

Major Influencing Factors in Young Adolescents' Privacy Concerns and Their Subsequent Behaviors in the Online Environment

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Abstract

As a conceptual model explaining the determinants of privacy concerns, this study utilized three theoretical perspectives: social contract, risk perception, and self-efficacy perspective. This study also used risk coping strategies to explain behavioral responses to privacy concerns. Survey data from 144 middle school students revealed that a higher level of risk perception caused by information disclosure led to more concerns over privacy, while a greater perception of benefits offered in information exchange resulted in less privacy concerns. Privacy self-efficacy appeared to be positively related to privacy knowledge, which in turn influenced privacy concerns. Subsequently, privacy concerns had direct impacts on risk-coping behaviors such as withholding information, seeking social support or further information, or abstaining from using web sites. Implications for privacy education to protect young adolescents' online privacy were discussed.

Endnotes

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