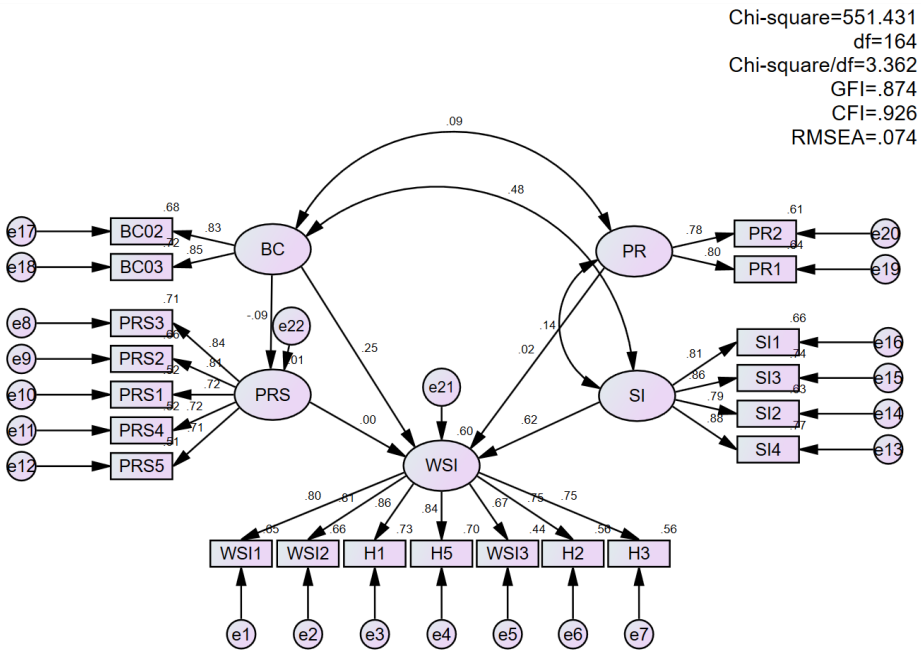

Figure 2. Standardized linear structural model

Using 95% confidence standard, the sig of BC on PRS is 0.117 > 0.05, variable BC has no effect on PRS; sig of PR affecting WSI is 0.549 > 0.05, variable PR has no effect on WSI; sig of PRS affecting WSI is 0.949 > 0.05, variable PRS has no effect on WSI. The remaining variables all have sig equal to 0.000 (AMOS sign *** is sig equal to 0.000), so these relationships are all significant. Thus,

there are 2 variables affecting WSI including BC and SI. Of the five hypotheses, we reject H1, H3, H4 and accept the remaining hypotheses.

Table 2 . The results of testing the model's hypotheses

Hypothesis		*Estimate*	*Result*
H1	Boundary and Co-ownership (-) → Privacy Rules	-.059	Rejected
H2	Boundary and Co-ownership (+) → Willingness to share information.	.228***	Accept
H3	Privacy rules (+) → Willingness to share information	.003	Rejected
H4	Perceived Risk (-) → Willingness to share information.	.027	Rejected
H5	Social Influence (-) → Willingness to share information.	.501***	Accept

Note: ***p < 0.001

From the above Table 2, it shows the following results: the factors Boundary and Co-Ownership (BC), Social Influence (SI) have a positive influence on the level of Willingness to share information (WSI) and are significant statistics (P < 0.05).

Wherein the factor Boundary and Co-ownership (BC) have significant positive consequences (0.228, p < 0.001) on the willingness to share, as hypothesized. A significantly positive relationship (0.501, p < 0.001) was found between Social Influence and Willingness to Share. Moreover, the standardized regression weights column also shows that the Social Influence factor has the strongest influence on the level of Willingness to share information (WSI). This proves that Facebook users' willingness to share information is greatly influenced by social influence which are determined by interpersonal influence, including the impact of

word-of-mouth from family, friends and colleagues, and external environmental influences including mass media reports and experienced people.

Boundary and Co-ownership and Privacy rules

According to the CPM theory (Petronio, 1991) one of the five core principles is: When co-owners of private information do not effectively negotiate and follow mutually held privacy rules, boundary turbulence is the likely result, so it shows the interaction between Boundary and Co-ownership factor and Privacy Rules factor. This indicates that when making sharing decisions, individuals may consider how the boundary will be coordinated, such as who can access the disclosed information and how the information will be treated. But in this study, when we used the Bootstrap Test to test the indirect relationship from BC to WSI, this relationship exists so there is no intermediate relationship from BC to WSI. That is, the Boundary and Co-Ownership (BC) factor does not affect the Privacy Rule (PRS) factor, thereby concluding that Hypothesis H1 does not occur. A significant negative relationship was not found when boundary effects on rules.

CONCLUSION

The research shows the suitability of the theoretical model for the risk of sharing other people's information on Facebook as well as the hypotheses which is acceptable in this study will bring a positive significance to the young people today with proper awareness and extensive knowledge of the risk of sharing other people on social networks. Individual perceptions of the sharing of others' information through one's own Facebook behavior are examined in this study. The research results discovered two antecedents that affect young people's willingness to share other people's information,

that are Boundary and Co-ownership and Social Influence which is the most influential factor on the intention to share others information. Furthermore, Habit, a new perspective comes from the person sharing the information, reflects the same connotation as the nature of the dependent factor Willingness to share information, so these two factors merge into the dependent factor and the two remaining factors are not affected. Besides, contrary to CPM theory, the Boundary and Co-ownership factor has no negative impact on the Privacy Rules factor.

From the above impacts, some solutions are proposed to limit the current rampant behavior of sharing other people's information on social networks. The state, community, and educational organizations can create propaganda campaigns on social networks, newspapers, organize programs, seminars to discuss negative issues caused by social networks, guide young people skills to information and participate in a secure network environment. Besides, social network developers may consider to build new features or settings for their social networks about information sharing like one person wants to own someone else's information that they must have someone else's clearance, offer better solutions to improve security systems, tools to set up and privacy settings more tightly to help users be safer when experiencing social networks.

Finally, on the government side, Vietnam's law should have policies and laws, give appropriate penalties to limit and prevent the sharing of other people's information on social networks as widely as today. At the same time, the Cybersecurity Law also needs to be tightened, strengthen the inspection and supervision of information on social networks and closely coordinate with relevant units to strictly handle violations.

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