PERCEPTIONS OF PRIVACY AND CAREER IMPRESSION MANAGEMENT: THE CASE OF facebook

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DECLARATION PAGE

I declare that this dissertation is my own work and has not yet been submitted before for any other degree or examination at this or any other university

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CHAPTER 1

LITERATURE REVIEW

1.1 INTRODUCTION

The rationale for conducting the present research and for focusing on *FB experience*, *perceptions of FB privacy* and *FB career impression management* is seen in the relevance and importance of considering how *perceptions of FB privacy* impact on *FB career impression management* in today's work environment.

Considering the position of FB sheds light on the relevance of this study. Social networking sites (SNS's) are at the forefront of internet use and the fastest emerging online pastime (Underwood, Kerlin, Farrington-Flint, 2011). They are an "omnipresent category of technology…embedded in the daily lives of millions of people worldwide" (Underwood et al., 2011, p. 1). Online technologies and SNS's are characterised by constant reinventions, evolution and advancements. Thus it can be suggested that the online landscape "P.F" (pre- FB) was significantly different time than the online world of today. The reality of today is seen in an estimated 1 in every 7 minutes spent online, and 3 in every 4 spent on SNS's, spent on FB with the current number of users peaking at over 845 million worldwide (Townsend, 2012, p.28; FB Statistics, 2011; Social bakers, 2012). "FB is positioning itself to become the online hub for social activity by aggregating the full range of an individual's digital experience in one spot" (Townsend, 2012, p. 30). FB encourages people to divulge the bulk of their "digital footprints" into the network gathering information that no else has (Townsend, 2012, p.31). Essentially FB "is a vault of internet activity" that Google cannot even penetrate (Townsend, 2012, p.30). It's domination and influence is seen in it being used as a prerequisite to sign up for other websites (such as Spotify- a website used to download music) and in its ability to make internet users "feel locked out" of experiences if they are not part of FB (Townsend, 2012, p.30). As such FB is emerging as an "internet passport" making it harder for internet users to have a complete online experience without it.

The influence FB has and its unique position dominating the web presents new implications for FB user's and it raises the concern of the role of work in user's online life. Thus an area of FB use that is important to understand is the work sector. Specifically the position of the employee is of particular interest and relevance as employees may not be aware of the associated implications of leaving behind their 'digital

footprints' on FB (Townsend, 2012, p.30). Initially FB may have been exclusively socially oriented however today it represents a synthesis of work related, and social related contexts (Ellison, Steinfeld & Lampe, 2007). With FB's use for recruitment becoming increasingly common employers can screen potential candidates on FB by gathering their personal information not available through traditional channels (Smith & Kidder, 2010). Employers may utilise FB to monitor their already employed personnel and their activities as FB provides a platform to gather freely available personal information. In this way employees are often unknowingly at risk of potential privacy invasions. Thus how employees use FB, the extent of their privacy, and their awareness of the association between their online FB presentation and offline work identity is brought to focus.

Providing a platform for interaction is FB's forte with the underlying premise resting on information disclosure and sharing. "The social network is only as valuable as the engagement that is fostered within it" (Townsend, 2012, p. 30). Yet why do people divulge their private information with the awareness that privacy is not secure on the internet? How is online privacy balanced on a public platform? The appeal of FB rests on the value that people derive from their social network yet where does a user's work life position itself? With FB's newest introduction of FB Timeline (the presentation of a person's profile as a timeline of their life) further privacy concerns are raised. The Timeline makes a person's total FB past, visible and accessible by threading together the story of their life (Townsend, 2012). All the content made newly visible on the Timeline was "green-lighted" by the user at some point in their FB life yet now users are tasked with reassessing their content as what was deemed appropriate in the beginning of a person's FB life may not be so today (Townsend, 2012, p.30).

Assessing content leads to an awareness of the ideal design of FB for impression management (IM). Past research found that FB use is related to IM in its traditional or online form (Feaster, 2010; Walther, Van Der Heide, Hamel & Shulman, 2009; Siibak, 2009). This study argues that the theory of offline traditional IM is poorly developed to account for the effects of online privacy and the uniqueness of FB usage patterns. By drawing from and building on the theory of offline IM and adapting it to FB use, online privacy, the work audience and employee's perceptions this study considers FB career impression management (FB CIM). FB has the technological capacity to bridge online and offline connections thus FB CIM is particularly interested in the degree to which the intended audience of the represented self is work related (Ellison et al., 2007)

Lastly, the importance of this study concerns its South African (SA) context. FB use in SA specifically has risen to over 4 million active users making it 31st in the world (Social bakers, 2012). Its penetration in SA is 91.33% in relation to the number of internet users and 9.86% in relation to the country's population (Social bakers, 2012). Therefore considering the implications of FB use in the SA work context is of particular relevance today. The research that has accounted for a relationship between FB use, privacy, and workplace consequences (such as dismissal or disciplinary procedures) has been conducted either in the United States (US) or Europe. In SA these types of workplace (common in the US and Europe) may be considered anecdotal as utilising dismissal or disciplinary procedures in dealing with employee FB use are not common practice. Yet the nature of the relationship between employee FB use and workplace consequences is uncertain.

Drawing from the above discussion it is noted that together with this study's aim to contribute to the growing body of literature in the field, it is concerned with the position of FB in today's SA. It is particularly concerned and interested in exploring the underlying psychological processes that underpin FB use and in understanding the implications of FB use and its position in the world of work.

1.2 LITERATURE REVIEW

This section presents a critical review of the key literature, research, theory in the areas of FB use, online privacy and IM. The theoretical framework built for this study is based on the social capital theory. The section first contextualises the present study in the area of web 2.0 technologies, SNS research, FB use and the development of FB privacy to date. The research is then set on the backdrop of what the researcher refers to as 'the dark side of FB' which deals with the realities of FB use today. Thereafter the review provides a theoretical account of the constructs of the study looking first at FB experience and the social capital theory; followed by the theory underpinning perceptions of FB privacy and FB career impression management.

1.2.1 WEB 2.0 TECHNOLOGIES

The term Web 2.0 marks the shift of internet based tools towards an interactive web (O'Reilley, 2009), whereby social networking, social media, and virtual communities comprise its core philosophy (Leader-Chivee, Hamilton, Cowan, 2008). Web 2.0 technologies leverage a system of contributory and collaborative media used to put power in the hands of a community of online users (Leader- Chivee et al., 2008). SNS's represent a synthesis of Web 2.0 communication tools essentially pooling the

collaboration and user-generated content publication enabled by the web (Leader- Chivee et al., 2008). Online- based access to information and communication has arguably become pervasive and ubiquitous to the extent that information sharing is the norm (O'Murchu, Breslin & Decker, 2009; Leader- Chivee et al., 2008). Consequently it can be proclaimed that the Web 2.0 has become present day reality that has enabled a communication revolution (O'Murchu et al., 2009; Gartman, 2009; Hall, 2009). However due to the on-going adoption of a wider audience and thus evolving patterns of usage, Web 2.0 technologies blur the boundary of what is public and private (Brandtzeag, Luders & Skjente, 2010).

Furthermore, it is important to note in the context of web 2.0 technologies that different generations growing up at different time periods have preferred methods of communicating and interacting with one another (Glass, 2007). Thus the buy- in to web 2.0 technologies is not uniform across all generations. Generation Y'ers (born between 1977- 1992), as opposed to generation X'ers (1961- 1976), grew up with the advent of modern technologies having access to computers and the web from early developmental ages. This generation is known as 'digital natives' (Glass, 2007, p.101). 'Digital natives' have grown up alongside the constant developments in technology and are thus generally more comfortable with the online communication and sharing, that personifies web 2.0 technologies, than earlier generations (Glass, 2007).

1.2.2 SNS'S: A LENS ON FB

As previously mentioned, SNS's are at the forefront of Web 2.0 technologies. A general definition and overall understanding of what an SNS is and what it entails is provided. This is then followed by a discussion of FB specifically.

SNS's forms part of online social media. Social media combine different online technologies and practices used to share opinions, insights, experiences and perspectives, which include texts, images, audio and video (Hall, 2009; Kim, Jeong & Lee, 2010). Boyd and Ellison (2007) define an SNS's as "web based services that allow individuals to construct a public or semi- public profile within a bounded system, articulate a list of other users with whom they share a connection and view and traverse their list of connections and those made by others within the system" (p. 210). SNS's enable self -presentation through personal profiles and connection building, and attempt to use structural features to create symbolic codes that facilitate communication and create a culture that Castells (2000) referred to as "real virtuality" (p. 403). As such it can be argued that the foundation of all SNS's is the user profiles.

These profiles are unique pages where users "type oneself into being" (Sundén, 2003, p. 3). Joinson (2008) and Kim et al., (2010) investigated the uses of SNS's and found that the dominant uses included (i) keeping in touch with people; (ii) making new contacts; (iii) communicating via SNS applications such as private messages; (iv) writing comments or messages on other's profiles; (v) forming online interest groups; and (vi) sharing user created contents.

More than 700 million people worldwide have profiles on SNS's (Back, Stropfer, Vazire, Gaddis, Schmukle, Eglof, & Gosling, 2010) with 800 million active FB users by mid-2011 (Facebook Statistics, 2011). As such FB is currently the dominant and leading SNS used worldwide (Smith & Kidder, 2010; Kim et al., 2010). Hempel (2009) found that during a typical week up to 5 million new users join FB. The number of new users above the age of 25 increased 276 % in the last 6 months of 2008 (Orenstein, 2009; as cited in Smith & Kidder, 2010). FB is multipurpose and affords its users the capabilities of exchanging private inbox messages, and uploading user generated content such as pictures and status updates. It has a News Feed which "provides users with a stream of data about the actions taken by friends" such that when users upload photos, change their relationship status, accept a friend request, post messages on friends walls (along with a myriad of other actions) it is broadcasted on the feed (Boyd, 2008, p.3).This News Feed details and chronicles the happening of the lives of one's network (Subrahmanyam & Greenfield, 2008).

The structural variation around visibility, and access to user profiles, differs amongst SNS's (Boyd & Ellison, 2007; Papacharissi, 2009; Thew, 2008). In the case of FB, its architecture is an attempt to simulate real life within a virtual setting (Papacharissi, 2009) (the "real virtuality" described by Castells, 2000). FB has been described as "the architectural equivalent of a glasshouse" (p. 199) with a publicly open structure. It allows one's list of friends to be visible to anyone permitted to view one's profile, thus enabling viewers to navigate through the FB network (Boyd & Ellison, 2007; O'Muchu et al., 2004).

1.2.3 THE DEVELOPMENT OF FB PRIVACY

An exploration of FB is synonymous with a discussion of online privacy. The following section provides an overview of how FB privacy has evolved over time and where it's is position today. FB's privacy settings and control have gone through a series of modifications since FB's initial inception. The previously 'network- centric' approach to user privacy meant that a user's profile was visible to all those on the same network (Boyd & Hargittai, 2011, p.3). Through a series of redesigns, FB permitted users to control

with whom content could be shared (Boyd & Hargittai, 2011). The settings allowed the options of sharing content with “No- one”; “Friends”; “Friends-of-friends”; or a specific “Network” (Boyd & Hargittai, 2011). Later, a fifth option to share profile content with “Everyone”- inside or outside Facebook- was also introduced.

As the FB influence expanded it became a platform on which other companies created applications. The implications thereof being that user’s content is shared with third- party developers (Boyd & Hargittai, 2011). To account for this FB prompted a message every time a new application was added to allow users to determine with which of the third parties their content could be shared (Boyd & Hargittai, 2011). Furthermore an option to share profile content with online search engines was introduced with its default setting permitting the sharing of content (Boyd & Hargittai, 2011). Enabling such settings essentially meant that a user’s profile content would crop up whenever they were searched on Google (or other search engines), regardless of whether the person searching was a FB user or not (Boyd & Hagittai, 2011). With time, FB introduced a new “public search” setting that enabled sharing to search engines by default.

At each point of modification in privacy settings, the default remained to share broadly (Boyd & Hargittai, 2011). As the controls became more complex and users became uncertain about what the settings actually meant, FB was forced to simplify the settings for the purposes of making them more comprehensible and user friendly (Boyd & Hargittai, 2011). In 2009, FB added a prompt that asked users to reconsider their privacy settings for various types of content on the site including posts created, status updates, likes, photos, and videos. For each item users were given two options- “Everyone” or “Old Setting”- the items were defaulted to “Everyone” (Boyd & Hargittai, 2011).

Throughout FB history, the unveiling of new features has been accompanied by controversy as was evident with the introduction of the News Feed. The publicisation of information and broadcasted content on the News Feed was not necessarily previously hidden, neither was it publicly visible as one cohesive representation (Boyd, 2008; Boyd & Hargittai, 2011). Thus presenting information in this way created a heightened awareness that all actions of FB are broadcasted and a consideration of how actions will be interpreted by others followed suit. The protest surrounding the introduction of the News Feed centred on the argument that there was a significant difference between regularly visiting

someone's profile to follow their actions, and listing it publicly on an automatically updated feed (Boyd & Hargittai, 2011).

Today the News Feed is a permanent feature of the site with privacy settings allowing for the controlling of broadcasted content. At the end of 2011 FB introduced its new profile presentation, the FB Timeline. "Timeline is a social blow by blow of a person's total FB past, as easy- to- parse, easy- to- navigate account of…[an] entire experience on the FB platform" (Townsend, 2012, p.28). Essentially the presentation of a user's profile is structured as a timeline of all the activities performed on the website since the beginning of that users' FB life. Timeline has the ability to re-introduce posts that a user may not want to re-publicise; posts that do not want to be remembered (Townsend, 2012). The content shared from when a person signed up on the website still exists, but by virtue of the "smarter sharer", such content is buried under newer and 'more favourable' posts (Townsend, 2012, p. 30).

"The [FB] network has to constantly reinvent itself so people feel compelled to come back, and more importantly share more about themselves than they had thought of or felt comfortable doing so in the past" (Townsend, 2012, p. 30). Thus the psychology behind the reinventions is to encourage more content sharing. Yet with every FB reinvention, the employee is placed in a position of vulnerability. As FB gathers more information about its users it is able to monetise it because nowhere else can the same information be found/accessed (Townsend, 2012). With the introduction of the News Feed, and Timeline, it is necessary for the shared content and privacy thereof to be reappraised. FB default settings permit complete visibility of one's profile. Boyd and Hargittai (2011) note that previous research has shown that an SNS's default settings are important as they are seldom changed (Boyd & Hargittai, 2011). The premise of FB rests on content sharing and thus its default settings would be to share content publicly. Unless users are aware of the privacy settings and actively participate to modify them, their content is therefore publicly accessible. However with the introduction of privacy settings and the ability of the user to modify these, it is now possible for the user to determine which friends (or others) can access their information as provided by wall posts, photos, status updates and videos uploads- can be controlled by users deciding which friends (or others) can access the information (Liu, Gummadi, Krishnamurthy & Mislove, 2011). Users can control the visibility of what they share on FB and those who have failed in this regard are susceptible to an invasion of privacy even where the intention to publicly share their content is absent.

1.2.4 THE DARK SIDE OF FB

The researcher has titled the following section 'The dark side of FB'. This section addresses the often unknown by- products of FB use that affect the average FB user, the job applicant who uses FB and the employee who is a FB user.

1.2.4.1 FB TRACKING: THE 'LIKE' FUNCTION

FB 'likes' have infiltrated the web as a whole, with the FB domination seen in services such as social plug-ins and cookies (Roosendaal, 2011). The expanse of FB has extended far beyond the reach of the website itself. The social plug-in and cookies will be addressed in light of the present discussion. A plug- in is essentially a set of software components that add specific abilities to a larger software application with the FB 'Like' button being a characteristic social plug- in (Roosendaal, 2011). This service is currently being embraced by a plethora of sites (Roosendaal, 2011). The button is displayed as an image of a 'thumbs- up' symbol together with the word 'Like' (Roosendaal, 2011; Debatin, Lovejoy, Horn & Hughes, 2009). The objective of the button on a third party site is to allow FB users to share content and their interests on their profiles with their friends and therewith promote the third parties own websites (Roosendaal, 2011). For the initiation of the button the user clicks on it on the third party's website which is then synched with that user's profile and is subsequently displayed on the user's News Feed with a link back to the site (Facebook Developers, 2010). The implementation of this button on a website is freely available. Facebook Statistics (2011) reported that an average of 10 000 new websites integrate with FB every day; 2.5 million websites having already integrated with FB; and every month, there are more than 250 million people engaging with FB on external websites.

This plug-in feature has been found to be a significant business tool for content providers (Roosendaal, 2011). However, the realisation of this business model for content providers is somewhat clouded by the implications it has for FB users. The 'Like' button is used to place cookies on a user's computer regardless of whether a user actually employs the button when visiting a website (Roosendaal, 2011). A cookie is used for anything that can be accomplished through storing text data and typically records user preferences and provides web content according to the preferences it monitors (Roosendaal, 2011). Cookies are often used as spyware to track users browsing activities (Roosendaal, 2011). Thus the 'Like' button as a business tool is juxtaposed with the privacy effects in the capacity of tracking, tracing and processing users and their associated data (Roosendaal, 2011). This feature infringes upon privacy in two respects, the first being that data collection takes place without the awareness of individuals and the

exact purposes for the collection are not clear with the limitations often being undefined (Roosendaal, 2011).

Tracking users with the use of cookies over the web is a valuable tool for profiling, especially for personalised advertisements but, as suggested by Roosendaal (2011), it means that "FB's tentacles reach far beyond their own platform and members" (p. 1). Cookies are also activated for non FB users and at such time that that person creates an account, the data collected can be synched to the newly established page (Roosendaal, 2011). It must be remembered that the use of cookies to recognise, and track web users is not a new concept and is not unique to FB. However, the FB 'Like' button contributes by attracting more traffic to a particular site with a reported 200 % increase in traffic when employing the 'Like' button (Roosendaal, 2011).

The 'Like' button is one such illustration of what Debatin et al., (2009) refer to as 'The FB Iceberg Model'. Much like an iceberg, FB is made up of both a visible and an invisible part. The visible part accounts for the tip of the iceberg while the invisible makes up the bulk of the whole. The visible part of FB comprises of users profiles and social interactions. For the average FB user, the collection of data from content shared on FB, and the potential commercial exploitation of this data by third parties, remains invisible. The invisible part "is constantly fed by the data that trickles down from the interactions and self-descriptions of the users in the visible part" (Debatin et al., 2009, p.88). In order to encourage users to supply and constantly update personal content, marketing based on the aggregation of this data remains unobtrusive, thus maintaining invisibility. An illustration of 'The FB Iceberg model' is provided in appendix 1, figure 1.

1.2.4.2. FB AND THE WORLD OF WORK

Alongside the rise of FB users, there has been an increase in FB use by hiring manager's and human resource professionals to access more detailed information on employees and job applicant's (Brown & Vaughn, 2011). Potential employers are taking advantage of FB by pooling the information shared online for screening purposes and initiating background checks on applicants and existing employees (Brandenburg, 2008). In Brandenburg's (2008) study it was reported that approximately one in ten employers reported that they planned to review a potential candidates profile and information on the basis of their FB profile. Firing employees on the basis of questionable FB use has been anecdotally reported with 8% of companies admitting to firing 'social media offenders' who post pictures of

themselves in risk adverse behaviour or using foul language online (Carr, 2010). As such, the practice of FB use by employers and decision makers has an effect on human resource decisions such as hiring, training, promotion and termination.

The crux of employers turning to FB: they have access to information that allows them to draw conclusions or make inferences about current or potential employees' characters or personalities that are not attainable through traditional channels (Brown & Vaughn, 2011). The exact methods employed in the pooling of available information are unclear. Aside from the legal and ethical concerns associated with such practices, the level of information available to employers is unstandardised. Some employees and applicants choose not to use FB, and other FB users choose to customise their privacy settings and the degree to which their private information is made public (Brown & Vaughn, 2011). In an attempt to safeguard the employee, Brown and Vaughn (2011) stress the need for an awareness of the potential negative outcomes related to misuse of SNS's by employers. Furthermore, there is a danger of the attribution error occurring. Attribution errors occur when information is construed to be representative of the person in question regardless of the context (Brown & Vaughn, 2011). FB is fraught with the possibility for such error in that negative information or impressions conveyed through the applicant's personal profile may not be considered in the appropriate context and could therefore result in inaccurate judgments (Brown & Vaughn, 2011). Thus the validity of using profile searches on a site such as FB in human resource practice decisions is what can be referred to as a "grey area". There is a gap in peer- reviewed research investigating the content or criterion-related validity of the information that is gathered by employers through profile searches. Without well documented evidence for validity, the conclusions drawn on the basis of these types of searches can be described as unsubstantiated and can result in undocumented discriminatory action on the part of the employer (Brown & Vaughn, 2011).

Lastly it is important to note that even though there are settings that allow for the controlling of private content on FB, it is possible for companies to navigate around these barriers. One such method includes integrating into as many networks as possible, for example using current employees to infiltrate networks in which users belong (Brandenburg, 2008). As such, privacy control does not guarantee that privacy in the work context is maintained and further emphasises the blurring of the metaphorical borders of public, work and private information (Waters & Ackerman, 2011).

In concluding the section on the dark side of FB, it is noted that the discussion of plug- in's, and the illustration of how FB is currently being utilised in the work context aimed to demonstrate what is done with personal information shared online. Thus, as much as the current norm is to share content online, there are subversive forces at play that the average FB and web user may not be consciously aware of. In context of information shared on FB, the present research is particularly concerned with how the employee uses their FB profile, what they post online, and the way they perceive the information to be interpreted by others. Thus the perceptions an employer forms of the employee on the basis of the information shared or not shared by the employee is not explored specifically.

1.2.5 FB EXPERIENCE

Previous research has accounted for FB use from different angles. One such angle that has been utilised by other research is that of Ellison et al. (2007) who define FB use from the view of FB intensity (The FB Intensity Scale). The present study considers FB use from the point of *FB experience*. A conceptual account of what is meant by FB experience and the FB user is provided.

Literature in the area of computer research and experience were pooled to ascertain the dimensions of FB experience. Psychological literature has previously considered expertise either from the information-seeking or abilities approach (Reed, 1998; as cited in Thatcher, 2008). The former looks at expertise as a product of knowledge, skills and expertise acquired through experience, while the latter concerns expertise as stemming from innate abilities (Thatcher, 2008). The categorisation of experienced/expert, and inexperienced/novice has seldom been conceptualised uniformly and as such has led to difficulties in interpreting and generalising findings from research conducted using these distinctions (Fisher, 1991). Fisher (1991) provides an account of this categorisation by distinguishing between depth and breadth of experience and use. The depth dimension is assessed on a scale from novice to experienced user (experienced vs. novice), and the breadth dimension is measured on a scale from naïve to expert user (expert vs. naïve). Such a distinction is echoed by Aula and Nordhausen (2006) who suggest that Web experience should consider both aspects of frequency of use and length of use.

As per Fisher's (1991) distinction, a novice user is one "who is new or inexperienced in a certain task or situation" compared to an experienced user "who has developed skills or knowledge from extensive exposure or participation" (p. 439). An expert user "gains and intentionally uses skills and knowledge about the dynamic substructures" (Fisher, 1991, p.439) as opposed to a naïve user who lacks the

requisite underlying reasoning or analytical skills" (Thatcher, 2003, p. 141). On a practical level, depth and breadth are not independent but they are separable in a conceptual sense (Fisher, 1991).

On an applied level, a FB user may have a great depth of knowledge of a particular activity on FB, such as uploading albums, without having knowledge of other activities (for example, posting a status update or sending public/private message, changing their privacy settings). Such a user would be termed as experienced as opposed to novice. An experienced FB user would thus be skilled in a particular task and have limited skills in the demands of others. A person that makes use of uploading albums and pictures without wanting or needing knowledge of other activities would be a naïve user, in contrast to a user that is an expert in the FB system as a whole and all its associated activities (such a user that knows how to upload albums, post statuses, send private/public messages, adjust privacy settings, make use of or develop applications etc.). Fisher (1991) notes that the experience/novice; and expert/naïve dimensions are partly inter-dependent. Following from this, the construct of FB experience in this study assumes Fisher's (1991) dual account and is thus denoted as a continuous variable that is based on a synthesis of depth and breadth of experience as opposed to a dichotomous distinction (Thatcher, 2008). Boundaries of FB users are not simple or distinct and as such use is partitioned from the view of relative depth and breadth (Fisher, 1991).

1.2.6 THE SOCIAL CAPITAL THEORY

Understanding why people use FB is explored from the view of the Social Capital Theory. In practical terms, the number of friends one has, what one posts on FB, the dominant activities performed on FB, and the degree to which, and the types of privacy settings enacted are driven by the social capital element of its use. This theory forms the groundwork for the theoretical tie between the employees *FB experience, perceptions of FB privacy* and *FB CIM*. Social capital refers to the resources accumulated through the relationships among people (Coleman, 1988). Buys and Bow (2002) describe it as "the invisible and sticky substance that holds societies together" (p. 4) such that it is conceived as both a cause and effect (Ellison et al., 2007). Bourdieu and Wacquant (1992) define social capital as "the sum of the resources, actual or virtual, that accrue to an individual or a group by virtue of possessing a durable network of more or less institutionalised relationships of mutual acquaintance and recognition" (p. 14). The argument that social capital diminishes on the internet platform as a result of the decreased face-to-face encounter does not hold with FB as its design and architecture facilitates online face- to- face interactions (Ellison et al., 2007). FB allows users to diffuse networks of relationships from which they

draw resources (Ellison et al., 2007). It supports the maintenance of existing social ties and the formation of new connections (Ellison et al., 2007). As such it facilitates the generation of social capital (Ellison et al., 2007). It allows users to interact online with people they already know offline and with new people (Ellison et al., 2007). In effect FB allows for offline social capital generation by online tools (Ellison et al., 2007).

Social capital is described as two constructs: bridging and bonding (Putnam, 2000). Weaker ties generate bridging social capital while emotional relationships and stronger ties provide bonding social capital (Burke, Kraut & Marlow, 2011). FB is a platform that generates both bridging and bonding social capital. As such the resources accrued from FB relationships differ in form and function on the basis of the relationships themselves The degree to which users generate both types of social capital is dependent on the user. Such generation can also be controlled by privacy settings such that one's 'bonding networking' can have access to different information than one's 'bridging network'. Furthermore, Nahapiet and Ghoshal (1998) suggest that social capital has three distinct dimensions: *structural* (the overall pattern of connections between actors), *relational* (the kind of personal relationships people have developed with each other through a history of interactions), and *cognitive* (those resources providing shared representation, interpretations, and systems of meaning among parties).

The cognitive dimension of social capital is of particular relevance in reference to FB use and its relation to self- esteem (Kraut, Kiesler, Boneva, Cummings, Helgeson, & Crawford, 2002; Steinfeld, Ellison & Lampe, 2008). Ellison et al., (2007) found that social capital is related to indices of psychological well-being including self- esteem. Self- esteem is defined as a person's overall self- evaluation of his or her worth (Weiten, 2004). All individuals have a vital need to maintain or raise their self- esteem; it is thus expected that individuals will strive for positive self- presentations (Mehdizadeh, 2010). Understanding FB use from the view of social capital sheds light on the role of a person's sense of self-worth. A person's sense of self- worth will be represented in the image the user creates of himself and how the image is managed. The attainment of social capital can instil a sense of self- worth within a user e.g. the number of friends a person has on FB stimulating a sense of self- worth.

1.2.7 THE USES AND GRATIFICATIONS MODEL

Understanding why some people spend more time than others on FB can be approached from the view of the uses and gratifications model. This model is classified as a social media theory and considers how people use media platforms to fulfil various needs (Blumer & Katz, 1974; LaRose & Eastin, 2004). It provides reasons for the usage of a specific medium over alternative communication media (Cheung, Chiu & Lee, 2011; Debatin et al., 2009). Furthermore, it explains the psychological needs that drive people to use certain media (Debatin et al., 2009). In terms of FB use, the model considers the following uses and gratifications: *entertainment value*- the need for diversion and entertainment; *maintenance of interpersonal connectivity*- establishing and maintaining contact with others; and *social enhancements*- the value users derive from acceptance and approval from others (Cheung et al., 2011; Debatin et al., 2009). On the basis of the achievement of each or all of the components of this model some users are driven to use FB more than others. Users that derive entertainment value from FB use will use it more often than those that do not gain this value; users that are driven to use FB to maintain interpersonal connectivity among their network of friends will spend more time on FB than those not as concerned with establishing or maintaining contact; and users that are concerned with acceptance and approval from others and rely on FB for social enhancements will be more likely to use FB more than those that do not derive such value from the site.

1.2.8 PERCEPTIONS OF FB PRIVACY

Advancements in technology and the advent of the 'information age' poses unique privacy concerns that essentially differ from those previously and traditionally addressed in literature. The way in which information online is gathered, stored and exchanged has changed and continuous to evolve (Paine, Pieps, Steieger, Joinson & Buchanan, 2007). "What was once achieved with walls, doors and other physical or architectural constraints is still to be adapted to today's communication means" (Reynolds, Venkatanathan, Goncalves, & Kostakos, 2011, p.2). Architecture can afford or impair privacy, and FB's "architecture" can be said to facilitate a "breakdown in contextual integrity" (Raynes- Goldie, 2010, p.). It is pertinent to define what is meant by privacy before delving into a discussion of FB privacy. Privacy is a "sense of control over information, the context where sharing takes place, and the audience who can gain access" (Boyd, 2008; p. 18). It refers to the desire to keep personal information separate from others, and the ability to connect with others without interference (Burgoon , Parrott, LePoire, Kelley, Walther & Perry, 1989; DeCew, 1997). Privacy is a loaded term that encompasses a variety of

interchangeable meanings (Paine et al., 2007). In context of FB privacy there are number of particularly important elements of privacy that are specifically addressed.

Burgoon et al. (1989) distinguish between four privacy dimensions, "the ability to control and limit physical, interactional, psychological and informational access to the self or one's group" (p. 132). The *informational* dimension is of particular relevance to FB use in that it accounts for an "individual's right to determine how, when, and to what extent information about the self will be released to another person" (as cited in Buchanan et al., 2007, p.153). Gifford (1996) noted four themes related to privacy: the management of *information about the self*, the management of *social interaction*, the individual's *sense of control over their life*, and the *formation of a self- identity*. These themes are enacted on the FB platform from the point of management of personal information shared online, management of one's friend network and the interactions on the site, as well as autonomy to decide what to disclose and share online and the creation of an online persona.

On an operational level it is necessary to define the overall construct of perceptions of FB privacy before considering its components (subscales). In this study, perceptions of FB privacy concerns how one views their privacy on the FB platform*: it is the perception one has of their privacy on FB in context of their work life*. A person with *high perceptions of FB privacy* believes that privacy protection on FB is very important; that privacy is not guaranteed and thus what is not meant for public access should not be posted online; one's FB profile and work life are interconnected and it is thus necessary to manage what is posted online, and the adding of work associated people (colleagues/superiors) as friends. Such people exert a level of trust within the system and within their network <u>after</u> adjusting their settings or by virtue of not posting private information. On the other hand, people with *low perceptions of FB privacy* are not particularly concerned with their privacy on FB as they do not conceptually associate their FB life with their work life. They are not concerned for the effects of work associated people on their FB network.

1.2.8.1 FB'S PRIVACY DILEMMA

"FB's very purpose challenges conventional notions of privacy" (Raynes- Goldie, 2010, p.1). The ironic nature of FB privacy lies in that privacy "is a prerequisite for disclosure and yet the process of disclosure serves to reduce privacy" (Joinson & Paine, 2007, p.244). With FB becoming pervasive and ubiquitous, threats to privacy and the breakdown of what is public and private have emerged (Debatin et al., 2009). Together with the blurred boundary of private and public, the transparent interactions of FB raise

concerns about privacy in itself (Brandtzaeg et al., 2010). In essence the question can be asked: how can a private profile built on a public platform be managed effectively to ensure that the private stays private? This brings to the forefront what has been termed the *privacy dilemma.* FB hinges on the idea that users will create a profile and share content about themselves "as a result of voluntary disclosure among multiple users" (Brandtzaeg et al., 2010, p. 1007). Thus two foundational aspects of FB use are conflicting- the need for sociability and content sharing; and the need for privacy (Brandtzaeg et al., 2010). The predicament is as follows: if privacy is protected, sociability and content sharing are compromised; however if the reverse is true and sociability and content sharing are promoted then privacy is compromised. Is it possible to obtain social capital within the confines of privacy? Does the social capital theory promote lowering the barriers to interaction through self- disclosure at the cost of privacy? How does one strike the balance that allows privacy to be ensured while at the same time promoting sociability and content-sharing? The possibility of finding some type of balance within the confines of this dilemma rests on the management of privacy on FB.

1.2.8.2 PRIVACY MANAGEMENT ON FB

The amount of information FB users provide about themselves, the relatively open nature of the information provided and the privacy controls that are not always enacted puts users at risk both offline and online (Acquisti & Gross, 2006). One of the primary features of FB that has differentiated it from other SNS's is the way in which it allows a user to manage privacy (Boyd & Hargittai, 2011). Privacy management on FB is an intricate process that integrates both technical (use of privacy settings to regulate content distributed to select audiences) and mental strategies (thought process involved in this adjustment; i.e. the choice of what to divulge or express) (Reynolds et al., 2011). The question of whether users actually adjust their privacy settings and the implications of the adjustment or lack thereof is important in a discussion of FB privacy management. The extent to which users post private information on FB and the level of privacy settings used on FB are integral. The management of FB privacy is particularly concerned with managing one's disclosure and the visibility of personal information from the point of ones network of friends, what is posted, the extent of visibility, how information is shared, and the identity that is created

.

On the basis of privacy management, the present study categorises FB users as follows:

(i) Users that post private information on FB regardless of their privacy settings;

(ii) Users that post private information because they have adjusted their privacy settings; and lastly

(iii) Users that do not post private information on FB and also have privacy settings that restrict access to certain information on their FB page.

The dynamics that underpin the disclosure of private information on FB and the management (or non-management) thereof is an area that has attracted research. In a study conducted by Acquisti and Gross (2006) it was found that three quarters of users knew exactly what they were sharing and understood the visibility of their content online, while others vastly underestimated the reach and openness of their own profiles. Madden and Smith (2010) found that 44% of people took steps to limit the amount of personal information available online; 71% reported that they had changed their privacy settings to limit what they share, and 47% deleted unwanted comments (Madden & Smith, 2010). Research on SNS use found that most users do not enact strict privacy settings (Jones, Millermaier, Goya- Martinez & Schuler, 2008) with similar patterns of disregard found for FB use specifically, as was reported by people sharing sensitive information on public profiles with minimal concern for privacy (Stutzman, 2006; Tufekci, 2008). Debatin et al. (2009) proposed that FB is deeply integrated into user's daily lives to the extent that users claim to understand privacy issues yet report uploading vast amounts of personal information. Research has shown that FB users share content online despite having concerns for their privacy (Brandtzaeg et al., 2010). Therefore it can be said that even though users recognise privacy issues in relation to FB, they are not usually likely to always prioritise such concerns.

The importance of managing ones privacy on FB can be illustrated within ones network of friends. FB synthesises all of a user's friends together. This synthesis comprises personal friends, family, co-workers, and business contacts with no separation between them (Brandtzaeg et al., 2010). Even when privacy settings are restricted to 'friends only' the question of who constitutes one's 'friends only' is brought to attention. "The category 'friend' is very broad and ambiguous in the online world; it may include anyone from an intimate friend to a casual acquaintance or a complete stranger of whom only their online identity is known" (Debatin et al., 2009, (p. 87). One's settings can be adjusted to: friends, friends of friends, everyone or no- one on the basis of who a user allows to be a friend on FB. Thus there is a difference between those that accept everyone and restrict access to certain parts of their profile or those that are selective about whom they add to begin with. By the same token, on the basis of the social capital theory, there may be an association between the number of friends one has and a person's

sense of self- worth. As such it seems that a user needs to define what they use their FB profile for and who it targets in order to maintain some type of privacy on it. Aside from the importance of managing ones privacy on FB it is necessary to note that the extent to which privacy is truly protected regardless of the adjustment of settings is questionable. This highlights the FB iceberg model (Debatin et al., 2009) found in Appendix 1. The very nature of FB, and the internet, means that privacy is never completely protected. Many people will not use FB on the basis of privacy violations.

1.2.8.3 PRIVACY AWARENESS

Every individual has different levels of concern about personal privacy based on that person's own perceptions and values (Joinson & Paine, 2007). Online privacy among youth is arguably undermined by what is offered in the FB's user interface (Livingstone, 2008). In contrast, older adults are more attentive to privacy on FB as they are more aware of the need for privacy and the ability to control it yet they may be less experienced and less skilled on FB and thus have greater difficulty in handling their privacy (Karahasanovic, Brandtzaeg, Heim, Luders, Vermier, Pierson, Jans, 2009). In spite of the risks associated with sharing sensitive information in an online platform where it can be easily accessed, collected and stored, disclosure of personal information is still prevalent (Waters & Ackerman, 2011). The degree to which information is shared regardless of the risks is subjective as what is perceived as highly risky disclosure for one person may not be perceived as risky to another (Waters & Ackerman, 2011). For some, high levels of privacy may reduce the opportunity to gather information on others from daily social interactions (Buys & Bows, 2002). On this basis, this study defines privacy awareness as the *degree to which a person's perceives their privacy on FB and the protection thereof, as important and the awareness that whatever is not meant for public access should not be posted on FB.*

1.2.8.4 THE PANOPTIC EFFECT

Rule and Brantley (1992) define *monitoring* as all/any automated collection of information regardless of purpose; *surveillance i*s the relationship between some authority (i.e. the employer) and those whose behaviour the authority wishes to control (i.e. the employees). Monitoring generates the information used in surveillance, hence all surveillance involves monitoring, but not all monitoring is used for surveillance purposes (Cohen, 2001). Theoretically a distinction can be made between surveillance and monitoring however for the purposes of the present research the terms are used interchangeably. Of particular concern is what has been referred to as silent- monitoring (Rosenfeld, Booth- Kewley, Edwards & Thomas, 1996). Silent- monitoring implies that private organisations can routinely monitor their

employee's activities online without the employee necessarily being aware of when and how they are monitored.

A discussion of self- monitoring raises a discussion of the works of philosopher Michel Foucault. Foucault was concerned with power and discourse, and its effects on society. Power being the ability of one entity to exert control over the environment, with the behaviour of other entities within that environment of particular relevance. Foucault (1977) proposed the metaphor of the *panopticon* which is a theoretical circular prison structure, with isolated prison cells and an all seeing guard tower at the centre from which all prisoners can be observed at any given time without their knowledge of such (Tokungana, 2011; Dunn, 2009). Though the image of the circular prison was based on the work of philosopher Jeremy Bentham, Foucault's (1977) adoption of this image differs in that it refers to a type of self-surveillance whereby individuals monitor themselves because they are not necessarily aware, or certain, when they were being watched. This philosophical notion is emulated in silent- monitoring. It can be argued that FB represents a panoptic society where individuals consistently monitor their own behaviours as a result of being unaware of the time and specific agent observing them. The panoptic effect is the individual's regimented behaviour as a result of the notion of constantly being observed without awareness. FB allows users to monitor their behaviours for the purposes of maintaining control over their identities and reputations (Dunn, 2009). This monitoring can be seen with the divulging of personal information and simultaneous censoring of information on one's FB page, tagging or de-tagging pictures, and limiting access to others who want to view one's page. The image of the prison specifically can be further used to consider the confined FB space that essentially merges public and private dimensions together.

The notion of Big Brother emulates the idea of the panopticon (D'Urso, 2006). Big brother is a concept referring to an agency who observes patterns of internet use and the content of online communication (Tokunga, 2011). The effects of Big Brother are similar to that of the panopticon in that individuals monitor their online activities as a result of not knowing who is observing them and when they are being observed. The Big Brother in the case of FB can be viewed as ones employer who is engaging in silent-monitoring of employees. The pervasive fear of being constantly monitored and controlled is labelled as the 'Big Brother Syndrome' (Martin & Nagao, 1989). The notion of this Syndrome can be applied in the work context to the effect that employees are thrust into living in the world of Big Brother. This Syndrome has been suggested to raise impression management concerns (Rosenfeld et al., 1996). Big

Bother and the Big Brother Syndrome highlight the effects of visibility of online users and the privacy violations that are prevalent.

Dunn (2009) and Mathiesen (1997) suggest that the FB panoptic effect must be developed further so as to account for the uniqueness of the FB society. The *synopticon* accounts for a society where "everyone is watching everyone" which differs to the panoptic society where the "few see the many" (Dunn, 2009, p. 95). The core function of FB is to see, and simultaneously be seen by others at one time. FB's functionality represents the synoptic way in which it operates where user's actions are performed with the understanding that others will see them (Dunn, 2009). FB represents the notion that people know that they are being watched all the time and they can partake in watching others as well (Dunn, 2009). The synoptic effects refers to a type of self- surveillance whereby individuals monitor their behaviour as a function of not knowing when they are being observed while they simultaneously create the need for others to monitor themselves as they are watching others. Approaching FB from the view of the pantopticon and Big Brother, or synopticon, the behaviour monitoring result is apparent.

An account of the panoptic effect, Big Brother and the synopticon is specifically concerned with ones perceptions of work privacy (and work monitoring). For the purpose of succinctness perceptions of FB work privacy is referred to as work privacy. It is defined as privacy specifically in terms of ones work-associated people (colleagues/superiors) and the boundaries and implications thereof. Work privacy is *the degree to which one perceives that work colleagues and superiors should be one's FB friends and the belief that FB can be used as a surveillance/ monitoring tool by employers.*

1.2.8.6 FB TRUST

Trust has been found to be strongly related to information disclosure (Dwyer, Hiltz & Gibbs, 2007). Trust, together with a person's usage goals affect the information that people are willing to share (Metzger, 2004; Dwyer t al., 2007). FB hinges on the notion of information sharing and self- disclosure. It thus implies a level of trust within the system. A consideration of FB privacy thus far raises the question of the role of trust in FB, and whether it is a precursor for disclosure of private information or the product thereof. Mayer, Davis and Schoorman (1995) define trust as "the willingness of a party to be vulnerable to the action of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party" (p.712).

In the context of FB two types of privacy exist: *social* and *institutional*. *Social privacy* refers to how people protect themselves from other users; *institutional privacy* however refers to how FB itself utilises people's private information (Raynes-Goldie, 2010). The extent to which both types of privacy are important to users relates to the level of trust a person has. Drawing on the Social Capital Theory, Brandtzaeg et al., (2010) distinguish between *website trust* ("I trust FB") and *social trust* ("I trust my friends"). Website trust is related to institutional privacy and social trust is related to social privacy. The researcher also defines privacy- control trust which is the level of trust a user gains as a result of controlling their privacy using the privacy settings. Furthermore bridging and bonding relationships are associated with different forms of social trust (Putnam, 2000). 'Thick trust' is embedded in bonding relations and 'thin trust' in bridging relations (Putnam, 2000). Thus ones friend strategy is important in reference to trust. The Social Capital Theory suggests that sociability and content sharing are dependent on social trust (Brandtzaeg et al., 2010). If there is too much sociability users may be overwhelmed by too many social groups and social norms leading to social distrust. The size and diversity of one's network can thus engender distrust resulting in less content sharing (Brandtzaeg et al., 2010). Does a user have limitations in terms of network size and diversity? How can privacy controls support social trust in large networks? (Brantzaeg et al. 2010;Putnam, 2000).

The directionality of the trust- disclosure relationship is not clear. The level of trust a user has within the system and with their friends may be presupposed by the degree of exposure and extent to which they control their privacy. It may also be presupposed by the nature of one's FB profile. Some may view FB as a purely social network and base their friend strategies and the extent to which they actively engage online on this assumption. However FB users who are more trusting may be more likely to disclose identifying information on their profiles (Dwyer at al., 2007).The Social Capital Theory suggests that trust is created through "generalised reciprocity" and mutual exchanges between people (Buys & Bows, 2002). As such the mutual sharing of information facilitates interpersonal and group trust that in turn creates social capital (Buys & Bows, 2002). This mutual sharing is affected by one's view of FB privacy and the extent to which it is important. Cox (200) suggests that the value of trust can be measured as the 'currency' of social capital. Thus the level of trust developed within ones network of friends affects ones self- presentation. The "absence or presence and level of trust" people develop in relationships will "determine what expectations people have about how others will behave towards them" (Dwyer et al., p.102).

Drawing from the discussed theory and literature this study is concerned with one's perception of FB trust. For the purposes of brevity the variable is referred to as trust rather than as perceptions of FB trust. FB Trust is defined as: *the degree to which one perceives FB website trust, the extent to which one perceives privacy- control trust; and the degree to which one perceives social trust (trust that what is posted on one's profile remains within the confines of one's friend network).*

1.2.9 FB CAREER IMPRESSION MANAGEMENT (FB CIM)

A vital skill of human social life centres on presenting one's self effectively to others (Vohs, Baumeister & Ciarocco, 2005). People want to be portrayed in a positive light and work to preserve a desirable personal image (Goffman, 1959). IM is defined as the management of the impressions others form through careful and active management of one's expressive behaviours (Vohs et al., 2005). IM "describes efforts by an actor to create, maintain, protect, or otherwise alter an image held by a target audience" (Bolino, Kacmar, Turnley & Gilstrap, 2008, p. 1080). It is the process whereby one seeks to influence the image of ones- self that is projected to others (Rosenfeld, Gicalone & Riordan, 1995; Sign & Vinnicombe, 2001). There are a variety of IM tactics designed to generate a desired image. These tactics include self - enhancement (making one's best characteristics salient), self- promotion (making one's accomplishments and abilities salient in an attempt to appear competent), and self-presentation (presenting one's self on the basis of the image desired) (Bolino et al., 2008). These underlying premises of IM were proposed in the offline physical environment and thus applying them to the online environment and the world of FB entails development on the part of the theory. The advent of the internet, the advancements of online technologies and the associated privacy implications have altered the character of IM as initially theorised. The maturation effects in the theory of IM render it somewhat outdated and poorly developed in context of the society that exists today. On this basis it is careless to assume that the primary assumptions of offline IM will be the same for online IM.

In the offline world one manages the impression of their physical self. In the virtual space of the online platform one creates a self- representation and thus has carte blanch to divulge or withhold certain features of the self. This in itself changes the nature of self- presentation and how one manages impressions formed. It gives the actor more freedom to affect the impressions formed on the basis of the image presented. It is easier to present oneself in a positive manner in an online environment (Utz, 2010). Furthermore, the basic assumptions of offline IM are affected by the reality of online privacy and FB. In the offline physical world there is a limit to the number of eyes that can watch a person at one

time whereas the online platform exposes a person to countless number of eyes in simultaneous observance (the image of the panopticon and synopticon). The exposure of one's online persona reaches further than offline. In the virtual world, users interact with people they already know offline and new people to whom they are exposed online. It was once questionable whether reliable impressions of others could be formed in an "anonymous or pseudonymous text- based computer mediated communication" (Utz, 2010, p. 314). However FB presents a virtual environment that is not characteristically anonymous. FB has been categorised as a *nonymous* environment which is essentially the polar opposite of anonymous (Mehdizadeh, 2010). It allows for the construction of an online identity that reflects one's offline identity and the expression of the self (Mehdizadeh, 2010). A nonymous environment means that all activities performed are seen by many.

1.2.9.1 DEFINING PERCEPTIONS OF FB CIM

FB CIM is concerned with a person's perception of IM on FB and more specifically with the world of work. Consideration of research in the sphere of IM at work brought to light the following: engagement in IM focused around work is a function of an individual wanting to increase the likelihood of fulfilling financial and social goals and the avoidance of possible negative consequences (Connolly- Ahern and Broadway, 2007). This is predicated on a view which holds that if a favourable image at work is not maintained negative consequences ensue (Goffman, 1990). Wayne and Ferris (1990) present three dimensions of IM in the organisational sphere namely: job- focused, self- focused, and supervisor-focused. Such that one's IM behaviours at work are directed at ones job, self and supervisor. It is further postulated that individuals try to convince others to see them as just, respectable and moral (Goffman, 1959). However it can be argued that how this positive impression is created and the motivation for its creation is relative to each individual. Thus it becomes pertinent to ask the question: does the target audience and context dictate what the desired impression is? FB CIM postulates that it is the work audience that drives the desired impression. In the context of FB it can therefore be said that users should attempt to "convey an impression to others which is in their best interest to convey" (Goffman, 1990, p. 4). FB CIM is examined from the employee perspective who either manages or does not manage the impression created on the basis of their perceived idea of what type of identity they should present.

The call for the development of the theory of IM to account for the online environment and FB specifically sets the stage for defining what exactly is meant by FB CIM. It has been conceptualised in

this study on the basis of the IM theory, and FB use. For the purposes of succinctness the variable is referred to as FB CIM and has been defined by the researcher as *the degree to which one perceives the importance of managing one's desired image on FB and controlling others interpretation thereof in the direction of one's career specifically (managing ones image to be perceived as an employable person)*. CIM postulates that the management of one's impression on FB is driven by the consideration of the workplace environment. CIM comprises the following dimensions: *perceptions of self- monitoring* (an element of traditional IM); *perceptions of work relations;* and *perceptions of workplace outcomes.*

(i) Self- monitoring – defined as *the perception of monitoring one's self and one's activities on FB for the purpose of creating and maintaining a favourable image suitable for the work environment*.

(ii) Work relations **-** *the perception of using FB as a tool to manage one's impression within existing work relationships*.

(iii) Workplace outcomes - *managing one's image on FB owing to the perception that one's FB profile has an effect on how employable, appealing, and suitable one appears for a job; on one's potential to advance in a career, receive a promotion, or progress in a current position; and for the purposes of avoiding the perceived negative consequence of workplace disciplinary action.*

1.2.9.2 FB SELF- PRESENTATION

Self- presentation is the conscious effort to control selected behaviours and activities for the purposes of making a desired impression on a particular audience (Rosenberg & Egbert, 2011). Self- presentation tactics can be utilised to present a favourable image (Rosenberg & Egbert, 2011). FB integrates various sources of personal information that can be managed to present a specific image of the self (Back et al., 2010; Barash, Ducheneaut, Isaacs, & Bellott 2010). The information provided by the owner or from more indirect cues such as comments left by friends, or pictures tagged by others allow for observers to form strong impressions (Barash et al., 2010). Although it is not possible for the user to control all the information on FB owing to the fact that information is submitted through various sources, privacy settings empower the user to control the information to a certain extent. Self- presentation and the privacy controls on FB allow the user to control what is visible and what is displayed on a user's personal profile (Barash et al., 2010). A person's presentation of the self is also affected by their reach and exposure of FB. As such one's friend strategy plays a part in how one presents oneself. A friend strategy

is the strategy employed when adding or accepting friends on FB. It is concerned with whom in particular a person selects to be a part of their network. If a person's friend strategy is to accept anybody who asks then this will affect the way they present themselves; similarly, those that are more selective and only accept people they know personally will present themselves on the basis of a smaller personal network.

Self- presentation is concerned with one's presentation of their identity. The identity portrayed is dictated by the user. A person's self- image is translated into the image that is thereafter represented. The view the person has of themselves will be translated into the representation. Hence, the manner in which one presents oneself, and manages the impressions formed on the basis of the presented self is affected by one's sense of self- worth. The way one has selected to present oneself is a precise reflection of how one views oneself. For example, if a person wants to create a sense of being a desirable person at work they may be particularly concerned with acquiring a large network that would make an employer attracted to them on the basis of leveraging these networks.

1.2.9.3 PHOTO SELECTION

The FB platform allows users to 'selectively self- present'– that is they have the freedom to carefully select which aspects of themselves they would like to emphasise (Gonzales & Hancock, 2011, p. 80). One such way to selectively self- present is through photo selection. Photographs are used by people to visualise their looks and emphasise the things and qualities that they perceive to be important (Siibak, 2009). Photo selections are more often than not a purposeful decision with people being conscious of the different poses and behaviours they are portraying (Ellison, Heino & Gibbs, 2006; Young, 2008). Photographs that the user classifies as attractive are often selected (Strano, 2008). Attractive photos are often context specific in the sense that what translates into a positive image in one context may not translate this way in a different setting (Strano, 2008).

Users are aware that the photos they select will reach an online audience who will interpret them somehow (Thom-Santelli & Millen, 2009). Different impressions will be formed on the basis of what qualities are perceived to be important by the person and the target audience (Ellison et al., 2006). The choice between a photo of male posing topless or standing in front of a wall of diplomas will be dictated by what is perceived to be important by the user. Thus the selection of photos is based on the user's appraisal of the photo. The choice made will be interpreted differently on the basis of what is important to the target audience. How photo selection relates to or is affected by work is unknown. To the

researcher's knowledge there was no research that had previously directly considered the effects of work on FB photo selection at the time of the study. Thus there was a lack of insight regarding the appropriateness and applicability of photo selection in relation to work. The following concerns and questions were raised on the basis of the above discussions: *Does the FB user's role as an employee play a part in their selection of images? Are FB users selecting appropriate images that can be positively interpreted by viewers in context of their role as an employee? Are they trying to create a sense of self-worth as an employable person? Are they aware that their photo selection on FB can be translated into certain images at work*?

1.2.10 SUMMARY

The Social Capital Theory considers *why* people use FB, which aspects of FB are so intriguing so as to draw people into joining the network, and disclose personal information on a public platform. The appeal resides in the social capital value. The social resources derived from FB use affect ones self-esteem with one's self- worth emulating in the image a person presents of themselves on FB. The degree to which the image people present of themselves on FB is synced with their work persona is unknown. Do people perceive importance in presenting self- worth as an employable person? The importance of self- presentation and the management thereof on FB is prevalent in the consideration of how many eyes are watching. The effect of constant observation is constant behaviour monitoring by the observed. Impression management becomes essential in a society where one is watching, and in turn being watched at an unspecified time. The perception a person has of their FB privacy, will impact the degree to which they perceive the importance of FB CIM. Moreover, the extent to which a user trusts FB will affect the level of FB CIM. The appeal of FB rests on its social capital, yet a large and diverse network of friend's results in the need to monitor one's presentation on the basis of social convergence. People want to be perceived in a favourable light to their social network yet their social network may be part of the reason they are required to manage their image. The importance of monitoring the image presented on FB is a product of the perception one has of their privacy within their network of friends. Both the user's perception of activity visibility and the value placed on/ afforded to personal privacy will affect the image that is presented by the user. The importance of being perceived as an employable person will dictate which aspects of one's presentation will be emphasised.

1.3 RESEARCH AIMS

The overarching purpose of this study was to evaluate *how one's perceptions of FB privacy impacts career impression management***.** The study aimed to explore the relations between FB experience, perceptions of FB privacy, and FB career impression management. As such the objectives of the study were as follows: (i) develop reliable and valid scales to measure FB experience, perceptions of FB privacy, and FB CIM; (ii) utilise the scales to investigate the relationships between these constructs. The overarching relationship between FB experience, perceptions of privacy and FB CIM were considered first followed by an enquiry into perceptions of FB privacy moderating the relationship between FB experience and FB CIM.

1.4 RESEARCH QUESTIONS

SCALE VALIDATION

RQ1 Is there appropriate internal reliability for the constructs of *FB experience, perceptions of FB privacy* and *FB CIM*?

RQ2 Is there appropriate construct validity for the *FB experience, perceptions of FB privacy* and *FB CIM* scales?

SOCIAL CAPITAL FRAMEWORK

RQ3 What are the relationships between *FB experience, perceptions of FB privacy* and *FB CIM*?

RQ4 Is the relationship between *FB experience* and *FB CIM* moderated by perceptions of *FB privacy*?

CHAPTER 2

METHODS

2.1 INTRODUCTION

The following chapter describes the methods used to carry out the research and the operationalisation of the variables in question. Due to the conceptualisation of the research, a two- phase approach was utilised for the purposes of constructing appropriate instruments and answering the research questions proposed. The chapter is divided as follows:

PHASE 1: PILOT STUDY- development and construction of the questionnaire, testing on a pilot sample, and answering of research questions 1 and 2

PHASE 2: MAIN STUDY- distribution of the revised survey to main study sample and answering of research questions 3 and 4

Each phase is addressed separately. The respective measures and procedure employed, sample and analyses utilised are addressed. The chapter opens with a discussion of the overarching research design employed and concludes with a review of the ethical considerations confronted by the study in its entirety.

2. 2 RESEARCH DESIGN

The study utilised a quantitative, non- experimental, cross sectional research design. The quantitative character of the research is seen in the requirement of subjects to complete self– report surveys that were statistically evaluated. Its non- experimental classification was evident in the conceptualisation of the variables and research questions. In such enquiries, co-variation, non-spuriousness and temporal precedence are not controlled for and thus the requirements for causality are not met (Rosenthal & Rosnow, 1991), however the direction of the research did not necessitate causality assumptions as the concern was an investigation of relationships and the existence thereof. The cross- sectional taxonomy of the design and survey permitted all the observations to be made at one point in time with the variables being simultaneously observed (Rosenthal & Rosnow, 1991). The cross sectional quantitative survey was first piloted before being distributed to the main study subjects.

2.3 PHASE 1

PILOT STUDY

Baker (1994) defined a pilot study as the pre-testing and appraisal of a particular research item as a preliminary analysis. As such the pilot study is the first stage in the development, construction and utilisation of the self- developed scales. The primary aim of the pilot was to determine the applicability, internal reliability- "the consistency and stability of a measure" (Rosenthal & Rosnow, 1991, p.46) and validity- "appropriateness or meaningfulness of that measure" (Rosenthal & Rosnow, 1991, p. 46) of the self- developed survey, its scales and corresponding items and to evaluate whether the measures employed are a true reflection of reality. The following section addresses the development, construction, and testing of the survey.

2.3.1 MEASURES

Theory of questionnaire development was utilised for the purposes of constructing the survey (Del Greco & Walop, 1987). The domain under investigation was identified and defined. This was done by gathering theory and literature available, and research conducted in the field (as seen in the literature review in chapter 1). By carefully examining the relevant sources, the types of questions were determined and items were brainstormed. A variable matrix was created to define the constructs on the basis of theory descriptions and formulate the corresponding items. The pilot survey was constructed using the rubric created, and thereafter it was administered to a pilot sample for testing. The pilot survey is described in detail below with a description of each of the measures constructed.

The pilot survey consisted of 56 items comprising of biographical items, descriptive FB use items, descriptive privacy items, FB experience scale, perceptions of FB privacy scale and perceptions of FB CIM scale. In order to include non FB users in the sample, an additional 38 items that were replicas of the perceptions of FB privacy and FB CIM items were included in the passive form (the FB experience and descriptive items were NOT rephrased as they were not applicable to non FB users). The pilot survey is attached in Appendix 3. Table 1 outlines the initial conceptualisation of the scales in the pilot survey. A detailed discussion of each measure is provided together with the relevant theory upon which the construction of the items was based. An example of the items in the scales is provided in the main study section.

TABLE 1: Pilot Survey Scales and Subscales

SCALE	SUBSCALES
FB EXPERIENCE	Depth × Breadth
PERCEPTIONS OF FB PRIVACY	Privacy Awareness Work Monitoring* Trust
PERCEPTIONS OF FB CIM	Self- Monitoring Workplace Outcomes**

*revised into *work privacy*

**reworked into *work relations* and *workplace outcomes*

2.3.1.1 BIOGRAPHICAL INFORMATION

The biographical information section was made up of 6 demographic items including age, gender, race, tenure at company, current position and tenure of current position, with item 7 asking whether the participant uses FB. This item was intended to screen participants in terms their FB use for the purposes of filtering the correct items on this basis. As such item 7 was compulsory. Those participants who **were** FB users (answered **yes**) proceeded to the next question. Participants that responded that they **were not** FB users (answered **no**) proceeded directly to item 56.

2.3.1.2 DESCRIPTIVE FB USE

The descriptive FB use items were based on the social capital theory and the perceived benefits of FB use scale constructed by Debatin et al. (2009). There were 5 descriptive FB use items that asked participants how many friends they had on FB, and their respective friend strategy employed- what kind of friends they accepted on FB. The remaining 3 items, concerned with the perceived benefits of FB use (adapted from Debatin et al., 2009) included the following: whether participants felt that FB facilitated interaction with people (scored 1-yes; 2- no), whether they would have had less contact with people if not for FB (scored 1- yes; 2- no) and the role FB played in their everyday life (1- important; 2-not important; 3- no role).

2.3.1.3 DESCRIPTIVE PRIVACY

There were five descriptive perceptions of FB privacy items based on Debatin et al. (2009). Items asked users and non- users whether they were familiar with FB privacy settings; and whether they had adjusted their settings (both scored 1- yes; 2-no), their friend strategy regarding their privacy and friend acceptance, when their settings were adjusted and the justification for the adjustment. These items were used to describe the privacy perceptions of the sample.

2.3.1.4 COMPOSITE FB EXPERIENCE SCALE

The creation of the *FB experience* scale was based on Fisher's (1991) bi-dimensionality of depth and breadth exposure. The development of this measure was adapted from Thatcher (2003) and Thatcher and Greyling (1998b). The items that made up the breadth and depth dimensions were based on Ellison et al's. (2007) FB Intensity Scale (α=0.83) and Pilcer (2010). Essentially items were scored on a 6 point Likert type scale as non- users received a score of 0 as they did not complete the scale items. Thus the scores were converted into a 5 point Likert Type scale format in order to summarise the different dimensions of FB experience into a meaningful composite score. The conversions were based on the normal distribution of the responses to the question. Scores of 0 indicated no FB experience; low scores indicated low FB experience and high scores indicated high FB experience. The composite score was calculated by multiplying the average depth score (calculated from the tenure of use, weekly usage, daily usage, duration of usage, and time of days) by the breadth score (calculated from the level of FB use- deep vs. shallow- such that the score allotted to the group of FB users to which participants belonged). Non- users received an overall composite score of 0. Table 2 outlines the FB experience depth and breadth dimensions and Table 3 summarises the anchors used to convert the items to same scale.

TABLE 2: FB Experience Dimensions

DIMENSION	DESCRIPTION
DEPTH	
Time of day	the time of the day FB is used
Tenure of use	the length of time FB has been used
Weekly usage	frequency of days per week FB is used
Daily usage	frequency of times per day FB is used
Duration of session	the duration of a FB session
BREADTH	
FB uses	The different activities and uses

TABLE 3: FB Experience Anchors for Pilot Study

ANCHOR	TIME OF DAY	TENURE OF USE	WEEKLY USAGE	DAILY USAGE	DURATION OF SESSION	FB USES
1	1 periods	1-6 months	1- 2 days per week	Once a day	0- ½ an hour	Non users
2	2 periods	7 months- under 1 year	3- 4 days per week	Twice a day	1 hour	Low users
3	3-4 periods	1 year- under 2 years	5 days per week	Three times a day	2 hours	Intermediate users
4	5-6 periods	2-4 years	6 days per week	Four times a day	3 hours	High users
5	7-8 periods	5 years +	7 days per week	Five times a day +	4 hours +	Advanced users

2.3.1.5 PERCEPTIONS OF FB PRIVACY SCALE

The construction of this scale drew on the works of Debatin et al., (2009), Dwyer et al. (2007) and Buchanan et al., (2007). It comprised of three subscales and a total of 14 items: *privacy awareness* (8 items), *work monitoring* (3 items), and *trust* (3 items). The *privacy awareness* items were based on Dwyer et al.'s (2007) measures of privacy concern. *Trust* was based on Mayer et al.'s (1995) definition of trust and Brandtzaeg et al.'s (2010) distinction of site trust and social trust, and social trust and distrust. *Work monitoring* was based on Foucault's (1977) panoptic effect and the theory of Big Brother (Tokunga, 2011; Dunn 2009). Items were scored on a 5 point Likert Type Scale ranging from 1-5 where 1- strongly disagree; and 5- strongly agree.

2.2.1.6 FB CIM SCALE

The *FB CIM* scale construction was based on Goffman's (1959) definition of IM; Bolino et al.'s (2008) categorisation of IM and IM tactics; Mehdizadeh's (2010) FB nonymous nature; Boys' (2008) social convergence; Wayne and Ferris' (1990) dimensions of IM in the organisational sphere; Rosenberg and Egbart's (2011) self- presentation definition; and Siibak's (2009) photo selection. The scale comprised of two subscales and a total of 18 items: *self- monitoring* (10 items); *workplace outcomes* (8 items). All the items were rated on a 5 Point Likert Type Scale ranging from 1-5 where 1- strongly disagree; and 5- strongly agree.

2.3.2 PROCEDURE

After construction of the scale the testing stage was initiated. The procedure followed by the pilot study and main study are addressed separately. The pilot survey was uploaded online using Survey Monkey. This electronic survey directed participants to the questions that specifically applied to them on the basis of their FB use (users vs. non users). Depending on whether they use FB or not, participants were only presented with those items that applied to them. The survey link was posted on the researcher FB wall with exposure to 800+ friends and sent to volunteer subject's personal emails. These volunteers were experts in the field of FB and SNS use. The continuous posting of the link on the researcher's wall allowed for the constant display of the survey on the researcher's friends News Feeds. The survey took between 10 and 15 minutes to complete.

The last page of the pilot survey comprised of a participant feedback section, consisting of 5 items, that asked participants to indicate if there were (1) items they did not understand, (2) items they thought was ambiguous, (3) items that were inappropriate, (4) aspects that should have been included and (5) if there were items that they thought were repetitive or unnecessary. Subjects could respond either yes or no with a space provided in the event of further information. The participant feedback page can be found in Appendix 4. It was also assessed whether each of the questions yielded adequate ranges of responses and that the replies could be interpreted in terms of the required information (item characteristics were considered). Based on the feedback provided, the survey was revised for the final survey to be used in the main study. The identified items were reworded, discarded, added or rescaled. Lastly the internal consistency reliabilities of the scales were calculated. Table 8 (in the main study section to follow) and Appendix 5 provide the removed and added items and the reworded and rescaled items. The pilot data collection ran over a 2 week period.

2.3.3 SAMPLE

The sampling strategy was categorised as non- probability snowball sampling (Whitley, 2002). This categorisation was based on participants recommending and suggesting other potential participants, and forwarding the link on email or one of the SNS's to others. There was no condition to partake in the study as it accommodated both FB users and nonusers. Furthermore, usage was not limited to work or work hours and the degree of usage varied. The pilot sample was made up of the respondents recruited from the researchers FB page and the volunteers. These respondents were thus categorised as experts in the SNS field and reviewers.

TABLE 4: Summary Statistics for Pilot Study Sample Age

VARIABLE	N	MEAN	STD DEV	RANGE
AGE	34	26. 24	5. 48	19-41

TABLE 5: Pilot Sample Biographical Information

VARIABLE	N	%
GENDER		
Male	16	47.06
Female	18	52.94
RACE		
Black	1	2.94
White	31	91.18
Indian	1	2.94
Other	1	2.94
FACEBOOK PROFILE		
No	2	5.88
Yes	32	94. 12
TENURE OF CURRENT EMPLOYMENT		
0- 6months	11	36. 67
7months- under 1 year	7	23.33
1 year- under 2 years	6	20
2 years- under 3 years	1	3.33
3 years +	5	16.67
JOB TITLE/INDUSTRY		
Management	8	28.57
Upper management	2	7.14
Law	1	3.57
HR	2	7.14
Consulting	2	7.14
Support staff	1	3.57
Finance	1	3.57
Physical work	1	3.57
Advertising	4	14.29
Medicine	1	3.57
Academic	5	17.86

Table 4 and 5 summarises the pilot sample demographics. As seen in the tables, the sample comprised of 34 participants, 32 FB users and 2 nonusers, with a mean age of 26.24 with a range of 19 to 41 years old and a standard deviation of 5.48. Sixteen participants were male (47.06%) and 18 were female (52.94%). The majority of the sample, 91.18%, was White (n=31) with a reported 1 Black, 1 Indian and 1 other participant. The majority of the sample, n=11, had been working at their current place of employment for up to 6 months with a further 7 participants working there for under 1 year. This suggested that the majority of the sample constituted newer inhabitants of the working world. Eight participants were classified as management with the greatest number of participants in the academic field (n=5) and the advertising industry (n=4).

2.3.4 ANALYSES

Survey Monkey automatically converted the collected data to an excel spread sheet where it was cleaned and scored, and transferred to SAS Enterprise Guide 4. 0 for statistical analysis.

2.3.4.1 INTERNAL RELIABILITY

Reliability and item analysis is the means by which a scale is evaluated and rendered sufficiently reliable for use (Huck, 2004). It considers how much random error was in the measurement and generalised findings from one set of measures to another set of plausible measures. Internal reliability "depend[s] on the average of the inter-correlations among all the single test items" (Rosenthal & Rosnow, 1991, p. 48); it estimates reliability by focusing on the number of items in the test, the average inter-correlation among items and the item-total correlations. In essence, reliability refers to the dependability of an instrument. Cronbach Alpha's were calculated to assess the reliabilities of the pilot subscales for FB experience, perceptions of FB privacy and FB CIM. Alphas of above 0.6 were considered adequate and indicated reliability (Cronbach, 1984). The alphas for the pilot scales are reported in the results section found in chapter 3.

2.3.4.2 SUMMARY STATISTICS

Summary statistics included means, standard deviations and ranges and were calculated for the variable age with the mean depicting the average response to an item (Howell, 1999). The measure of the average of the deviations of each score from the mean was the calculated standard deviation (Howell, 1999). Furthermore, one-way frequencies were calculated for remaining demographic items for the purpose of sample description. The summary statistics are reported in the results section in Chapter 3.

2.4 PHASE 2

MAIN STUDY

2.4.1 FINAL MEASURES

The measures were revised and amended on the basis of the pilot phase. A summary of the items that were removed and added is provided in Table 8 below. Appendix 4, Table 29, presents the revised items from the pilot to the final survey. Table 8 is addressed first followed by a review of the measures in the final survey.

Table 8 summarises the items that were removed and added on the basis of the pilot study. The items were removed and or added on the basis of the following: *Item characteristics*- skewness, kurtosis, items being left out, range of responses; *Experts and reviewer comments*- items or were ambiguous, confusing, redundant, unnecessary, or missing; *Factor analysis*- problematic loadings. The table refers to the active form of the item. A key is provided after the table to identify the rational for the item removal or addition. The pilot survey can be found in appendix 3 and the final survey in appendix 8.

A breakdown of the final scales, subscales and respective items utilised in the final survey is attached in appendix 5. The final survey can be found in Appendix 8. On the basis of the changes made (table 8 and appendix 4) the *perceptions of FB privacy* and *FB CIM* scales were reworked as follows:

TABLE 6: Final Survey Scales and Subscales

SCALE	SUBSCALES
FB EXPERIENCE	Depth × Breadth
PERCEPTIONS OF FB PRIVACY	Privacy Awareness Work Privacy* Trust
PERCEPTIONS OF FB CIM	Self- Monitoring Work relations** Workplace Outcomes**

*previously work monitoring

**previously one workplace outcomes scale

TABLE 7: Summary of Items Removed and Added from Pilot to Final Survey

PILOT SURVEY ITEM NO.	REMOVED	FINAL SURVEY ITEM NO.	ADDED
25. c ***	My Facebook profile is a private domain separate from my work life	13 **	Do you have the FB application installed on your phone
25. d **	What I post on my Facebook profile is related to my work life.	15 **	Do you check your FB notifications as soon as you receive them?
25. f ***	My Facebook profile is public domain and thus can be viewed by my colleagues at work	16 **	Do you check your FB profile at regular intervals?
25. g ***	My Facebook profile is in the public domain and thus can be viewed by my superiors at work	18 **	Please select the period of the day that you use Facebook the most.
25. j ***	What I post on my FB profile can be used by my superiors to monitor my private life.	23 **	What do you use Facebook for? * To join groups * To chat with friends * To invite/be invited to events
26. g **	I am concerned that what I post on my Facebook may be viewed negatively.		
26. m *	What I post, or is posted by others on Facebook, does not have an effect on my desirability to be employed.		
26. r *	What I post, or is posted by others on Facebook, is not related to my career advancement or possibility for getting a promotion.		

KEY

* = Item characteristics

** = Experts and reviewers comments

*** = Factor analysis

2.4.1.1 FB EXPERIENCE

An exemplar is provided for each dimension of FB Experience. The composite score was calculated as *depth × breadth*. Non- users did not complete this scale and received a composite score of 0.

TABLE 8: Exemplar of FB Experience Items for Users

	USERS
DEPTH	On average, how many times a day do you use FB?
BREADTH	What do you use FB for?

2.4.1.2 PERCEPTIONS OF FB PRIVACY

The work monitoring subscale was revised and renamed *work privacy*. An exemplar item for each subscale is provided it Table 8.

TABLE 9: Exemplar of Perceptions of Privacy Subscale Items for Users and Non-Users

	USERS	NON- USERS
PRIVACY AWARENESS	My privacy settings on FB are important	Privacy settings on FB are important.
WORK PRIVACY	It is acceptable for my superior to be my friend on FB.	It is acceptable for one's superior to be one's friend on FB.
TRUST	I trust that my privacy is secure on FB.	I would trust that my privacy is secure on FB.

2.4.1.3 FB CIM SCALE

The *FB CIM* subscales were reworked as follows: *self- monitoring* (6 items); *work relations* (3 items); and *workplace outcomes* (6 items). An exemplar item for each subscale is provided below in Table 10.

TABLE 10: Exemplar of FB CIM Subscale Items for Users and Non-Users

	USERS	NON- USERS
SELF-MONITORING	I monitor what I post on my FB profile.	I would monitor what I post on my FB profile.
WORK RELATIONS	I use my FB profile as a work tool (post my current employment, work achievements etc.)	I would use my FB profile as a work tool (post my current employment, work achievements etc.)
WORKPLACE OUTCOMES	I manage the impression on FB because I am concerned that it may have negative consequences on my employability.	I would manage my impression on FB because of the concern for negative consequences on my employability.

2.4.2 MAIN PROCEDURE

Phase 2 procedure was initiated with the uploading of the revised survey online using Survey Monkey. This survey link was posted on FB, LinkedIn, and Twitter; it was emailed to potential subjects and it was administered in a South African based IT company. Each of these mediums will be addressed in detail.

With respect to FB, the link was posted on the researcher's wall consistently over the collection period. This consistent posting allowed the link to be constantly displayed to the researcher's 800+ friends News Feeds. Furthermore, the link was sent through private inbox messages. With regard to LinkedIn, the researcher joined the following groups: The Network of Industrial Organisational Psychologists, SA Business Communities, and SA Business Network. The link was also sent to all the researcher's connections on LinkedIn. Lastly with respect to other SNS's, the link was posted as a tweet on the researcher's Twitter profile. The link was sent via email to all of the researcher email contacts and was forwarded by those contacts to others. In respect of the IT Company the link was distributed by the Director of the Human Resource Department across the corporate body of the organisation. The letter confirming organisational access is attached in Appendix 6.

A period of 4 weeks was given to collect responses after which the completed surveys were downloaded from Survey Monkey for data cleaning and scoring, and statistical analyses. On completion of the study, the Survey Monkey account was terminated and a blog containing a summary of the results was sent to those participants that had requested. It was also sent to the Human Resource Director who had discretion to circulate it for feedback purposes for those that desired it.

2.4.3 MAIN SAMPLE

The sampling strategy employed was non- probability snowball sampling addressed in the Phase 1 sample discussion. The main study strategy of collecting participants differed to the pilot study and thus had different reach allowing for the collection of a larger sample. A larger sample was required and thus more mediums were accessed. The strategy on FB included posting on the researcher wall **and** private messaging. Furthermore LinkedIn and Twitter were utilised in the main study. Lastly a company sample was also used.

Prior to data cleaning, there were 230 surveys (189 were recruited from SNS's and 41 recruited from the company sample) of which 13 were removed due to incomplete responses. The final sample consisted of 217 participants. The sample comprised of 188 FB users, 28 non-users; 86 males and 123 females; 179 White participants, 14 Black, 4 Coloured, 6 Indian and 6 other. The mean age for the overall sample was 35.93 years old with a range of 20 to 67 and a standard deviation of 12.11. FB users age had a mean of 34.39 years old, range of 20 to 67 and a standard deviation of 11.26. There were 79 participants categorised as older respondents (35 to 67 years old), and 112 participants classified as younger respondents (20 to 34 years old). The majority of participants, 44.72 %, worked at their current place of employment for 3 years or longer with a further 16.08% having worked at their current employment for up to 6 months. There were 60 participants classified as management and a further 26 qualified as upper management (director, owner, and partner). There were 9 participants in the field of law (attorney, advocate, judge); 15 in HR (manager/ practitioner/ recruiter/change management agent); 13 consultants; 12 support staff (receptionist, secretary, PA); 18 finance; 5 physical work (make- up artist, chef); 4 in advertising; 8 in IT, and 36 academics (lecturers, researchers, professors). Table 9, 10, and 11 summarise the demographic information of the sample.

TABLE 11: Summary Statistics for Main Study Sample Age

VARIABLE	N	MEAN	STD DEV	RANGE
AGE	191	35. 93	12. 11	20-67

TABLE 12: Summary Statistics for FB Users Age

VARIABLE	N	MEAN	STD DEV	RANGE
USER AGE	168	34.39	11.26	20-67

TABLE 13: Main Study Sample Biographical Information

VARIABLE	N	%
AGE CATEGORIES		
Younger: 20- 34	112	58.64
Older: 35- 67	79	41.36
GENDER		
Males	86	41. 15
Females	123	58. 85
RACE		
Black	14	6.70
White	179	85. 65
Coloured	4	1.91
Indian	6	2.87
Other	6	2.87
FACEBOOK PROFILE		
No	28	12.96
Yes	188	87.04
TENURE OF CURRENT EMPLOYMENT		
1-6months	32	16.08
7months- under 1 year	17	8.54
1 year- under 2 years	39	19.60
2 years- under 3 years	22	11.06
3 years +	89	44.72
JOB TITLE/INDUSTRY		
Management	60	29.13
Upper Management	26	12.62
Law	9	4.37
HR	15	7.28
Consulting	13	6.31

Support staff	12	5.83
Finance	18	8.74
Physical work	5	2.43
Advertising	4	1.94
IT	8	3.88
Academic	36	17.48

2.4.4 MAIN ANALYSES

2.4.4.1 INTERNAL CONSISTENCY RELIABILITY

Cronbach Alpha's were calculated on the main study subscales to assess their reliabilities. Alphas of above 0.6 indicated reliability (Cronbach, 1984). The alphas are reported in chapter 3.

2.4.4.2 PRINCIPAL COMPONENTS FACTOR ANALYSIS

An exploratory principal components factor analysis was employed to assess the construct validity of the scales and to determine whether the predefined factor model fitted the observed set of data and whether the model conforms to what was expected on the basis of proposed theory and literature (Huck, 2004). Factor analysis allows for the inquiry into whether the measures created to represent the latent variables really belong together. It must be shown that "a test correlates highly with other variables with which it should theoretically correlate [convergent] but also that it does not correlate significantly with variables from which it should differ [discriminant]" (Anastasi & Urbina, 1997, p. 129). Orthogonal varimax rotations were utilised in the analysis as the aim of such a rotation is to obtain scores that are as consistent as possible and can be replicated (Fruchter, 1954). Scree plots, hierarchical factor loadings, and eigenvalues were considered to evaluate the factors for the scales.

2.4.4.3 SUMMARY STATISTICS

Descriptive statistics were calculated for age with one way frequencies calculated for the demographic information and descriptive FB use and privacy items.

2.4.4.4 WARDS CLUSTER ANALYSIS

Wards cluster analyses were conducted to calculate the different groups of FB users based on their level of usage (deep vs. shallow). Complete linkage analyses, a method of calculating distances between

clusters in hierarchical clustering, was utilised. Such a method considers the distance between two clusters as the maximum distance between a pair of objects: one in one cluster, and one in the other.

2.4.4.5 TESTS FOR NORMALITY AND TRANSFORMATIONS

Distribution analyses, skewness and kurtosis, were conducted on all the scales together with the Kolmogorov Smirnov Test to assess the distribution of the data and ensure it reflected a normal distribution. For the scale that was found to be problematic a square root transformation was conducted to normalise the data. "Data transformations are sometimes used…to create data sets that more closely approximate the normal distribution" (Huck; 2009, pp. 250). Lastly it is important to note that these tests were conducted in conjunction with the central limit theorem that states that "as *N* increases, the shape of…sampling distribution approaches normal, whatever the shape of the parent population" (Howell, 2004, p. 267).

2.4.4.6 PEARSON CORRELATION COEFFICIENT

Correlation analysis is a method by which a relationship or association between variables can be established. Pearson's Correlation Coefficient will be used to answer research question 1. The co-efficient is an index that ranges from -1.00 to +1.00 which reflects both the direction and strength of the relationships (Huck, 2004). The following assumptions were met for the use of the multivariate analysis: (i) interval scale data; (ii) random independent sampling; (iii) homogeneity of variance; (iv) linearity; and (v) normality of residuals (Rosenthal & Rosnow, 1991)

2.4.4.7 INDEPENDENT SAMPLES T-TESTS

T-tests allow for determining the differences in dependant variables by assessing the difference between independent variable groups, "t-tests are conducted to compare the means of two independent samples" (Huck, 2009, p. 236). A post hoc independent samples t- test was conducted to compare the difference between older and younger respondents on their FB experience. Further post hoc test was conducted to compare FB users and FB non- users in terms of perceptions of FB privacy. The following conditions were met for the use of this test: (i) interval data; (ii) Homogeneity of variance; (iii) Normality; (v) Random independent sampling.

2.4.4.8 MODERATED MULTIPLE LINEAR REGRESSION

Moderated Multiple Linear Regression measures the differential effect of the relationship between an independent variable on the dependent variable (Baron and Kenny, 1986). As such it allows for the relationship between the dependent variable and the independent variable to depend on the level of another variable- the moderator. The assumptions for this analysis include: (1) normality; (2) absence of multicollinearity; (3) measurement error; (4) linearity; (5) homogeneity of variance (Rosenthal & Rosnow, 1991).

2.5 ETHICAL CONSIDERATIONS

The study did not present major ethical concerns. Ethical clearance was obtained from the University's Ethics Committee (ethics clearance attached in appendix 8). The following ethical principles and considerations were accounted for in both the pilot and the main study.

2.5.1 INFORMED CONSENT

The principle of informed consent acknowledges that participants must be fully informed of their obligations and responsibilities in relation to the study before they partake (Rosenthal & Rosnow, 1991). This principle was accounted for in the participant information sheet, found in Appendix 2 that formed the first page of the electronic survey.

2.5.2 CONFIDENTIALITY AND ANONYMITY

The participant information sheet provided a statement of confidentiality and anonymity that was ensured in the instance that the completed surveys were only accessed by the researcher and respective supervisor and in the reporting of only group results as opposed to individual results. Furthermore participants remained anonymous as the surveys were accessed electronically and no identifying information (names and ID numbers) were required. Instead participants were allotted numbers on their corresponding surveys. No IP addresses were recorded.

2.5.3 VOLUNTEER PARTICIPATION

Participation in the study was on a volunteer basis with participants accessing the surveys electronically. The participant information sheet accounted for the right to refuse to partake in the study and that those that were unwilling to participate in the study would not be forced, disadvantaged or

discriminated in any way. The completed survey was regarded as permission and consent from the volunteer to participate in the study and the researcher to utilise the data obtained.

2.5.4 CONTACT DETAILS AND FEEDBACK

The researcher and supervisors email addresses were supplied on the participant information sheet. These details were provided in the event that participant's required additional information, had queries relating to the study, or wanted feedback on their participation. On completion of the study, summary results were made available to all participants via a link that was posted on FB, LinkedIn, and Twitter, or emailed directly when requested.

2.6 SUMMARY

The quantitative, non- experimental and cross- sectional study used a two phase approach to carry out the research. Phase 1 was the pilot study specifically concerned with the construction and development of the questionnaire and scales. The electronic pilot survey was tested on a pilot sample (N= 34) consisting of volunteers recruited on FB and experts in the field of SNS's. The participants were categorised as reviewers and experts and provided feedback on the survey.

Phase 2 was concerned with initiating the main study using the revised and reworked scales. The electronic final survey was administered to a non-probability snowball sample (N=217) made up of volunteers recruited from different SNS's and respondents from a South African based IT company. The validation analyses (internal consistency reliability and exploratory factor analyses) and the main study analyses including cluster analysis, correlations, t- tests and moderated multiple linear regression were conducted.

Lastly, the ethical concerns including informed consent, confidentiality and anonymity, volunteer participation, and researcher contact details and feedback were accounted for throughout both phases and Ethics Clearance obtained from the University.

CHAPTER 3

RESULTS

3.1 INTRODUCTION

This chapter addresses the results obtained from the statistical analyses conducted. The results are reported in context of the relevant research questions. Research question 1 is accounted for with the internal consistency reliabilities conducted in both the pilot and main studies; research question 2 is addressed with the exploratory principal components factor analyses conducted. Thereafter descriptive FB use and privacy items are reported. Grouping respondents based on their usage for the breadth dimension of *FB Experience* is accounted for with the cluster analysis. The distribution analyses conducted for the purposes of meeting the assumptions of normality are discussed. Thereafter research question 3 is addressed in context of the correlations conducted and the independent samples t- test post hoc analyses to evaluate the nature of the relationships. Lastly, research question 4 is considered on the backdrop of the moderated multiple linear regressions conducted.

3.2 RESEARCH QUESTION 1

3.2.1INTERNAL CONSISTENCY RELIABILITY

From Table 14 and 15 it can be seen that overall the internal consistency reliabilities found were higher in the main study than in the pilot study. All the alpha scores found were 0.6 and above indicating that the scales created were reliable (Cronbach, 1984). Furthermore, the *perceptions of FB privacy* and *FB CIM* subscales were revised in the main study thus the number of items per scale and the names of the scales reported differed in the main study results. The pilot study and main study reliabilities are addressed separately.

3.2.1.1PILOT STUDY

TABLE 14: Internal Consistency Reliability for Pilot Study

SCALE	NUMBER OF ITEMS	RELIABILITY
FB EXPERIENCE		
Depth × Breadth	6	0.64
PERCEPTIONS OF FB PRIVACY	7	0.68
Privacy Awareness	4	0.60
Work Monitoring*	3	0.91
Trust		
PERCEPTIONS OF FB CIM		
Self- Monitoring	10	0.74
Workplace Outcomes **	8	0.87

*revised into work privacy

**reworked into work relations and workplace outcomes

In the pilot study, *FB experience* scale (depth × breadth) indicated an α= 0.64. With an overall total of 14 items, the *perceptions of FB privacy* subscale reliabilities were as follows: *privacy awareness* yielding an α= 0.68, *work monitoring* α=0.60 and *trust* α=0.91. There were a total of 18 *FB CIM* items divided into 2 subscales: *work monitoring* yielded an α=0.74 and *workplace outcomes* α=0.87. Although the reliabilities found for *perceptions of FB privacy* and *FB CIM* subscale were adequate and indicated reliable scales, the scale were revised and reworked on the basis of the pilot study.

3.2.1.2 MAIN STUDY

TABLE 15: Internal Consistency Reliability for Main Study

SCALE	NUMBER OF ITEMS	RELIABILITY
FB EXPERIENCE		
Depth × Breadth	6	0.91
PERCEPTIONS OF FB PRIVACY		
Privacy Awareness	3	0.72
Work Privacy*	3	0.71
Trust	3	0.78
PERCEPTIONS OF FB CIM		
Self- Monitoring	6	0.79
Work Relations**	3	0.67
Workplace Outcomes**	5	0.83

*previously *work monitoring* in pilot study

**previously *workplace outcomes* in pilot study

The reliabilities found for the main study were higher than for those of the pilot study. Revisions to the subscale and the respective items were made based of the pilot study and factor analyses (Table 6 and Appendix 5- Table 29). For *FB experience* (depth × breadth) an α= 0.91 was found. The final *perceptions of FB privacy* scales yielded reliabilities of 0.71 and above with *privacy awareness* α=0.72 (3 items); *work privacy* α=0.71 (3 items); and *trust* α=0.78 (3 items). With a total of 14 items, the final *FB CIM* subscale reliabilities were as follows: *self- monitoring* α= 0.79; *work relations* α=0.67; and *workplace outcomes* α=0.83. The results from the reliability analyses indicated that the scales constructed were reliable.

3.3 RESEARCH QUESTION 2

3.3.1 PRINCIPAL COMPONENTS FACTOR ANALYSIS

Exploratory principal components factor analyses were conducted to determine whether items loaded on their respective subscales. Varimax orthogonal rotation was used to perform the analyses. The following criteria were used to assess the number of factors for each scale: Kaiser's criterion- factors with eigenvalues greater than 1; the percentage of the variance explained by the factors; scree plots; factor loadings of 0.4 and above; and the underlying theory and conceptualisation. Eigenvalues identify how much information is in each new variable however when considered in isolation they have the capacity to overestimate the number of factors (Royce, 1973). Thus the mentioned criteria were used together. The factor analyses results for each variable is addressed separately.

3.3.1.1 FB EXPERIENCE FACTOR ANALYSIS

From Table 16 it can be seen that 1 factor had an eigenvalue of greater than 1. The cumulative frequency of 1 factor explained 69% of the variance in *FB experience*. Furthermore from Figure 2, it can be seen that the graph flattened at the point of 1 factor. Table 17 indicates that the depth and breadth items all loaded on factor 1. Theoretically the depth and breadth dimensions drawn from Fisher (1991) were conceptually separate yet on an applied level they are interdependent. Thus from the criteria it was concluded that 1 factor- depth × breadth- explained *FB experience*.

TABLE 16: Eigenvalues for FB Experience Factor Analysis

FACTOR	EIGENVALUE	DIFFERENCE	PROPORTION	CUMULATIVE
1	4.13	3.57	0.69	0.69
2	0.57	0.1	0.09	0.78

FIGURE 2: Scree Plot for FB Experience

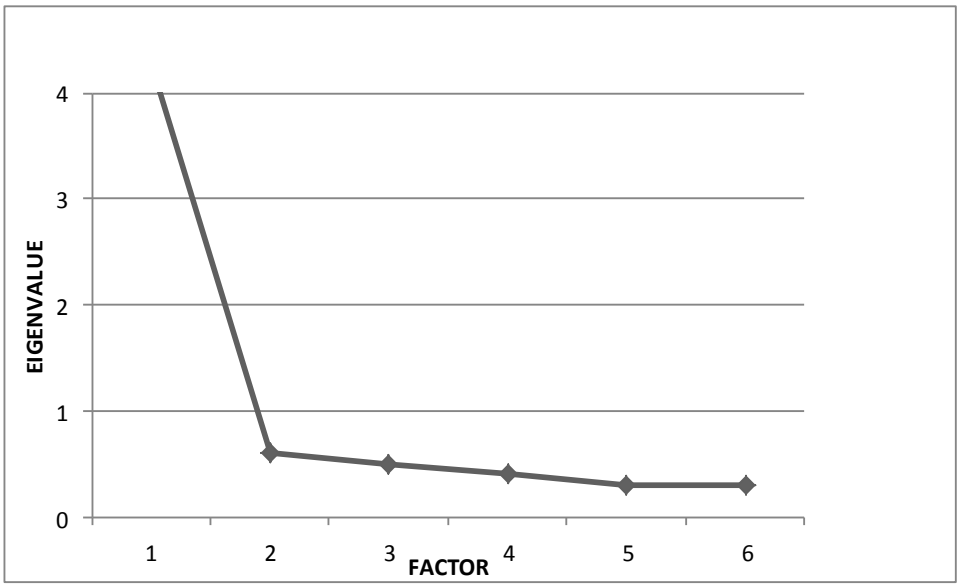


TABLE 17: Factor Pattern for FB Experience

ITEM NO.	FACTOR 1 **DEPTH × BREADTH**
D1	0.78
D2	0.78
D3	0.88
D4	0.83
D5	0.87
B1	0.83

3.3.2.2 PERCEPTIONS OF FB PRIVACY FACTOR ANALYSIS

From Table 18 it can be seen that 4 factors had eigenvalues over 1; and as seen in the cumulative frequencies 2 factors explained more than 40% of the variance in *perceptions of FB privacy*. The scree plot indicated that 4 factors should be used. From the rotated factor pattern it was apparent that the items loaded on 3 factors. The scale was conceptualised on the basis of 3 subscales. Thus pooling from all the criteria, it is possible to conclude that 3 factors explained *perceptions of FB privacy*.

TABLE 18: Eigenvalues for Perceptions of FB Privacy

FACTOR	EIGENVALUE	DIFFERENCE	PROPORTION	CUMULATIVE
1	2.9	0.48	0.24	0.24
2	2.42	0.73	0.20	0.44
3	1.69	0.42	0.14	0.58
4	1.27	0.36	0.11	0.69
5	0.91	0.2	0.08	0.77

FIGURE 3: Scree Plot for Perceptions of FB Privacy

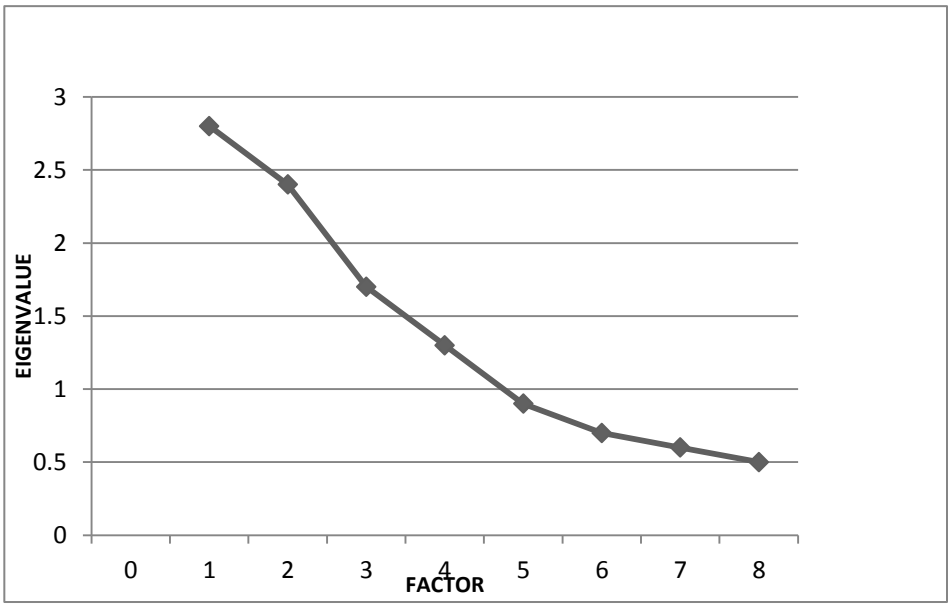


TABLE 19: Rotated Factor Pattern for Perceptions of FB Privacy

ITEM NO.	FACTOR 1 **PRIVACY AWARENESS**	FACTOR 2 **WORK PRIVACY**	FACTOR 3 **TRUST**
PA1	0.91		
PA2	0.88		
PA3	0.52		
WP1		0.85	
WP2		0.79	
WP3		0.67	
T1			0.95
T2			0.90
T3			0.88

3.3.2.3 FB CIM FACTOR ANALYSIS

From the eigenvalues in Table 20 it can be seen that 3 factors explained *FB CIM* but the cumulative frequency suggested that 2 factors explain more than 40 % of the variance in *FB CIM*. The scree plot flattened out at 4 factors and the rotated factor pattern seen in Table 21 shows that the items loaded on 3 factors. Thus 3 factors were used to explain *FB CIM.*

TABLE 20: Eigenvalues for FB CIM

FACTOR	EIGENVALUE	DIFFERENCE	PROPORTION	CUMULATIVE
1	4.88	2.82	0.33	0.33
2	2.06	0.71	0.14	0.46
3	1.35	0.38	0.09	0.55
4	0.97	0.07	0.06	0.62

FIGURE 4: Scree Plot for FB CIM

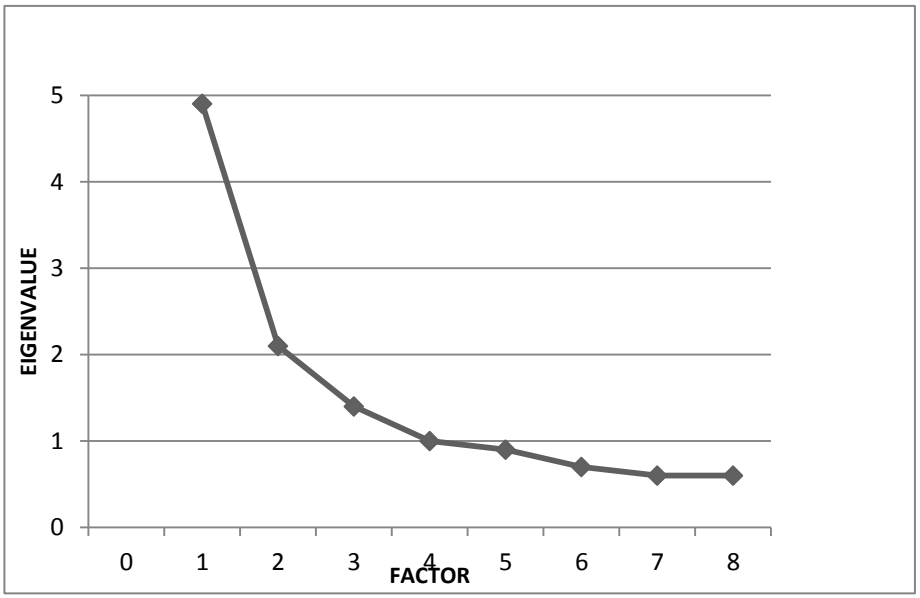


TABLE 21: Rotated Factor Pattern for FB CIM Factor Analysis

ITEM NO.	FACTOR 1 **SELF-MONITORING**	FACTOR 2 **WORK RELATIONS**	FACTOR 3 **WORKPLACE OUTCOMES**
SM1	0.71		
SM2	0.67		
SM3	0.81		
SM4	0.66		
SM5	0.54		
SM6	0.60		
WR1		0.71	
WR2		0.73	
WR3		0.69	
WO1			0.67
WO2			0.57
WO3			0.73
WO4			0.60
WO5			0.82
WO6			0.74

3.4 FB EXPERIENCE AND PRIVACY DESCRIPTIVE STATISTICS

Descriptive statistics were conducted for the purposes of assessing general trends in FB use and privacy concerns. These statistics provided information on tendencies in the use of FB and privacy activities with this particular sample. The descriptive statistics for FB use included FB users only and the privacy items included FB users and non-users. Table 22 and 23 present the results of the one-way frequencies.

From Table 22 it was concluded that the majority of FB users in this sample had less than 400+ friends on FB. In terms of the friend strategy employed by users, 61.90% reported that they did not need to know someone face- to- face to befriend them however 79.37 % reported that they did need to know someone personally for them to be FB friend. It was indicated that 82.54% of users did not befriend others on FB that they can see were friends with their friends and 96.30% of users did not befriend anyone that sends them a friend request. This could be related to privacy perceptions as seen in that only 3.7% of users reported that they added anybody who requests to be their friend on FB. Thus the majority of users adopted a FB friend strategy that centred on knowing someone personally.

In context of the perceived benefits of FB use, 67.03% of users reported that FB facilitated interaction with people and 67.03% reported that they would have less interaction with others if not for FB. This indicated that the majority of users in this sample utilised FB as it provides a means for interaction that they may not have without FB. However, in contrast to this finding, it was reported that 54.4% of users indicated that FB is not important to them. This could be explained by considering that although users may not perceive FB as important to them, it has been embedded in their lives as a way to interact with others. This embedding can be seen in that 65.75% of users reported that they instantly check their FB notifications with 55.43% regularly checking their FB profile.

As seen in Table 22 it was reported that 67.37% of users in this sample had FB installed on their cell phone with 65.61% of users utilising cell phones to access FB. It is interesting to note that the percentage of users who utilise FB at work is 50%. This could be due to cell phone access making work computers unnecessary or may be due to offices permitting FB use on work computers. Lastly, it was found that between the periods of 12:01- 18:00 FB is the most utilised. This finding suggests that the time that FB use is the highest is during traditional work hours.

TABLE 21: One-Way Frequencies for FB Experience Descriptive Items

VARIABLE	N	%
NO. OF FRIENDS		
0-99	44	25.43
100- 199	24	13.87
200- 299	31	17.92
300- 399	15	8.67
400+	59	34.10
FRIEND STRATEGY		
Friends Face-To-Face		
yes	72	38.10
no	117	61.90
Know Personally		
yes	150	79.37
no	39	20.63
Heard of Through Others		
yes	33	17.46
no	156	82.54
Friends with My Friends		
yes	30	15.87
no	159	84.13
Anybody Who Requests		
yes	7	3.70
no	182	96.30
FB FACILITATES INTERACTION		
yes	161	67.03
no	22	32.97
LESS CONTACT WITH PEOPLE IF NOT FOR FB		
yes	124	67.03
no	61	32.97
ROLE FB PLAYS		
Important	74	39.78
Not important	101	54.4
No role	11	5.91
FB PHONE APPLICATION		
yes	126	67.37
no	61	32.62
MEANS OF FB ACCESS		
Work Computer		
yes	94	50
no	94	50
Home Computer		
yes	157	83.07
no	32	16.93
Cell Phone		
yes	124	65.61
no	65	34.39
INSTANT CHECKING OF FB NOTIFICATIONS		

yes	119	65.75
no	62	34.25
REGULAR CHECKING OF FB PROFILE		
yes	102	55.43
no	82	44.57
PERIOD OF DAY FB MOST USED		
06:00- midday	56	29.63
12:01- 18:00	71	37.57
18:01-midnight	54	28.57
00:01-05:59	5	2.65
	3	1.59

TABLE 22: Table of One-Way Frequencies for Descriptive Privacy Items

VARIABLE	N	%
FAMILIARITY WITH FB SETTINGS		
yes	154	80.63
no	37	19.37
ADJUSTED PRIVACY SETTINGS		
yes	156	82.98
no	23	12.23
unsure	9	4.79
REASON FOR ADJUSTMENT		
Private person generally	91	55.15
Heard concerning stories	27	16.36
Work	22	13.33
Told to do so	10	6.06
FB prompt	15	9.09
TIME OF ADJUSTMENT		
After being told	18	10.47
Do not know how	9	5.23
After having a profile for a while	42	24.42
After figuring out how to	36	20.93
On setup of profile	67	38.95
FRIEND STATEGY SETTINGS		
Everyone	13	6.91
Friends of friends	127	64.47
Friend’s only	12	6.38
Customised settings	28	14.98
Unsure	8	4.26

From Table 23 it can be seen that a reported 80.63% of participants were familiar with FB privacy settings with 82.98% of the participants having already adjusted, or reporting that they would adjust their settings if they had a FB profile. The dominant justification found for the adjustment was that the participant was generally a private person (55.15%), with the second major reasoning as having heard concerning stories (16.36%). Furthermore, it was found that the majority of the participants, 38.95%, adjusted, or would adjust, their settings upon the setup of their profile. A reported 64.47% of participants would have their FB profile set to 'friends of friends' with 14.98% indicating that they had, or would, customise their privacy settings. 6.91% reported that they had, or would have their profiles set to 'everyone' and 6.38% indicated that they had, or would have their profile set to 'friends only'. This is an interesting finding as it suggests that most of the participants were not overly concerned with their privacy to the extent that they would limit their profile to friends only or that they would adjust their settings or were positioned at the extreme allowing 'everyone' access. The majority of participants indicated that they set, or would set, their profile to friends- of- friends.

3.5 SCORING FB EXPERIENCE

For the purpose of scoring the breadth dimension of *FB experience* cluster analysis was conducted to divide participants into clusters of FB users depending on their dominant activities on FB. The purpose was to differentiate between Fisher's (1991) expert vs. naïve users.

The results of the cluster analysis are presented in Table 24. Hierarchical complete clustering was conducted. There were 5 groups of users found: advanced users; high users; intermediate users, low users and non- users. These clusters were found on the basis of the analyses including the Pseudo T^2 statistic, cubic clustering criterion (CCC), and the dendogram. The CCC slope showed changes in direction at 3 clusters indicating that the optimal number of clusters was 3. The Pseudo T^2 statistic indicated that 4 clusters were optimal while the dendogram indicated 5 distinct clusters. From the dendogram it was seen that 3 clusters were far apart from one another indicating their significant differences from each other and the other 2 clusters being closer together. The further apart the clusters the more distinct each cluster while the closer the clusters are to each other, the more similar the clusters. This is seen in the similarities of high and intermediate users and the distinct differences in advanced, low and non-users. Following careful examination of all the results for the cluster analysis, it was resolved that 5 clusters provided the most meaningful description of FB experience. Each cluster is addressed in detail in the next section.

TABLE 24: Clusters of FB User's and their Dominant Activities

	ADVANCED USERS	HIGH USERS	INTERMEDIATE USERS	LOW USERS	NON USERS
ACTIVITIES			**%**		
Connect	**88**	**67.4**	**73. 53**	**39.3**	-
Keep in touch	**90**	**100**	**91. 18**	**39.3**	-
Make new friends	**24**	**18.6**	7. 35	3. 57	-
Job prospects	**18**	14	4.41	3.57	-
Upload pictures	**100**	**100**	11. 76	3.57	-
Tag pictures	**74**	9.3	1.47	17.86	-
Update status	**80**	**20.94**	16. 17	3.57	-
View others profiles/pictures	**92**	**53.5**	**47. 05**	**46.43**	-
Wall posts/ inbox messages	**96**	**39.53**	**55. 88**	10. 71	-
Post links	**52**	14	8. 82	3.57	-
Alternative to email	**74**	16. 28	**22. 06**	0	-
Use/develop applications	**8**	2.33	1.47	3.57	-
Advertise	**14**	2.33	4. 41	14. 3	-
Join groups	**16**	9.3	1. 47	0	-
Chat	**50**	11.63	**27. 94**	3.5	-
Events	**72**	**30.23**	13. 24	10. 71	-
MEAN USAGE	9. 48	5.09	3.88	1.69	0

CLUSTER 5: Advanced Users (N=50)

This cluster was categorised as expert users with the highest mean score (M= 9. 48). They were active users that created content and participated in a wide variety of activities, and viewed others' profiles. Their primary activities included connecting and keeping in touch with other users; uploading pictures; posting wall and inbox private messages and updating their statuses; they used FB to chat with others and for events. This group was the most likely to use FB to make new friends, use it as a work tool, use and or develop applications and for advertising.

CLUSTER 4: High Users (N=43)

With an overall mean usage score of M= 5. 09, these users utilised FB to keep in touch and connect with others and to upload pictures; to view other user's profiles and pictures and to post wall and/or inbox messages to friends. Thus they were active users and their core activities on FB centre around connecting with people on FB and viewing others profiles.

CLUSTER 3: Intermediate Users (N=68)

These users had a mean usage of 3.88 indicating that they were shallow users. Their core activities involved connecting and keeping in touch with others on FB. They were actively involved in uploading photos on FB which included tagging, uploading and viewing others pictures. They engaged in wall posts and/or private messaging, and utilised FB chat. These user's primary activities on FB were centred round communicating with others via FB and were inclined to use FB as an alternative to email. Intermediate users were less concerned with viewing others on FB and more inclined to keep in touch and connect by actively communicating with the. For such users, the primary view of FB was as a communication tool.

CLUSTER 2: LOW USERS (N=28)

With an overall mean usage of 1.69, low users can be categorised by Fisher's (1991) naive users. Usage is on a shallow level such that there primary activities included viewing others' profiles, pictures and posts. They were less inclined to actively participate in the usage. They were users that utilised FB to connect and keep in touch with others by viewing their profiles as opposed to engaging in communication through picture tagging and wall posting.

CLUSTER 1: NON-USERS (N=28)

This cluster grouped all the non FB users. There was no overall mean usage. These users scored 1 for the depth item and received a score of 0 for overall *FB experience*.

3.6 DATA DISTRIBUTION

For the purposes of ensuring that the data was normally distributed for the parametric analyses, distribution analyses were conducted on all the scales together with Kolmogorov Smirnov tests. Scores between +- 1 for skewness and kurtosis reflected a normal distribution. All the scales were found to be normally distributed aside from *privacy awareness*. Thus a square root transformation was conducted on the *privacy awareness* scale to correct distribution. The square root transformation corrected for normality and the transformed data was used for the analyses.

3.7 RESEARCH QUESTION 3

3.7.1 PEARSON'S CORRELATION COEFFICIENTS

The person correlation coefficients were conducted for the purpose of addressing the relationships of *FB experience, perceptions of FB privacy* and *FB CIM*. The following section addresses the results obtained from the correlations conducted. The results are discussed under the respective variables.

TABLE 25: Correlation Matrix for FB Experience, Perceptions of FB Privacy and FB CIM

	AGE	FB EXP	PRIV AWARE	WORK PRIV	TRUST	SELF-MON	WORK REL	WORK OUT
AGE	-							
FB EXP	**-0.39****	-						
PRIV AWARE	-0.008	-0.008	-					
WORK PRIV	-0.01	-0.02	**-0.15***	-				
TRUST	0.0006	**0.16***	0.13	0.11	-			
SELF-MON	0.02	**0.26****	**-0.23****	0.09	0.03	-		
WORK REL	-0.08	**0.23****	-0.0009	**-0.30****	0.03	**0.28****	-	
WORK OUT	0.08	0.02	**-0.22***	**0.27****	-0.001	**0.53****	0.06	-

*P<0.05; **P<0.001

Correlated subscales

3.7.1.1 FB EXPERIENCE

A moderate inverse correlation (r=-0.39) for *FB experience* and age was found indicating that younger respondents experienced higher scores in *FB experience* than older respondents. A positive weak correlation (r=0.16) for *FB experience* and *trust* was found. This suggested that high scores in *trust* were associated with high scores in *FB experience*. A positive weak correlation (r=0.26) was found for *self-monitoring* and *FB experience* indicating that the more participants used FB the more they engaged in self- monitoring activities. Lastly *FB experience* was found to be weakly correlated (r=0.23) with *work relations* such that high scores of *FB experience* was associated with high scores of *work relations*.

3.7.1.2 PERCEPTIONS OF FB PRIVACY

3.7.1.2.1 PRIVACY AWARENESS

An inverse weak relationship (r=-0.15) was found for *privacy awareness* and *work privacy*. Both of these scales form part of the *perceptions of FB privacy* scale thus a correlation was expected. An inverse weak relationship (r=-0.23) was found for *privacy awareness* and *self- monitoring*. This suggested that high *privacy awareness* is associated with low *self- monitoring*. Lastly, an inverse weak (r=-0.22) correlation was found for *privacy awareness* and *workplace outcomes*. This suggested that high levels of *privacy awareness a*re related to low scores of *workplace outcomes*. Given the relatively low correlations the practical significance of the relationships was uncertain.

3.7.1.2.2 WORK PRIVACY

A moderate inverse relationship (r=-0.30) between *work privacy* and *work relations* was found. This finding suggested that as *work privacy* increases, *work relations* decreases. A positive weak correlation (r=0.27) for *work privacy* and *workplace outcomes* was found such that high sores in *work privacy* were associated with high levels of perceived *workplace outcomes*. This differs to the finding that *privacy awareness* is associated with low scores in *workplace outcomes* as *work privacy* is specifically applicable to the work environment and as such participants perceive a connection between this privacy and the effects of FB use at work.

3.7.1.3 FB CIM

3.7.1.3.1 SELF- MONITORING

A moderate positive relationship (r=0.28) was found for *self- monitoring* and *work relations* and a positive strong relationship (r=0.53) was found for *self- monitoring* and *workplace outcomes*. This was to be expected as these all form part of the *FB CIM* scale.

3.7.2 POST HOC TESTING

3.7.2.1 AGE AND FB EXPERIENCE

Based on the results of the correlation, an independent samples t-test was conducted on age and *FB experience* to explore the directionality of the relationship. Age was divided into two groups: younger respondents and older respondents. Levene's test indicated that there was equality of variance (F=1.24; p=0.2709). The results indicated that there was a significant difference in *FB experience* for older and younger respondents (t=2.53; p=0.0121). Specifically it was found that younger respondents (M=7.85; SD=5.03) experienced higher *FB experience* than older respondents (M=6.01; SD=5.60).

3.7.2.2 USERS, NON- USERS AND PERCEPTIONS OF FB PRIVACY

An independent sample's t-test was conducted for users and non- users, and overall *perceptions of FB privacy* and *trust* specifically. In terms of overall *perceptions of FB privacy,* Levene's test indicated that there was equality of variance (F=1.55; p= 0.0954). The results indicated that there was a significant difference in users and non- users overall *perceptions of FB privacy* (t= 2.17; p= 0.0308) with non- users (n=28) experiencing higher *perceptions of FB privacy* (M=33.71; SD=5.58) than users (n=189) (M=31.68; SD=4.47).

Specifically, in terms of *trust*, Levene's test indicated that there was no equality of variance (F=6.69; p<0.0001). There was a significant difference in users and non- users in terms of perceptions of FB *trust* (t= 2.54; p= 0.0168) with non- users (M=10.93; SD=4.4) experiencing higher levels of *trust* than users (M=8.7937; SD= 1.7).

3.8 RESEACH QUESTION 4

3.8.1 MODERTED MULTIPLE LINEAR REGRESSION (MMLR)

The MMLR was conducted for the purposes of assessing whether *perceptions of FB privacy* moderated the relationship of *FB experience* and *FB CIM*. The assumptions of normality, absence of multi-collinearity, measurement error, linearity and homogeneity of variance were met. In the instance of normality, the transformed data was used for *privacy awareness* (square root transformation).

The following section presents the results obtained for the MMLR. Each of the dependant variables (DV's) is addressed separately. The tables are presented for each DV and are divided into results for Model 1 and Model 2. Model 1 considers whether the independent variable (IV) or moderator variable (MV) predicted variance in the DV in the absence of interaction term (IV × MV) and thus only looked at main effects. Model 2 considered whether the IV or MV predicted variance in the DV in the presence of the interaction term and thus looked at main and interaction effects. Model 1 and 2 are presented together to show the difference in variance explained in the presence of the interaction terms and specifically to assess whether the presence of the interaction term explained more about the relationship of the IV and DV.

3.8.1.1 SELF- MONITORING

TABLE 26: MMLR Results for Self- Monitoring

DV: SELF- MONITORING	MODEL 1			MODEL 2		
MODERATORS	**F**	**P**	**R^2**	**F**	**P**	**R^2**
PRIVACY AWARENESS	14.77	<.0001**	0.12	9.94	<.0001**	0.12
WORK PRIVACY	9.01	0.0002**	0.08	6.20	0.0005**	0.08
TRUST	8.55	0.0003**	0.07	5.97	0.0006**	0.08
VARIABLES	**T**	**P**	**SE**	**T**	**P**	**SE**
FB EXPERIENCE	**4.08**	**<.0001****	**0.261**	**2.05**	**0.04 ***	**0.36**
PRIVACY AWARENESS	**-3.56**	**0.0005****	**-0.23**	-1.97	0.05	-0.19
FB EXPERIENCE × PRIVACY AWARENESS				-0.61	0.54	-0.12
FB EXPERIENCE	**4.04**	**<.0001****	**0.27**	1.90	0.06	0.44
WORK PRIVACY	1.38	0.17	0.09	1.46	0.15	0.16
FB EXPERIENCE × WORK PRIVACY				-0.78	0.44	-0.19
FB EXPERIENCE	**4.12**	**<.0001****	**0.27**	1.76	0.08	0.56
TRUST	1.02	0.31	0.07	1.35	0.18	0.11
FB EXPERIENCE ×TRUST				-0.91	0.36	-0.28

With *privacy awareness* as the moderator and *FB experience* as the IV, the overall *privacy awareness* and *FB experience* model was significant with F=14.77; p<0.0001. *Privacy awareness* and *FB experience* together explained 12.13% of the variance in *self- monitoring*. The main effect of *FB experience* was found to be significant (t=4.08, p<0.0001) indicating that *FB experience* had an effect on *self- monitoring*. A significant inverse main effect of *privacy awareness* (t=-3.56; p=0.0005) on *self- monitoring* was found indicating that high scores in *privacy awareness* were associated with low scores for *self- monitoring*. This could be due to a reduced concern with one's privacy when one is already engaging in self-monitoring activities; as such an awareness of one's privacy becomes less important. In the presence of *privacy awareness ×FB experience* the overall model retained its significance (F=9.94; p<0.0001) with significant main effect for *FB experience* (t=2.05; p<0.05) and *privacy awareness* (t= -1.97; p<0.05). However there was no significant main effect for *privacy awareness ×FB experience*. A further 0.16 % of variance in *self- monitoring* was explained by the moderator.

With *work privacy* as the moderator, the overall model was significant (F=9.01; p<0.001) with *FB experience* and *work privacy* together explaining 7.77% of the variance in *self- monitoring*. There was a significant main effect for *FB experience* on *self- monitoring* (t=4. 04; p<0.0001). With the inclusion of the interaction variable, the overall model retained its significance F=6.20; p= 0.0005 but the remaining variables were not significant. 8.03% of the variance in *self- monitoring* was explained by *FB experience, work privacy* and *FB experience ×work privacy*. Thus only a further 0.26% of the variance in *self- monitoring* was explained by the moderator.

With *trust* as the moderator, the overall model of *self- monitoring* and *FB experience* was significant (F=8.55; p<0.003) with 7.4 % of the variance in *self- monitoring* being explained by *FB experience* and *trust*. With the inclusion of the interaction term, the model retained its significance (F=5.97; p<0.0006). An additional 0.36% of the variance *in self- monitoring* was explained by the moderator *trust × FB experience.*

3.8.1.2 WORK RELATIONS

TABLE 26: MMLR Results for Work Relations

DV: WORK RELATIONS	**MODEL 1**			**MODEL 2**		
MODERATORS	**F**	**P**	**R^2**	**F**	**P**	**R^2**
PRIVACY AWARENESS	5.85	0.0034**	0.05	4.10	0.008 **	0.05
WORK PRIVACY	17.43	<.0001**	0.14	12.62	<.0001**	0.15
TRUST	5.85	0.003 **	0.05	4.33	0.006 *	0.06
VARIABLES	**T**	**P**	**SE**	**T**	**P**	**SE**
FB EXPERIENCE	**3.42**	**0.0007****	**0.23**	**1.97**	**0.05***	**0.36**
PRIVACY AWARENESS	0.01	0.99	0.001	0.58	0.56	0.06
FB EXPERIENCE × PRIVACY AWARENESS				-0.78	0.43	-0.15
FB EXPERIENCE	**3.50**	**0.0006****	**0.22**	**2.58**	**0.01***	**0.57**
WORK PRIVACY	**-4.69**	**<.0001****	**-0.3**	-1.57	0.12	-0.16
FB EXPERIENCE × WORK PRIVACY				-1.65	0.10	-0.38
FB EXPERIENCE	**3.38**	**0.0008****	**0.23**	1.81	0.0714	0.58
TRUST	0.03	0.97	0.002	0.63	0.53	0.05
FB EXPERIENCE ×TRUST				-1.12	0.26	-0.35

With *privacy awareness* as the moderator variable, the overall model of *FB experience* and *work relations* was significant (F=5.58; p=0.0034). There was a significant main effect of *FB experience* on *work relations* (t=3.42; p=0.0007) indicating that high scores in *FB experience* was related to high scores in *work relations*. 5.18% of the variance in *work relations* was explained by *FB experience* and *privacy awareness*. With the inclusion of the moderator, the overall model remained significant (F=4.10; p=0.0075). The main effect of *FB experience* retained its significance (t=1.97, p=0.0497). A further 0.28 % if the variance in *work relations* was explained by *FB experience, privacy awareness* and *FB experience × privacy awareness.*

With *work privacy* as the moderator variable, the overall model was significant (F= 17.43; p<0.0001). *Work privacy* and *FB experience* both had significant main effects on *work relations* with *FB experience* (t=3.50; p=0.0006) and *work privacy* (t= -4.69 and p<0.0001). *FB experience* had a positive relationship with *work relations*. An inverse relationship between *work relations* and *work privacy* was found indicating that high scores in *work privacy* were associated with low levels in *work relations*. 14.01% of the variance in *work relations* was explained by *FB experience* and *work privacy*. With the inclusion of the interaction term, the overall model remained significant (F=12.62; p<0.0001) however only *FB experience* retained its significant main effect (t=2.58; p=0.0105). A further 1.08% of the variance in *work relations* was explained with the inclusion of *work privacy× FB experience*.

With *trust* as the moderator, the overall model 1 was significant (F=5.85 and p=0.0034) with a significant main effect of *FB experience* on *work relations* (t=3.38 and p<0.0008). 5.18 % of the variance in *work relations* was explained by *FB experience* and *trust.* With the inclusion of the interaction term, the overall model remained significant (F= 4.33 and p=0.0055) however the main effect of *FB experience* was no longer significant. A further 0.56 % of the variance in *work relations* was explained by *FB experience, trust* and *FB experience ×trust.*

3.8.1.3 WORKPLACE OUTCOMES

TABLE 28: MMLR Results for Workplace Outcomes

DV: WORKPLACE OUTCOMES	MODEL 1			MODEL 2		
MODERATORS	**F**	**P**	**R^2**	**F**	**P**	**R^2**
PRIVACY AWARENESS	5.29	0.0057*	0.05	3.60	0.0144*	0.05
WORK PRIVACY	8.30	0.0003**	0.07	5.86	0.0007**	0.08
TRUST	0.05	0.95	0.0004	0.13	0.94	0.002
VARIABLE	**T**	**P**	**SE**	**T**	**P**	**SE**
FB EXPERIENCE	0.29	0.78	0.02	-0.36	0.71	-0.07
PRIVACY AWARENESS	**-3.24**	**0.0014****	**-0.22**	**-2.57**	**0.01***	**-0.25**
FB EXPERIENCE × PRIVACY AWARENESS				0.50	0.62	0.1
FB EXPERIENCE	0.40	0.69	0.03	-0.84	0.4	-0.19
WORK PRIVACY	**4.06**	**<.0001****	**0.27**	1.69	0.09	0.18
FB EXPERIENCE × WORK PRIVACY				0.99	0.32	0.24
FB EXPERIENCE	0.30	0.76	0.02	0.60	0.55	0.2
TRUST	0.03	0.98	0.002	0.32	0.75	0.03
FB EXPERIENCE ×TRUST				-0.54	0.59	-0.18

With *privacy awareness* as the moderator, the overall model of *privacy awareness* and *FB experience* for *workplace outcomes* was significant (F=5.29 and p=0.0057). There was a significant inverse main effect of *privacy awareness* (t=-3.24 and p=0.0014) indicating that high scores of *privacy awareness* was related to low scores of *workplace outcomes*. 4.71% of the variance in *workplace outcomes* was explained by *FB experience* and *privacy awareness*. With the inclusion of the interaction term, the overall model retained its significance (F=3.60; p=0.0144); *privacy awareness* inverse main effect remained significant (t=-2.57; p=0.0109) with a further 0.12% of the variance in *workplace outcomes* being explained by the inclusion of the interaction term.

With *work privacy* as a moderator, the overall model was significant (F=8.30; p=0.0003). 7.20% of the variance in *workplace outcomes* was explained by *FB experience* and *work privacy*. *Work privacy* was significant (t=4.06; p=<.0001) indicating that *work privacy* has an effect on *workplace outcomes* such that high scores of *work privacy* were related to high levels of *workplace outcome*s. With the inclusion of the

interaction variable, the overall model retained its significance (F=5.86; p=0.0007). However there were no significant main effects. A further 0.43% of the variance in *workplace outcomes* was explained with the addition of the interaction variable.

With *trust* as the moderator, the model was not significant. 0.4 % of the variance in *workplace outcomes* was explained by *FB experience* and *trust*. With the inclusion of the interaction term, the model remained non- significant with no significant main effects. 0.18% of the variance in *workplace outcomes* was explained by the interaction *FB experience × trust variable*. This indicated that no relationship exists between *trust, FB experience* and *workplace outcomes*. This could be due to people not perceiving a connection between workplace consequences and what they post on their FB.

3.8.2 OVERVIEW OF MMLR

Aside from the model of *workplace outcomes* and *trust*, all the overall models were significant in both model 1 and model 2. The initial aim of the analyses was to assess the moderating effect of *perceptions of FB privacy* however given the exploratory nature of the study it was also found that *FB experience* as a main effect was significant in the majority of the models. Furthermore, *privacy awareness* predicted *workplace outcomes* seen in its significant main effects in both model 1 and model 2. None of the interaction terms were significant in model 2 however the proportion of variance explained in the DV's by the interaction terms did increase even though in isolation none of the terms were significant. No significant moderation effects were found yet on the basis of the increased variances a larger sample size may be able to identify moderation effects.

3.9 SUMMARY

The primary focus of this study was to investigate the validity and reliability of the developed scales and thereafter use the scales to explore the relationships amongst the variables for which the scales were created. Firstly, according to the internal consistency reliabilities conducted the *FB experience, perceptions of FB privacy* and *FB CIM* scales were found to be reliable with all α for the main study being 0.67 and above in the main study. In context of the scale validation, the exploratory principal components factor analysis identified the items that loaded on the respective subscale concluding that 6 items loaded on 1 factor for *FB experience*; 12 items loaded on 3 factors for *perceptions of FB privacy* (3 items for *privacy awareness*; 3 items for *work privacy*; and 3 items for *trust*) and 14 items loaded on 3 factors for *FB CIM* (6 items for *self- monitoring*; 3 items for *work relations*; 5 items for *workplace*

outcomes).According to the one way frequencies conducted respondents reported that they generally accepted friends they know personally with the majority not accepting 'anybody who requests' to be their friend. The majority of participants perceived FB as facilitating interaction with others, and checked their profiles and notifications regularly. Work- hours were reported as the period of the day in which FB is most often used. Furthermore it was found that the majority of respondents were familiar with FB privacy settings and had adjusted them with the main justification of 'generally private people' followed by having heard concerning stories. Lastly participants reported that their profiles were set to 'friends of friends' even though it was found that the majority of participants did not accept friends that they could see were 'friends with their friends'.

In respect of the cluster analysis conducted, 5 clusters were identified that grouped participants on the basis of their activities on FB and the level of usage from advanced to low users. These clusters were advanced users, high users, intermediate users, low users and non- users. The groups were used to score the breadth dimension of *FB experience*.

Correlations were assessed in order to establish whether there were significant relationships amongst the subscales and the demographic variable of age. The results depicted statistically significant correlations between *FB experience*: and *age, trust*, *self- monitoring*, and *work relations*; *Privacy awareness:* and *work privacy, self- monitoring*, and *workplace outcomes; Work privacy*: and *work relations* and *workplace outcomes;* and *self -monitoring*: and *work relations* and *workplace outcomes*.

Further post hoc independent sample's t-tests were conducted on *FB experience* and *age*, and users and non- users, and *perceptions of FB privacy* and *trust*. It was found that there was a significant difference between older and younger respondents for *FB experience* with younger respondents having higher *FB experience*. Specifically in terms of *perceptions of FB privacy* and *trust*, it was found that users experienced lower overall *perceptions of FB privacy* and *trust* than non- users.

Finally, MMLR analyses were conducted to evaluate whether *perceptions of FB privacy* had an impact on *FB CIM*. No significant interaction effects were found however there were significant overall models and additional variances explained by interaction terms indicating that perceptions of FB privacy influenced FB CIM in the absence of statistically significant moderation effects.

CHAPTER 4

DISCUSSION AND STUDY CONCLUSIONS

4.1 INTRODUCTION

This chapter presents a discussion that is aimed at providing meaningful interpretations of and inferences from the results obtained. It considers the actual meaning of the results in terms of prior theory, research and literature and evaluates the practical significance thereof. First a summary of the overall conclusions for each research question is provided. The results are then explored in respect of the research questions to which it applies. The theoretical and practical implications of the findings are addressed in terms of this study's contribution to knowledge. The chapter closes with a reflection of the limitations encountered throughout the research process together with directions for future research in the field.

4.2 OVERALL CONCLUSIONS

The following conclusions were drawn in respect of the research questions and results obtained:

SCALE VALIDATION

RQ1 The constructed *FB experience, perceptions of FB privacy* and *FB CIM* scales had appropriate internal reliability with all the scales yielding an α of greater than 0.67.

RQ2 The created scales yielded appropriate construct validity as seen with the exploratory factor analyses conducted and appropriate content validity as demonstrated by their development from the relevant theory.

SOCIAL CAPITAL FRAMEWORK

RQ3 *FB experience* was related to *perceptions of FB privacy* in the context of *trust*. *FB experience* was related to *FB CIM* in terms of *self- monitoring* and *work relations* specifically. *Perceptions of FB privacy* was associated with *FB CIM* in relation to *privacy awareness* and: *self- monitoring*, and *workplace outcomes*; and *work privacy* and: *work relations* and *workplace outcomes*.

RQ4 *Perceptions of FB privacy* did not moderate the relationship of *FB experience* and *FB CIM*.

4.3 RESEARCH QUESTION 1 AND 2

4.3.1 RELIABILITY AND VALIDITY

This study represents the first attempt to create reliable and valid scales for the measurement of *FB experience, perceptions of FB privacy* and *FB CIM*. The results obtained found appropriate internal reliability, with all the scales yielding an α of greater than 0.67 (Chapter 3, Table 14 and Table 15), and construct validity on the basis of the exploratory factor analyses. This discussion addresses the reliabilities found in the pilot and main study and the results of the exploratory factor analyses conducted.

The final scales were reworked, revised and improved on the basis of the pilot study (Appendix 5, Table 30). The changes were made in light of the item characteristics, expert/reviewer comments and factor analyses. Three items were removed from the *perceptions of FB privacy* subscale on the basis of problematic loadings: 2 from *privacy awareness* and 1 from *work privacy*. The initial scale of *work monitoring* that was conceptualised for the pilot study was revised and renamed *work privacy*. The revised *work privacy* scale yielded a higher α score (0.71) than the initial work monitoring scale (0.60). The revised *privacy awareness* scale for the main study yielded a higher α (0.72) than the pilot (0.68). The *depth × breadth* scale was improved for the main study on the basis of expert and reviewer comments and item characteristics. The main study *depth × breadth* α was significantly higher (0.91) than the pilot (0.64). The initial *workplace outcomes* α score for the pilot study (0.87) was higher than for the main study however on the basis of the factor analyses conducted the scale was improved, items were removed and the scale was divided into two subscales: *work relations* (0.67) and *workplace outcomes* (0.83).

The *trust* scale drew on Mayer et al.'s (1995) definition of trust in SNS's; Brandtzaeg et al.'s (2010) conception of social trust and distrust; and Dwyer et al.'s (2007) theoretical model of trust in the website and with other members of the network that affects privacy concerns and information disclosure; and pulled from the study of Madejski et al.'s (2011) consideration of privacy attitudes and intentions as measured against actual privacy settings on FB. The *trust* scale as initially conceptualised for the pilot study yielded an α of 0.91 and for the final scale an α of 0.78. The final scale reliability was lower than the pilot scale, however it still yielded an appropriate reliability score. In spite of the high reliability score

for the pilot scale it was reworded on the basis of expert and reviewer comments to ensure it reflected trust rather than distrust in FB (Braendtzaeg et al., 2006).

The construct of *FB experience* was drawn from computer and internet research and was based on Fisher's (1991) categorisation of breadth and depth of experience and Thatcher and Greyling's (1998b) internet experience. Fisher (1991) notes that in a theoretical sense depth and breadth are separable yet on an applied level they are not independent. The distinction between depth and breadth is not a dichotomous distinction and FB experience is based on a synthesis of both depth and breadth of experience (Fisher, 1991). On this basis the exploratory factor analyses conducted found that FB experience items loaded on 1 factor- *depth × breadth* (Chapter 3, Table 16). The items tapped into the same overall latent variable of experience. Fisher's (1991) initial application of breadth and depth may have intended for depth items to load on 1 factor and breadth items to load on a separate factor. In this study *FB experience* was the focus as opposed to Fisher's (1991) computer experience. Thus *FB experience* did not have the practical disparity between the dimension of depth and breadth originally intended by Fisher (1991).

Fisher (1991) defines users in an attempt to "separate out user attributes such as intention, level of task involvement, goals which underpin the need for a distinction" (p. 438). The categorisation of depth was: a user who is inexperienced in a certain task (novice) as compared to an experienced user that has developed skills from extensive exposure (experienced) (Fisher, 1991); and breadth based on Thatcher (2003): a user that gains and uses, skills and knowledge in tasks (expert) as compared to a user that lacks underlying abilities or reasoning skills (naïve). Practically a FB user may have great depth of knowledge of uploading pictures (experienced) without having the knowledge of how to send a private message to another user (naïve). It is hence possible to be an experienced user at a particular task but remain a naïve user (Fisher, 1991). Implicit in the fact that new settings are constantly introduced, is the fact that all FB users are at one point or another novices and what therefore becomes relevant is whether the user gains experience through exposure. Thus both depth and breadth loading on 1 factor seems rational.

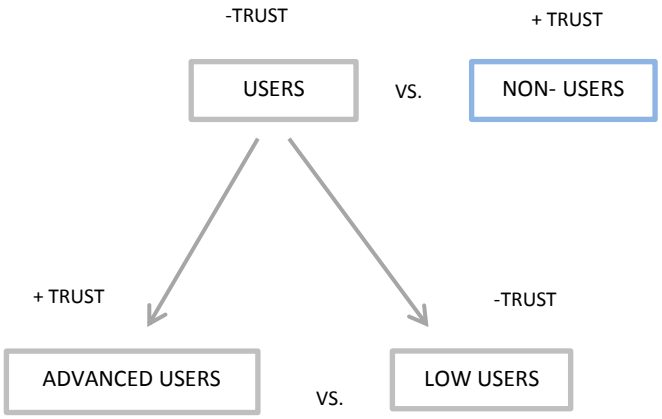
4.4 RESEARCH QUESTION 3

The following section is concerned with an exploration of the relationships between *FB experience*, *perceptions of FB privacy* and *FB CIM*. Appendix 10, Figure 5 provides a diagram of the relationships found between the variables within the social capital framework.

4.4.1 FB EXPERIENCE AND PERCEPTIONS OF FB PRIVACY

A significant relationship was found for *FB experience* and *perceptions of FB privacy*: *trust* specifically. That is, participant's breadth and depth of FB experience was related to the degree to which they perceived website trust, social trust, and privacy- control trust (trust as a function of privacy settings). The higher the *FB experience*, the more social, website and privacy- control trust participants perceived.

FIGURE 6: FB Experience and Trust for Users vs. Non-Users, and Advanced vs. Low Users



Specifically, it was found that FB users experienced lower levels of FB trust than non- users (Figure 6). The evidence is therefore contrary to Dwyer et al.'s (2007) suggestion that FB users are more trusting of the website than non-users. Due to the fact that users are active participants, their perception regarding the privacy of the website can be said to be more astute. Comparably, it can be said that a factor contributing to the non-users greater trust of FB is that of ignorance. The question then is if they have trust then why are they not using FB?

A user's lack of trust may also be based on that user's appreciation of the social convergence of FB. An attempt at understanding the relationship of users, non- users and their perceptions of FB privacy is made in light of the breadth dimension of use- what people use FB for. That is, the more activities that involve information disclosure the greater effect it will have on trust. The cluster analysis conducted was used to group users on the basis of the types of activities they performed on FB and the prevalence of these activities. This grouping is considered in light of Fisher's (1991) distinction of novice/experienced user's and naïve/expert user's. The amount of experience a user has (depth dimension) is considered from the view of novice/experienced and the desired expertise from the view of naïve/expert (breadth dimension) (Fisher, 1991). Based on Fisher (1991), in this study higher overall depth scores coincided with experienced users and lower overall scores with novice users. In reference to the cluster grouping of FB users (breadth dimension), advanced users coincided with expert users and low user's with naïve users. Thus in this study experienced advanced (expert) users would be those experiencing high *FB experience* with novice low users (naïve) having low *FB experience* (Figure 6). In line with this reasoning, advanced users experienced higher levels of *trust* than infrequent users. Advanced (expert) users may have higher *trust* than low users due to the fact that more practiced users have greater knowledge of and experience in the notion of privacy control and the ways in which it can effectively be employed. This may relate to the higher level of *trust* as seen in the form of increased privacy- control trust (level of trust gained as a result of controlling one's privacy settings).

A possible additional influence on this relationship of *FB experience* and *trust* may be that of age. A relationship between age and *trust* was <u>not</u> found in the correlations conducted. However it was found that younger users experienced higher levels of *FB experience* than older respondents. This is in line with Water and Ackerman's (2011) finding that the younger generation, premised on the belief that technology is an integral part of life, uses FB more frequently than other generations. People growing up at different time periods have different world views and communication methods (Glass, 2007). Younger respondents can be matched with Glass (2007) categorisation of generation Y'ers born between the years of 1977 to 1992. Generation Y'ers, also referred to as 'digital natives', grew up in an era categorised by technological innovation and the age of the internet (Glass, 2007, p.101). Thus they have preferred methods of communicating and interacting with one another that may not be reflected in older generations (Glass, 2007). Age can influence and shape users' behaviour and practices towards privacy (Reynolds et al., 2011). It has been found that older users are more concerned with privacy practices as reflected in their attitudes to posting practices (Reynolds, Venkatanathan, Goncalves &

Kostakos, 2011). As such it is deduced that with higher *FB experience* being associated with higher levels of *trust* it may be that younger respondents were more inclined to higher levels of *trust*. As such, advanced users may be more inclined to be younger respondents who thus experience higher levels of *FB experience* on the basis of being more active users. Low users may be categorised as older respondents who experience lower levels of *FB experience* on the basis of their activities performed (Low users are passive viewers of the activities of others with which they are connected).

Trust may be a function of one's friend strategy. It is concerned with what kind of people a person selects to be a part of their network. The social capital theory suggests that there is a difference between 'thick trust' attained from bonding relationships and 'thin trust' attained from bridging relationships (Putnam, 2000). Thus the types of friends and amount of friends a person adds to their network will have an effect on that person's level of social trust. Kim and Roselyn (2010) suggest that it does not require much effort to become friends with someone on FB and the relationship does not require maintenance. Therefore, a greater number of contacts can be accumulated on FB without it necessarily reflecting the depth or quality of those relationships. However the accumulation of larger networks does have an effect on the level of trust. In this sample, the largest category of FB friends was 400+. Furthermore the dominant friend strategy (79.37%) employed in this study was that of knowing someone personally. Thus the smaller networks may account for the high levels of trust.

Social privacy, how people protect themselves from other users, may be reflected in the sample as seen with the majority (96.30%) of participants indicating that they did not add 'anybody who requests' them as friends on FB (Raynes-Goldie, 2010). Privacy-control trust is the level of *trust* gained as a result of controlling one's privacy settings including one's friend strategy (this controls which people can access a person's profile). Social trust is the level of *trust* one has with one's friends on FB (Brandztaeg et al., 2010). Thus social privacy and privacy- control trust affect the level of social trust. The majority of participants indicated that they had adjusted their privacy settings (82.98%) and the dominant friend strategy setting was reported as 'friends-of- friends' (64.47%). Allowing 'friends- of- friends' access to one's profile allows for great visibility of one's profile and shared information thus affecting one's level of social trust. The size and diversity of one's network can engender distrust and less content sharing (Brandtzaeg et al., 2010). The privacy- control trust was not aligned with social privacy. Allowing 'friends- of- friends' access affects the level of trust on FB in that it instils 'thin trust' reflected in bridging relationships (Putnam, 2000). With sociability and content sharing being dependent on social trust then

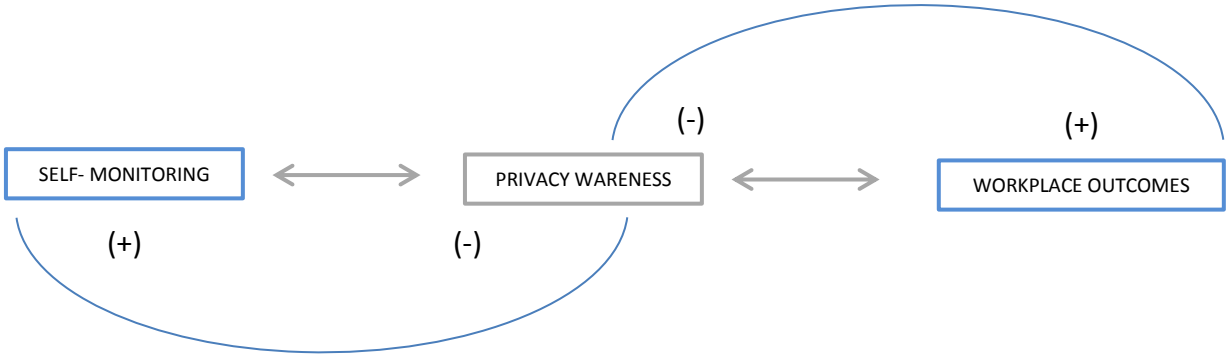
FB users who have higher social trust may be more likely to disclose identifying information on their profiles (Dwyer et al., 2007; Braendtzaeg et al., 2010).

4.4.2 PERCEPTIONS OF FB PRIVACY AND FB CIM

Participant's view of their FB privacy was related to the degree to which they believed in the importance of being perceived as an employable person. The following discussion is concerned with how ones *perceptions of FB privacy* impacts on *FB CIM*.

4.4.2.1 PRIVACY AWARENESS AND: SELF- MONITORING AND WORKPLACE OUTCOMES

FIGURE 7: Relationships of Privacy Awareness and Self- Monitoring, and Privacy Awareness and Workplace Outcomes



A relationship was found for *privacy awareness* and: *self- monitoring* and *workplace outcomes*. Specifically high levels of perceptions of monitoring one's self and one's activities on FB for the purpose of creating and maintaining a favourable image as an employable person was associated with low levels of a person's perception of FB privacy, the protection thereof, and the and the importance of withholding private information (Figure 7).

Furthermore, high levels in managing one's image on FB owing to the belief that FB has an effect on how employable one appears for a job; one's career advancements, potential for a promotion, and for the purposes of avoiding the perceived negative consequence of workplace disciplinary action, was associated with low levels in the importance of participants FB privacy, controlling for it, and refraining from posting content that was not intended for public viewing. Based on the regression analyses*, privacy*

awareness was found to be the best predictor of *workplace outcomes* such that high *workplace outcomes* predicted low *privacy awareness*.

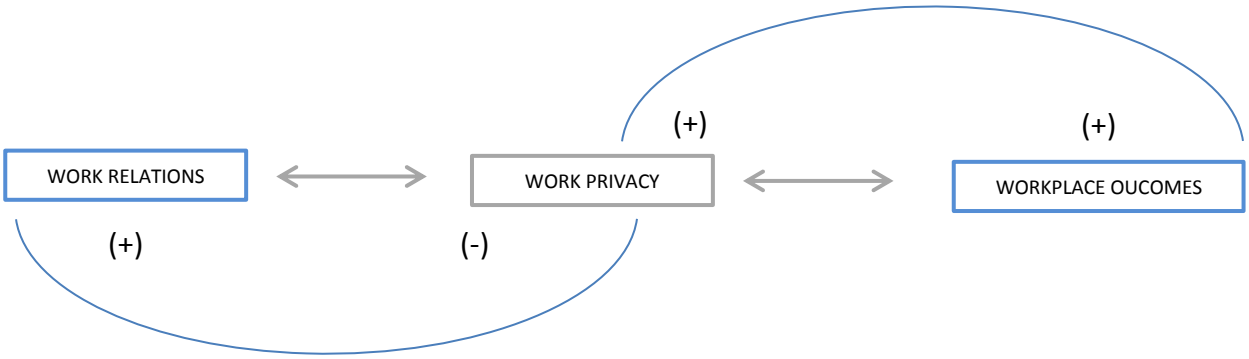
In short it can be deduced that high *self- monitoring* and high *workplace outcomes* were related to low *privacy awareness*. These inverse relationships can be understood as follows: When a person perceives their privacy settings as important, hence believes that it is important to adjust their privacy settings, and that what is not intended for a public audience should not be posted on FB THEN the person may conclude that it is not necessarily important to manage their impression as an employable person. It becomes redundant for them to de-tag pictures that do not portray them positively at work or select a profile picture that creates a positive impression as it is already controlled by the protection of their privacy. If one does not post information that is potentially negative, and controls for privacy through privacy settings, then there is a lesser need to monitor the impression that is given on one's profile. This line of reasoning is however dependent on a person's friend strategy and their exposure on FB. One's privacy settings and the importance thereof will be related to what types of people participants add to their networks. If a person's friend strategy was to accept any and all friend requests, the need for impression management comes into operation; in the same way, those that are more selective and only accept people they know personally will present themselves on the basis of a smaller personal network leading to a decrease in the need for the created impression to be managed.

High levels of *self- monitoring* and *workplace outcomes* are related to decreased disclosure of personal information (privacy awareness- "I do not post private things on FB that I do not want to be publicly viewed"). That is, high *self- monitoring* includes the de-tagging of pictures that do not portray participants in a positive light and selecting profile pictures that do portray them in a positive light. The FB platform allows users to 'selectively self- present'– that is they have the freedom to carefully select what aspects of themselves they would like to emphasise (Gonzales & Hancock, 2011, p. 80). Self-presentation, the presentation of one's identity, is dictated by the user with the view the person has of themselves being projected in that representation. Selective self- presentation on FB includes photo selection. The selection of photos is important as it allows users to visually emphasise the characteristics and qualities deemed valuable (Siibak, 2009). Different impressions will be formed on the basis of what qualities are perceived to be important by the person and the target audience (Ellison et al., 2006). Drawing on the social capital theory, the way a person presents themselves on FB and the profile pictures selected is affected by what is important to that person and that person's sense of self- worth.

The extent to which a person wants to create an image of self- worth as an employee is brought to light. A person's role as an employee, and being perceived as an employable person, plays a part in the presented identity, profile picture selected, and pictures tagged or de-tagged. Creating self- worth as an employable person involves managing the online representation in line with this. Friend's lists can be explicitly displayed as part of one's profile (Liu et al., 2011). In context of friending colleagues so that they can view the person on the basis of their profile can be linked to the option of displaying one's friends list on FB for the purposes of promoting oneself. However being wary of work colleagues undermines this IM tactic.

4.5.4.2 WORK PRIVACY AND: WORK RELATIONS AND WORKPLACE OUTCOMES

FIGURE 8: The Relationships of Work Privacy and Work Relations; and Work Privacy and Workplace Outcomes



High levels in the perception of using FB as a tool to manage one's impression within existing work relationships was associated with low levels of belief in work- associated people being part of one's friend network and the perception that employers monitor employee's FB activities (Figure 8). When one already manages one's impression on the basis of work relationships (use FB as a work tool), then it is acceptable for superiors to form part of one's friend network as there is no need to be wary of adding colleagues as friends, or superior monitoring activities as it is already controlled for with the IM.

Furthermore, high levels in the belief of work- associated people being part of one's friend network and the perception that employers monitor employee's FB activities was associated with high levels of how

employable one appears for a job, one's potential for career advancement and progression, and workplace consequences such as disciplinary action (Figure 8). If one believes that superiors monitor FB activities then there is a need to be wary of adding work- associated people and one's image should be managed on the basis of being perceived as an employable person.

The above discussions address the panoptic effect described by Foucault (1977). A discussion of the panoptic effect is concerned with how the perception one has of constantly being monitored affects one's behaviour. This is linked to the initial overall question of how the perceptions one has of FB privacy impacts FB CIM. FB epitomises silent-monitoring of employees with their FB activities being monitored without their awareness (Rosenfeld et al., 1996). Together with the image of the panopticon and Big Brother, FB users may be constantly observed without knowledge of the exact time of observation (Tokungana, 2011; Dunn, 2009). This implies a type of self- surveillance where users always monitor themselves as they are unaware of exactly who is watching them and at which specific times they are being watched (Foucault, 1977). The panoptic effect resides in user's ability to monitor their behaviours for the purposes of maintaining control over their identities (Dunn, 2009). The monitoring is seen with tagging or de-tagging photos, and limiting access to others who would be able to otherwise freely view one's page.

FB promotes the panoptic regimented behaviour effect as a by-product of what is termed "FB ['s] tentacles" (Roosendaal, p.1). The pervasiveness of the 'FB eyes' discussed above is seen in the massive uptake of FB access on cell phones. The large majority (67.37%) of this study's participants accessed their FB on their cell phones. The image of the panopticon raises the concern of how many eyes are watching a person at once and which eyes is that person managing their impression for? This relates to what Dunn (2009) refer to as the synoptic effect. The synopticon accounts for a society where "everyone is watching everyone" (Dunn, 2009, p. 95). The question of which referent group a person is managing their impression for brings to light the role of the employer.

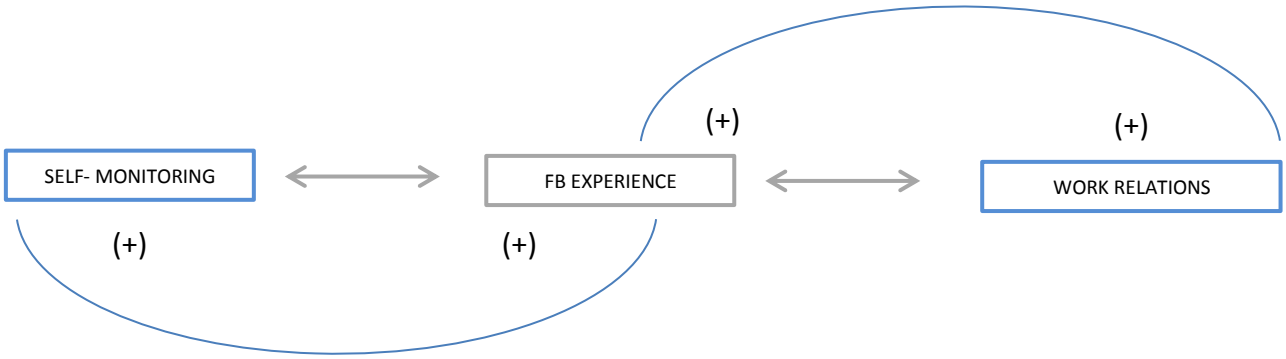
FB use by hiring manager's and human resource professionals to access more detailed information on employees and job applicant's has increased (Brown & Vaughn, 2011). Employers turn to FB to source information on employee's or candidates as the information available on FB enables them to make inferences about employee's characters that are not available through traditional channels (Brown & Vaugh, 2011). It allows them to keep track of their employee's out of their work environment. The

question of how important it is to be perceived as employable differs from person to person. The FB platform is susceptible to employer attribution error's - that is the information employer's find on FB is construed to be representative of the person regardless of the context (Brown & Vaughn, 2011). Attractive photos are often context specific in the sense that what translates into a positive image in one context may not translate into the same in a different setting (Strano, 2008). Anecdotal evidence of this attribution error is seen in employers dismissing employees who were found posting photos of themselves in 'risk adverse' behaviour or using foul language online (Carr, 2010).

4.4.3 FB EXPERIENCE AND FB CIM

FB experience was related to *FB CIM* to the extent that: high *FB experience* was related to high levels of *self- monitoring* and high levels of *work relations.* Furthermore, on the basis of the regression analyses, it was found that *FB experience* was the strongest predictor of *FB CIM*.

FIGURE 9: Relationship of FB Experience and Self- Monitoring, and FB Experience and Work Relations



Fisher's (1991) distinction of an experienced/expert user, aligned with advanced users, are those that have higher *FB experience* and thus more likely to have high *self- monitoring* and *work relations*. As participation and experience increases, users gain expertise and the knowhow to use specific activities to manage their online image (Mehdizadeh, 2010). Users that create content may be more likely to manage their online image.

The relationship of *FB experience, self- monitoring* and *work relations* can be understood by drawing on the Social Capital Theory and considering what people use FB for. The importance of emanating an image of an employable person is in part dependent on what FB is used for. Joinson (2008) found that

the dimension of 'keeping in touch' with friends on FB comprises elements of social surveillance- the desire to see what friends are doing, how they look and behave. Espinoza and Juvonen (2011) found that SNS user's spend most of their time viewing other's profiles thus those that use FB to 'keep in touch with friends by viewing others may be less likely to be concerned with monitoring their own impressions online. Responding to comments written on other's profiles implies a deeper level of usage than passive viewing and thus increases the role of IM. Furthermore, the purpose of one's FB profile may also be linked to FB CIM. If a person views their FB as a purely social form of interaction then they may be less inclined to manage their online image. The Uses and Gratifications Model sheds light on different activities performed on FB for the gratification of different needs (Blumer & Katz, 1974; LaRose & Eastin, 2004). Users that are concerned with the maintenance of interpersonal connectivity may be either those users that utilise the viewing function of FB or those that are active content sharers (Cheung et al., 2011; Debatin et al., 2009). Those users that are concerned with social enhancements will be those who derive value from acceptance and approval from others and as such monitor their impression online in order to be viewed favourable by others (Cheung et al., 2011; Debatin et al., 2009).

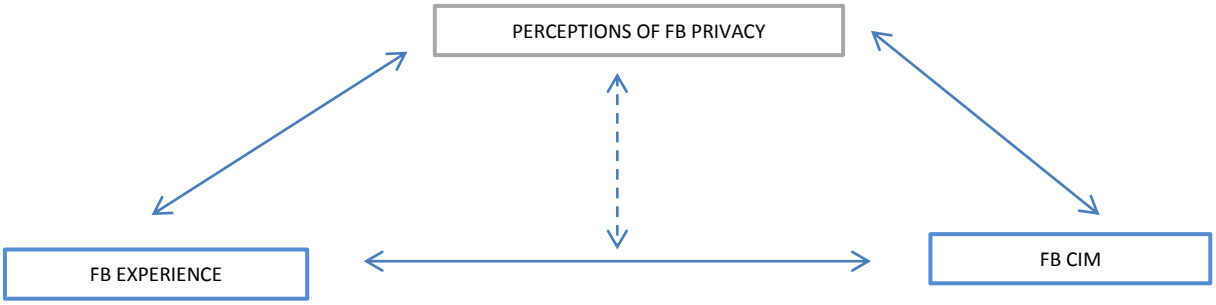
The importance of projecting an image of an employable person may be affected by the number of friends one has, the friend strategy employed and the degree of social convergence presented within one's network. The number of friends one has can positively affect one's self- worth (Kim & Roselyn, 2010) however the combination of different social groups within one's network can create dissonance in the direction of the IM.

Age may have an influence on the relationship between *FB experience* and *self- monitoring* and *work relations*. As was mentioned earlier, younger respondents (20- 34) experienced higher levels of *FB experience* than older respondents (35- 67). High *FB experience* was associated with high levels of managing one's desired image to be perceived as an employable person. Younger respondents perceive the relationship with self- monitoring and work relations as more significant than older respondents (younger users experience higher *FB experience* which was associated with high *self- monitoring* and *work relations*). This is supported by research in that: older users (above age of 23) are inclined to post fewer photos than their younger counterparts (Strano, 2008) and in a study by Madden and Smith (2012) participants between the ages of 18 and 29 reported that 47% delete unwanted comments on their FB profile.

4.5 RESEARCH QUESTION 4

4.5.1 PERCEPTIONS OF FB PRIVACY MODERATING FB EXPERIENCE AND FB CIM

FIGURE 10: The Conceptual Moderating Effects of Perceptions of FB Privacy



Perceptions of FB privacy did not moderate the relationship of *FB experience* and *FB CIM* (there was no significant interaction effect found). Statistically, the relationship of *FB experience* and *FB CIM* was unaffected by the participants' *perceptions of FB privacy*. However drawing from the results and previous discussions it is noted that *FB experience* was related to *trust*; *privacy awareness* and *work privacy* were both associated with *workplace outcomes; privacy awareness* was related to *self- monitoring*; and *FB experience* was related to *self- monitoring* and *work relations.* That is the variables were related to one another however when explicitly exploring the moderating effects *of perceptions of FB privacy*, it was found that it did not moderate the relationship (Figure 10).

Aside from the correlations found, the MMLR conducted showed that generally the overall models tested retained their significance in both model 1 and model 2; and there was an increase in the variances explained in the presence of the moderator variables. *It can thus be suggested that it was not conclusive that there was no moderation effect and perceptions of FB privacy did influence the relationship of FB experience and FB CIM.* This assertion is made by drawing on the social capital theory and the research framework.

Based on the previous discussions it is suggested that the amount of friend's a person has on FB affects the way that FB is used and what it is used for, thus indirectly influencing the degree to which a person

engages in *FB CIM*. The number of friend's a person has also influences the perceptions of their privacy and their social trust (Brandztaeg et al., 2010). As seen with *FB experience* and *FB CIM*, the higher the *FB experience*, the more participants monitored the image that was presented of them on FB. But the extent to which it is important for a person to portray a specific image will be influenced by their view of privacy; how much they trust the website; and their work privacy concerns. If a person's perception of FB privacy is low then they may not be concerned with the impressions formed of them and the management thereof. Thus one's *perception of FB privacy* impacts the degree to which *FB CIM* is important.

Boyd(2008) defined privacy as a "sense of control over information, the context where sharing takes place, and the audience who can gain access" (p.18). Drawing on this definition, it is argued that a person's perception of privacy on FB and *FB CIM* facilitates the control of the information on FB and who can gain access to it. In the virtual space of FB one has freedom to create a self- representation by divulging or withholding certain features of the self. The extent of exposure of a person's online persona is influenced by that person's privacy perceptions as they have the control to withhold or divulge their personal information. Having the ability to present a certain image by controlling what information is accessible and visible changes the nature of self- presentation and how one manages impressions formed.

Furthermore, Foucault's (1977) panoptic effect suggests that FB users are exposed to a multitude of eyes observing them at one time with the result of an individual's regimented behaviour. The regimented behaviour implies self- monitoring of behaviours (Dunn, 2009). The monitoring can be enacted with the divulging of personal information and simultaneous censoring of information on one's FB page, tagging or de-tagging pictures, and limiting access to others who want to view one's page. It was reported that 82.98% of the participants had adjusted their privacy settings presenting the view that controlling privacy can be categorised as a type of *FB CIM* technique. In the same token, *FB CIM* is concerned with privacy and controls the information and image presented while still facilitating sociability (Brandtzaeg et al., 2010). This relates to the privacy dilemma and the need to be social weighed out against the need for privacy. FB CIM is the closest step to facilitating the attainment of social capital within the confines of privacy.

The social convergence created on FB merges bridging and bonding relationships and the different types of trust facilitated by each (Putnam, 2000). Thus one's friend strategy is related to trust which is in turn related to the degree of disclosure of personal information. It was reported that 64.47% of participants had their FB profile set to 'friends- of- friends' with only 6.38% indicated that they had their profile set to 'friends only'. These finding points to the view participants had of their privacy. Allowing friends- of- friend's visibility exposes one to a large network explaining why *perceptions of FB privacy* was found to be related to *self- monitoring, work relations* and *workplace outcomes*.

Thus the Social Capital Theory provides a theoretical explanation for why ones *perceptions of FB privacy* affect the relationship of *FB experience* and *FB CIM*. It is also worth noting that the absence of statistical findings could be related to the sample size not allowing for the moderating effects and furthermore it may be that the relationship of *FB experience* and *FB CIM* was also affected by other variables (e.g. age).

4.6 SUMMARY OF THEORETICAL AND PRACTICAL IMPLICATIONS

There were a number of practical and theoretical implications that emerged out of the current study which are addressed in the following section.

This study's theoretical implications are founded on the study's application of the Social Capital Theory traced to the works of Putnam (2000), Foucault's (1977) panopticon, Fisher's (1991) distinction of computer users, the Uses and Gratifications Model (Blumer & Katz, 1974; LaRose & Eastin, 2004) and the conceptualisation of this study's scales.

The Social Capital Theory was used as the theoretical framework for the study and effectively tied together *FB experience, perceptions of FB privacy* and *FB CIM*. It was used to understand why people use FB and threaded through the premises of each of the constructs providing the theoretical account for the relationship amongst them. Previous research has accounted for social capital, self- esteem and online presentation (Mehdizadeh, 2010), social capital vs. the privacy and the role of trust (Dwyer et al., 2010); privacy and social capital (Buys et al., 2002); FB promotion of social capital and its relationship with life satisfaction and social trust (Valenzuela, Park & Kee, 2009); the role of relational capital in sustaining SNS use (Chen & Sharma, 2011); why students use FB (Chiu, Hsu & Wang, 2006); negotiating privacy concerns with social capital needs (Ellison, Vitak, Steinfeld, Gray, Lampe, 2011); and the relationship of social capital and connection strategies (Ellison et al., 2010). The application of the social capital theory

presented in this study is different to its predecessors and is applied from a new angle. Its utilisation in this study has not been viewed in research or literature previously. The assumptions of the theory were drawn and built on to weave together the variables. The findings of the study support the assertions of the theory. The use of the theory added to the richness of understanding how the number of friends a person has on FB affects the relationship of privacy and *FB CIM*, and how one's friend strategy, the importance of being perceived as an employable person and creating self- worth as an employable person influenced the relationships of *FB experience, perceptions of FB privacy* and *FB CIM*.

The study represents a new application of the philosophical notion of the panoptic effect. Tokunaga (2011) and Cohen (2001) conceptualised the metaphor of the panopticon on the basis of internet or computer usage and surveillance. It is most commonly referred to in internet research (Katz & Rice, 2002; as cited in Tokungana, 2011). This study adapted the metaphor for an enquiry into FB specifically. The application of the metaphor shed light on the relationships of *perceptions of FB privacy* and *FB CIM* specifically in the capacity of *work monitoring* and the associated IM. It provides insight into how FB users become vulnerable because they are visible but their observers are not necessarily visible. This study also linked the notion of the panopticon with Big Brother to highlight the perception of employers monitoring employee activities and the employee's perception of the need to manage their online image (D'Uruso, 2006)

Fisher's (1991) categorisation of computer user's was used to define the FB user and the dimensions of FB breadth and depth. This represents a new adaptation and application of Fisher's (1991) definitions. The application was based on the categorisation of breadth and depth of user experience in the following areas: duration of use, frequency of use, extent of sessions, and the types of activities performed. Furthermore it provided new insight into the construct of *FB experience* and suggested that when applied in a different context depth and breadth may not be separable as for computer use.

The utilisation of the uses and gratification theory was based on Debatin et al.'s (2009) application of it to understand why people use FB and if the uses and gratification derived from it are enough to override possible privacy concerns. This study applied the model differently and used it to understand why some people use FB more than others.

The variables conceptualised in this study, and scales validated, drew on research, literature and theory in the area of web 2.0 technologies, computer and FB use, privacy, and IM, and were constructed on this backdrop. The construction built on the works of Fisher (1991), Debatin et al., (2009), Dwyer et al. (2007), Mayer et al.,(1995), Brandtzaeg et al., (2010) Foucault (1977), Dunn (2009), Goffman (1959), Bolino et al., (2008), Mehdizadeh (2010), Boys (2008), Wayne and Ferris (1990), Rosenberg and Egbart (2011), and Siibak (2009). The variables represent a new direction for theory in the area of this study. By pooling the abovementioned works the study tied together previously unexplored variables under the umbrella of the social capital theory and created a new theoretical framework that was supported by the findings of significant relationships. Furthermore, the creation and validation of the scales provides the opportunity for others to explore and investigate the variables in question and extend on the findings of this study.

Specifically, the creation of the construct of *FB CIM* is of particular significance as it directs a new line of thinking from traditional IM and online IM, and IM on FB. It concerns the importance of being perceived as an employable person and thus links IM to the online world of FB and considers it in context of work specifically**.** The view of the employee and the employee's *perception of FB privacy* and *FB CIM,* without consideration for employer's actual interpretation and privacy violations, present a new lens through which to explore FB use in the world of work. It furthermore presents a research area that is of particular importance today.

Aside from the contribution this study makes to the growing body of literature one cannot doubt its practical significance. The study showed that FB use and one's perceived importance of FB privacy influences the degree to which one actively engages in IM. The extent to which one uses FB affects the degree to which one manages the impressions formed of themselves on their profile. The degree to which one is aware of their FB privacy and perceives it to be important affects the extent to which one monitors the impressions formed of their online image. This essentially means that not all people realise the importance of managing the impressions that are formed on their FB profile in the context of the advancements of their careers. This may be due to the level of trust in the system and the belief that their privacy is secure on their profile thus creating perceived lesser need to manage what they post or is posted by others. Yet there are those people that do associate how private their profile is, what is posted by them online, and the capacity of FB to affect their work life. Lastly, in terms of practical implications,

this study showed that photo selection, adjusting privacy settings, and friend strategies can be used as IM tactics.

Today there is the largest diversity of generations represented in the workforce than any other time in history (Glass, 2007). The finding of this study is that the younger generation is more inclined to be active FB users and create their own content online. However what is the implication of this disclosure on the careers of a generation that is currently entering the market and dominating it? Is the sharing of private content online a new norm that is being created by this generation? Does this mean that they do not care to monitor or do not perceive it to be important? Or do they perceive their privacy settings as limiting their online exposure? Such questions accompany the realisation that different generations are inclined to harness their online environments differently and thus the multigenerational workforce of today faces new challenges in the way in which FB is used. Furthermore, what was previously seen as an anonymous platform has been transformed into a *nonymous* one where people's online identities are public. Thus the dynamics and nature of the exposure of one's identity has changed the implications of sharing content. Furthermore this *nonymous* platform allows for the creation of a profile that does not necessarily accurately represent one's true character. Inflating one's online persona and presenting an idealised and inaccurate version of one's self online is significantly different to self- monitoring activities. Self- monitoring implies the presentation of oneself in a favourable light that could facilitate work advancements.

4.7 LIMITATIONS AND DIRECTIONS FOR FUTURE RESEARCH

The present study aimed to provide a new direction for future research in light of the exploration of the unique constructs in question. Although the findings support the research questions and lend strong support for the theoretical assumptions on which the study is based there are several limitations that are important to mention. This section addresses the limitations and provides directions for future research.

4.7.1 SCALE CONSTRUCTION

The first limitation to be addressed concerns the scales constructed specifically for this study. The correlation analyses that were conducted for the *perceptions of FB privacy* subscales found that not all pf the subscales correlated with one another. The same was true of the *FB CIM*. It was expected that the *perceptions of FB privacy* subscales, and the *FB CIM*, would be highly correlated within themselves on the basis of their conceptualisation. In context of *perceptions of FB privacy*, it was found that *trust* was not

correlated with either *privacy awareness* or *work privacy*. The trust scale was based on Mayer et al.'s (1995) definition of trust and Brandtzaeg et al.'s (2010) classification of website trust and social trust. The *privacy awareness* and *work privacy* scales drew on the theory and research of Debatin et al., (1009), Dwyer et al. (2007), Foucault (1977) and Tokunga (2011). The theory upon which each of the scales was drawn may have considered different components of FB privacy that created potential dissonance between the variables.

Within the *FB CIM* subscales, there was no correlation found between *work relations* and *workplace outcomes*. The *work relations* scale drew on Boyd's (2008) idea of social convergence and workplace outcomes scale was based on Wayne and Ferris' (1990) dimensions of IM in the organisational sphere. All of the subscales were constructed on the basis of Goffman's (1959) definition of IM, Bolino et al.'s (2008) description of IM and IM tactics; Mehdizadeh's (2010) classification of FB as a nonymous environment; and Rosenberg and Egbart's (2011) definition of self- presentation as dimensions of overall perceptions of FB CIM, yet participants may not have interpreted the theoretical link between all of these dimensions.

Despite the abovementioned concerns, the scales were adequate for use in this study. They were validated on the basis of their appropriate internal reliability and construct validity (research question 1 and 2). Aside from this study, the scales require independent verification from other samples and thus should be considered in future research.

4.7.2 SAMPLE SIZE

A second limitation is that of sample size. The right sample size for a study is relative to the population it is representing and the constructs in question. Although the sample size in this study was adequate for the nature of the research, it may not have been entirely representative of the population of over 4 million active FB users in South Africa (Social bakers, 2012). The sample size may have affected the results obtained in the instance of the uneven groups for younger and older respondents, and users and non- users. Firstly it was found that younger respondents experienced higher FB experience than older respondents. Secondly, a larger sample size may have allowed for the significant effects of moderation.

This study could have pooled a larger sample by utilising a different sampling strategy (e.g. a university sample) or making use of another strategy in conjunction with the snowball strategy used. Although

participants were pooled from both a company and online sample, the majority of the participants in this study were recruited on FB, LinkedIn and Twitter (SNS sample=189; company sample=41). This is reflected in the significantly different sizes of FB user (87.04%) and non- user (12.96%) groups. The researcher's own profile on the respective SNS's was used as a starting point of the snowball sampling which may have influenced the type of people that participated (white- 85.65%; female- 58.85%; younger respondents- 58.64%) and their responses. Future research should aim to utilise a greater sample size in research in the field of FB use.

Aside from the above concerns, it is noted that the inclusion of both users and non- users aimed to provide a more representative sample in the context of the area of research as there are people who do not utilise FB use for the very reasons explored by this study. The study did not utilise a university sample purposefully as it aimed to be representative of the multigenerational landscape seen in today's SA workforce. Lastly, the respondents in this study included a company sample; further insight into the dynamics of the relations between the constructs could be gained by comparing two company's perceptions.

4.7.3 QUANTITATIVE DESIGN

Quantitative research aims to quantify a participant's responses to questions on the basis of set questions asked. Survey responses may not be the most insightful way of understanding the dynamics of FB use, and one's perceptions in light of privacy and CIM. Qualitative data collection such as interviews may be useful in future research to obtain further insight into people's perceptions.

4.7.4 DEMOGRAPHIC VARIABLES

As was noted previously, it was found that age was related to *FB experience*. Age however was not included in the MMLR on the basis of absences of significant correlations with *perceptions of FB privacy* and *FB CIM*. Literature accounts for generational difference in the uptake of FB, preferred methods for communication and interaction, and the perceptions people have of sharing online (Glass, 2007). On the basis of such literature it can be suggested that age may have had an effect (an extraneous variable) on the MMLR results. Future research should explore the role that age plays in FB use and privacy considerations.

Strano (2008) found that women tend to post more photos on FB then men. As such gender may have an effect on norms of use (McLaughlin & Vitak, 2011). A discrepancy of information disclosure on FB by gender may also be present. This was seen in a study in which females were more concerned about the risks associated with disclosure of information than males, and males were more willing to disclose personal information (Youn, 2005). Thus gender could play a role in the perceptions people have of their privacy (Water & Ackerman, 2011).

Privacy, information disclosure and IM on FB may be a function of, or affected by, industry. A person's industry or position may influence the degree to which FB privacy is important. For example, the extent to which the attribution error is a concern may be subject to the industry in question. The importance of being perceived as an employable person may be industry specific. Future research could explore the difference in industry and importance of privacy by comparing two companies in different industries. Future research should also consider if the reasons that people do not join FB, or are not active on FB, is related to their demographic variable.

4.7.5 EMPLOYERS AND FB

The present study considered the view of employee's *perceptions of FB privacy* and their *FB CIM*. It was not concerned with the view of employer, the employer's interpretation of employee's FB, or the extent to which employers actually utilise FB to gather information on their employees. Future research should investigate the position of the employer and the extent to which they gather information on employees or prospective employees. Current research is concerned with the effects of FB use on privacy and the privacy risks involved in its use. However what are the ethical implications of employers obtaining and utilising information about their employee's, or prospective employees on FB? The value of obtaining such information about employees is unknown. Is the information gathered from employees, or prospective employees, FB profiles accurate or valid? Does it provide information that is useful for the effectiveness of organisations over time? Future research should explore these dimensions of employer FB use.

4.8 SUMMARY AND CONCLUSION

The relationship of *FB experience*, *perceptions of their FB privacy* and *FB CIM* were explored within the framework of the Social Capital Theory. It was found that one's *perceptions of FB privacy* impacts on *FB CIM*. The theoretical framework for this argument is seen in the social value and resources derived from FB use. Thus the friend strategy one employs is particularly important as it is likely to affect the relationship of perceptions of FB privacy and FB CIM. The generational differences in FB use may affect one's perception of FB privacy, the dominant friend strategy employed, and the importance of FB CIM.

The relationship found with *workplace outcomes* emphasises the role of FB in today's work place. There is perception that FB use can have real workplace consequences points to the practical implications of this study. The way one's FB profile is used affects the degree to which a desired image is presented and managed. The perceived importance of privacy on FB also affects the represented self. The image portrayed on FB can be aligned with the depiction of an employable person and this goes hand in hand with FB CIM tactics such as photo selection, adjusting privacy settings, and friend strategies can be used as IM tactics. FB use in prominent in younger users yet today's workforce is multigenerational. This links to the unstandardized level of information available to employers on FB.

This study has provided a platform for further exploration and has contributed to a new and growing field of literature that has a direct effect on people's lives today. Future research should focus on expanding the literature in the field of FB use and work as FB use is a reality that has been embedded in the lives of today's generation.

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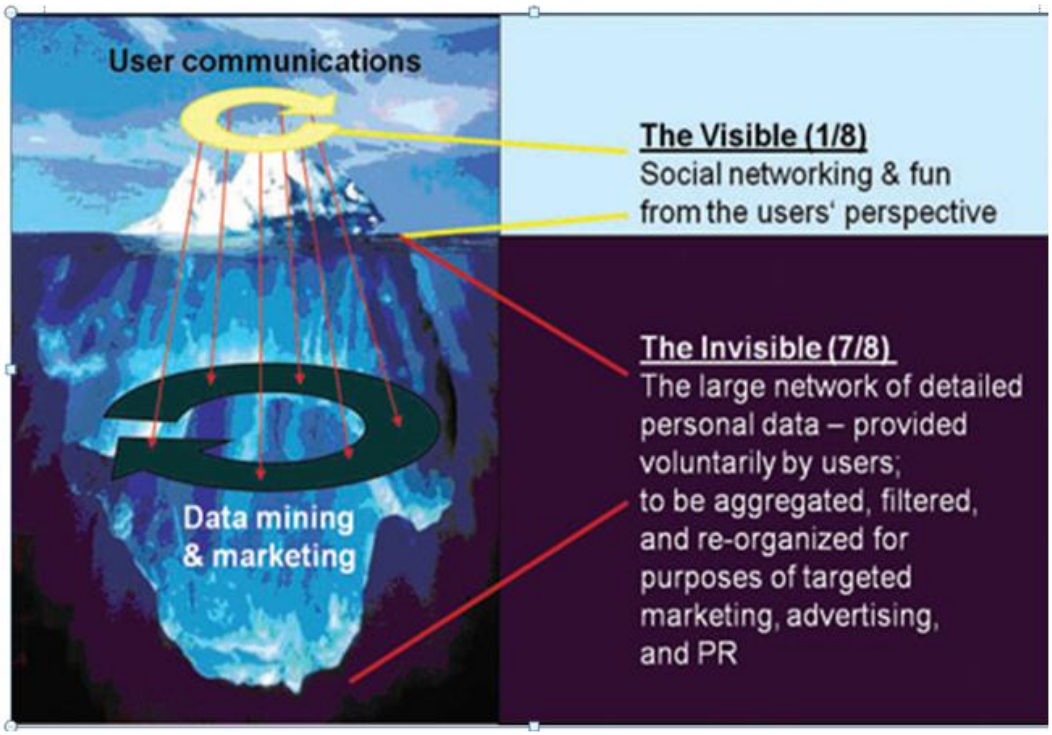
APPENDIX 1: FB ICEBERG MODEL

FIGURE 1: The FB Iceberg Model



Source: Debatin et al., (2009)

APPENDIX 2: PARTICIPANT INFORMATION SHEET

Good day,

My name is Danielle Pilcer and I would like to invite you to participate in a research study that I am conducting for the purposes of obtaining my Master's Degree in Organisational Psychology at the University of Witwatersrand. My research study is focused on Facebook use,your perceptions of Facebook privacy and impression management on Facebook.

IT IS NOT A REQUIREMENT TO HAVE A FACEBOOK ACCOUNT TO PARTICIPATE.

Your participation in this research study will involve completion of a questionnaire that should take approximately 10-15 minutes to complete. You will not be advantaged or disadvantaged in any way if you chose to complete, or not complete, this questionnaire. Although some questions enquire about your personal circumstances, no identifying information such as your name or ID number is required and you will remain anonymous. Your completed questionnaire will not be disclosed to anyone other than myself and my supervisor. Your responses will only be considered in relation to all other responses to establish trends, and will not be considered in isolation. Your responses will remain confidential.

If you are willing to participate in the research study please complete the questionnaire that follows as honestly and carefully as possible. Completion of the questionnaire is regarded as consent to partake. Feedback of general trends will be available upon completion of the research, February 2012. This feedback will contain the summary results of the research findings. The summary results will be sent to your Human Resource Department in the form of a web based link. In the event that you desire to access

or view these results, they will be made available to you upon request.

Should you require further information or assistance in completing the questionnaire, please feel free to contact the researcher, Danielle Pilcer, or supervisor, Andrew Thatcher.

Thank you for taking the time to read this letter and should you decide to participate, thank you for your assistance.

_____

Danielle Pilcer

dpilcer@gmail.com

_____

Andrew Thatcher

andrew.thatcher@wits.ac.za

APPENDIX 3: PILOT STUDY SURVEY

BIOGRAPHICAL INFORMATION

Please complete the following biographical information by filling in the answer in the space provided or selecting the correct answer.

1. Age

2. Gender

- Male
- Female

3. Race*

- Black
- White
- Coloured
- Indian
- Other

(* this answer is not meant to offend anyone and is asked for statistical purposes only)

4. How long have you worked at your current place of employment?

- 0- 6 months
- 7 months- under 1 year
- 1 year- under 2 years
- 2 years- under 3 years

3 years +

If indicated 3 + please estimate time period

5. What is your current position in the organisation?

6. How long have you occupied this position?

0-6 months

7 months- under 1 year

1 year- under 2 years

2 years- under 3 years

3 years +

If indicated 3 + please estimate time period

***7. Do you have a Facebook profile?**

Yes

No

**(the online survey automatically diverted FB users to proceed to question 8 and non-users to question 27)*

8. Approximately how many friends do you have on Facebook?

0- 99 friends

100- 199 friends

200- 299 friends

- ○ 300- 399 friends
- ○ 400 + friends

If indicated 400 + please estimate the number

9. What kind of friends do you accept? (select as many as applicable)

- ☐ Only people I am friends with face-to-face
- ☐ Only people I know personally
- ☐ People I have heard of through others
- ☐ People I can see are friends with my friends
- ☐ Anybody who requests to be my friend

10. Do you think Facebook helps you interact with people?

- ○ Yes
- ○ No

11. Do you think you would have less contact with people if you did not have Facebook?

- ○ Yes
- ○ No

12. What role does Facebook play in your everyday life?

- ○ Important
- ○ Not important
- ○ No Role

13. Where do you access Facebook from? (select as many options as applicable)

- ☐ Work
- ☐ Home
- ☐ Cell phone
- ☐ Friend
- ☐ Parent/s

14. Please select the periods of the day, during the week and the weekend that you most regularly use Facebook, regardless of where it is accessed (select as many options as applicable).

	Weekday	Weekend
6:00-12:00 (midday)	☐	☐
12:01-18:00	☐	☐
18:01-00:00 (midnight)	☐	☐
00:01-05:59	☐	☐

15. Approximately how long have you been using Facebook? (weeks/months/years)

- ○ 1-6 months
- ○ 7 months- under 1 year
- ○ 1 year- under 2 years
- ○ 2- 4 years
- ○ 5 years +

if indicated 5 years + please estimate the time period

16. On average, how often do you use Facebook? (amount in days of the week)

- 1-2 days per week
- 3-4 days per week
- 5 days per week
- 6 days per week
- 7 days per week

17. On average, what is the duration of your typical session?

- 1/2 an hour
- 1 hour
- 2 hours
- 3 hours
- 4 hours +

If indicated 4 hours + please estimate

18. On average, how many times a day do you connect to Facebook?

- once a day
- twice a day
- three times a day
- four times a day
- five times a day +

If indicated five times + please estimate

19. What do you use Facebook for? (select as many options as applicable)

- ☐ To connect with old friends/colleagues
- ☐ To keep in touch with old and/or new friends
- ☐ To make new friends
- ☐ To gather information on job prospects
- ☐ To post/tag pictures
- ☐ To update my status
- ☐ To communicate with others via wall posts/ private messaging
- ☐ To post links
- ☐ As an alternative to email communication
- ☐ To use/develop new applications
- ☐ To view other users profiles
- ☐ To advertise

Other (please specify)

20. Are you familiar with Facebook privacy settings?

- ○ Yes
- ○ No

21. Do you protect your Facebook profile by adjusting your privacy settings?

- ○ Yes

- No

22. Which people do you allow access to your Facebook profile?

- Everyone
- Friends of friends
- Friends only
- I have different settings for different parts of my profile
- Unsure

23. When did you adjust your privacy settings?

- I have not adjusted the setting
- I do not know how to adjust the settings
- After having a profile for a while
- After I figured out how to adjust the privacy settings
- Right at the beginning

24. Why did you change your privacy settings?

- I am generally a private person
- I heard some concerning stories
- Work related concerns
- No particular reason
- I never changed the settings

25. Please rate the following items on a rating scale from strongly disagree to strongly agree.

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
a)	My privacy settings on Facebook are important.					
b)	It is important to customise my privacy settings on Facebook to optimise my protection.					
c)	My Facebook profile is a private domain separate from my work life.					
d)	What I post on my Facebook profile is related to my work life.					
e)	I do not post private things on Facebook that I do not want to be publicly viewed.					
f)	My Facebook profile is public domain and thus can be viewed by my colleagues at work.					
g)	My Facebook profile is public domain and thus can be viewed by my superiors at work.					
h)	It is reasonable for my boss/ superior to be my friend on Facebook.					
i)	I do not have my boss/superior as a friend on Facebook because he/she could monitor my activities and what I post on Facebook.					
j)	What I post on my Facebook profile can be used by my superiors to monitor my private life.					
k)	I am wary of adding work peers as friends on Facebook.					
l)	I trust that my privacy is secure on Facebook.					
m)	After adjustment of my privacy settings, I trust that the information posted on Facebook is secure.					
n)	I trust that my privacy is secure with my friends on Facebook.					

26. ***Career impression management*** is defined as the attempt to manage one's desired image, and control Other's perceptions on Facebook in context of one's career.

Please rate the following items on a scale from strongly disagree to strongly agree.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
a) I manage the impression others have of me at work (colleagues, superiors, subordinates).					
b) I monitor what I post on my Facebook profile.					
c) I manage the impression that is given of me on my Facebook profile.					
d) I detag pictures of myself that do not portray me in a positive light.					
e) I have work colleagues as my friends on Facebook so that they can view me based on my profile.					
f) Having my boss as a friend on Facebook creates a positive impression of me.					
g) I am concerned that what I post on my Facebook may be viewed negatively.					
h) I make sure that what I post on my Facebook profile depicts me in a positive light suitable for work.					
i) I play up my positive qualities on Facebook.					
j) I use my Facebook profile as a work tool (post my current employment, work achievements etc.)					
k) I manage my impression on Facebook because I am concerned that it may have negative consequences on my employability.					
l) What I post, or is posted by others on Facebook, does not have an effect on my employability.					
m) What I post, or is posted by others on Facebook, does not have an effect on my desirability to be employed.					
n) I manage my impression on Facebook because of the concern for possible negative consequences at work such as disciplinary action.					
o) What I post, or is posted by others on Facebook, is not related to disciplinary action at work.					
p) I manage my impression on Facebook because of					

	the concern for its effects on the development of my career.	○	○	○	○	○
q)	I manage my impression on Facebook because I am concerned that my Facebook profile may result in me not getting a promotion.	○	○	○	○	○
r)	What I post, or is posted by others on Facebook, is not related to my career advancements or possibility for getting a promotion.	○	○	○	○	○

---

27. Are you familiar with Facebook privacy settings?

- ○ Yes
- ○ No

28. Would you protect your Facebook profile by adjusting your privacy settings?

- ○ Yes
- ○ No

29. Which people would you allow access to your Facebook profile?

- ○ Everyone
- ○ Friends of friends
- ○ Friends only
- ○ I would have different settings for different parts of my profile
- ○ Unsure

29. When would you adjust your privacy settings?

- ○ I would not adjust the settings
- ○ I would not know how to adjust the settings
- ○ After having a profile for a while
- ○ After figuring out how to adjust the settings
- ○ Right at the beginning

30. Why would you change your privacy settings?

- I am generally a private person
- I have heard some concerning stories
- Work related concerns
- No particular reason
- I would never change the settings

31. Please rate the following items on a scale from strongly disagree to strongly agree.

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
a)	Privacy settings on Facebook are important.					
b)	It is important to customise one's privacy settings on Facebook to optimise one's protection.					
c)	A Facebook profile is a private domain separate from one's work life.					
d)	What is posted on one's Facebook profile is related to one's work life.					
e)	I would not post private things on Facebook that I would not want to be publicly viewed.					
f)	One's Facebook profile is public domain and thus can be viewed by ones colleagues at work.					
g)	One's Facebook profile is a public domain and thus can be viewed by ones supervisors at work.					
h)	It is reasonable for one's superior to be one's friend on Facebook.					
i)	I would not have my boss/superior as a friend on facebook because he/she could monitor my activities and what is posted on Facebook.					
j)	What is posted on one's Facebook profile can be used by superiors to monitor one's private life.					
k)	I would be weary of adding work peers as friends on Facebook.					

l)	I would trust that my privacy is secure on Facebook.					
m)	After adjustment of privacy settings, I would trust that the information posted on Facebook is secure.					
n)	I would trust that my privacy is secure with my friends on Facebook.					

33. ***Career impression management*** is defined as the attempt to manage one's desired image, and control other's perceptions on Facebook in context of one's career.

Please rate the following items on a scale from strongly disagree to strongly agree.

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
a)	I would manage the impression others have of me at work (colleagues, superiors, subordinates).					
b)	I would monitor what I post on my Facebook profile.					
c)	I would manage the impression that is given of me on my Facebook profile.					
d)	I would detag pictures of myself that do not portray me in a positive light.					
e)	I would have work colleagues as my friends on Facebook so that they could view me based on my profile.					
f)	Having ones' boss as a friend on Facebook creates a positive impression.					
g)	I would be concerned that what I post on Facebook may be viewed negatively.					
h)	I would make sure that my Facebook profile depicts me in a positive light suitable for work.					
i)	I would play up my positive qualities on Facebook.					
j)	I would use my Facebook profile as a work tool (post my current employment, work achievements etc.)					
k)	I would manage my impression on Facebook because of the concern for negative consequences on my employability.					

l)	I believe that what one posts, or is posted by others on Facebook, does not have an effect on one's employability.					
m)	What ones posts, or is posted by others on Facebook, does not have an effect on ones' desirability to be employed.					
n)	I would manage my impression on Facebook because of the concern for possible negative consequences a work such as disciplinary action.					
o)	What one posts, or is posted by others on Facebook, is not related to disciplinary action at work.					
p)	I would manage my impression on Facebook because of the concern for its effects on the development of my career.					
q)	I would manage my impression on Facebook because of the concern that my Facebook profile may result in me not getting a promotion.					
r)	What one posts, or is posted by others on Facebook, is not related to one's career advancement or possibility for getting a promotion.					

APPENDIX 4: PILOT QUESTIONS

PARTICIPANT FEEDBACK SECTION

PLEASE ANSWER THE FOLLOWING QUESTIONS AS PART OF THE PILOT STUDY.

1. **Were there any items that you did not understand? If yes, please indicate which items and why.**

No

Yes

If Yes, please indicate

2. **Were there any items that you felt were ambiguous? If yes, please indicate which item/s and why.**

No

Yes

If Yes, please indicate

3. **Were there any aspects that were included that you felt to be inappropriate and therefore should have been excluded? If yes, please indicate which item/s and why.**

No

Yes

If Yes, please indicate

4. **Were there any aspects that you thought should have been included that were not included? If yes, please indicate which item/s and why.**

No

Yes

If Yes, please indicate

5. **Were there any aspects that you thought were repetitive or unnecessary? If yes, please indicate which item/s and why.**

- ○ No
- ○ Yes

If Yes, please indicate

APPENDIX 5: REVISED SURVEY ITEMS

TABLE 29: Revised Items from the Pilot Survey to the Final Survey

PILOT SURVEY ITEM NO.	PILOT SURVEY ITEM	FINAL SURVEY ITEM NO.	FINAL SURVEY ITEM
17**	On average, what is the duration of your typical session on Facebook? 0-½ an hour 1 hour 2 hours ***3 hours*** ***4 hours +***	21**	On average, what is the duration of your typical session on Facebook? ***I connect regularly for short periods*** ***I am always connected***
18**	On average, how many times a day do you connect to Facebook? Once a day Twice a day Three times a day ***Four times a day*** ***Five times a day+***	22**	On average, how many times a day do you connect to Facebook? ***I connect regularly throughout the day*** ***I am always connected***
21*	Do you protect your Facebook profile by adjusting your privacy settings? No Yes	25*	Have you adjusted your privacy settings? No Yes ***Unsure***
23**	When did you adjust your privacy settings? ***I have not adjusted the settings*** I do not know how to adjust the settings After having a profile for a while After I figured out how to adjust them ***Right at the beginning***	27**	When did you adjust your privacy settings? ***After I was told to*** ***As I set up my FB profile***
24**	Why did you change your privacy settings? I am generally a private person I heard some concerning stories Work related concerns ***No particular reason*** ***I never changed the settings***	26**	If yes, then why did you change your privacy settings? ***I was told to do so by others*** ***Facebook prompted me to***
25. h**	It is reasonable for my boss/superior to be my friend on FB.	29. d**	It is acceptable for my superior to be my friend on Facebook.
25. m**	After adjustment of my privacy settings, I trust that the information posted on Facebook is secure.	29. h**	After adjustment of my privacy settings, I trust that my privacy is secure on Facebook.
26. d**	I detag pictures of myself that do not portray me in a positive light	30. e**	I detag pictures of myself that do not portray me in a light suitable for my work.
26. h**	I make sure that my Facebook profile depicts me in a positive light suitable for work	30. f**	I select profile pictures that depict me in a positive light.
26. n**	I mange my impression on Facebook because of	30. l**	I manage my impression on Facebook because I

	the concern for possible negative consequences at work such as disciplinary action.		want to avoid negative workplace consequences such as disciplinary action.
26. o**	What I post, or is posted by others on Facebook, is not related to disciplinary action at work.	30. m**	What I post, or is posted by others on Facebook, will not give rise to disciplinary action at work.
26. p**	I manage my impression on Facebook because of the concern for its effects on the development of my career.	30. n**	I manage my impression on Facebook because I am concerned of the consequences on the development of my career.

KEY

* = Item characteristics

** = Experts and reviewers comments

APPENDIX 6: FINAL ITEMS AND SCALES

TABLE 30: Final Individual Items and Scales

FB EXPERIENCE	
BREADTH	
BR1	Select the periods of the day, during the week and the weekend that you most regularly use Facebook
BR2	Approximately how long have you been using Facebook? (weeks/months/years)
BR3	On average, how often do you use Facebook? (amount in days of the week)
BR4	On average, what is the duration of your typical session?
BR5	How many times a day do you connect to Facebook
DEPTH	
D1	What do you use Facebook for?
PERCEPTION OF FB PRIVACY	
PRIVACY AWARENESS	
PA1	My privacy settings on Facebook are important
PA2	It is important to customise my privacy settings on Facebook to optimise my protection
PA3	I do not post private things on Facebook that I do not want to be publicly viewed.
WORK PRIVACY	
WP1	It is acceptable for my superior to be my friend on Facebook
WP2	I am weary of adding work peers as friends on Facebook.
WP3	I do not have my superior/s as a friend because he/she could monitor my activities and what I post on Facebook.
TRUST	
T1	I trust that my privacy is secure on Facebook.
T2	After adjustment of my privacy settings, I trust that my privacy is secure on Facebook.
T3	I trust that my privacy is secure with my friends on Facebook.
FB CIM	
SELF- MONITORING	
SM1	I manage the impression others have of me at work (colleagues, superiors, subordinates).
SM2	I monitor what I post on my Facebook profile.
SM3	I manage the impression that is given of me on my Facebook profile.
SM4	I play up my positive qualities on Facebook.
SM5	I detag pictures of myself that do not portray me in a positive light suitable for my work.
SM6	I select profile pictures that depict me in a positive light.
WORK RELATIONS	
WR1	I use my Facebook profile as a work tool (post my current employment, work achievements etc.)
WR2	I have work colleagues as my friends on Facebook so that they can view me based on my profile.
WR3	Having my boss as a friend on Facebook creates a positive impression of me.

WORKPLACE OUTCOMES

WO1	I manage my impression on Facebook because I am concerned that it may have negative consequences on my employability.
WO2	What I post, or is posted by others on Facebook, does not have an effect on my employability.
WO3	I manage my impression on Facebook because I want to avoid negative workplace consequences such as disciplinary action.
WO4	What I post, or is posted by others on Facebook, will not give rise to disciplinary action at work.
WO5	I manage my impression on Facebook because I am concerned of the consequences on the development of my career.
WO6	I manage my impression on Facebook because I am concerned that my Facebook profile may result in me not getting a promotion.

APPENDIX 7: LETTER CONFIRMING ORGANISATIONAL ACCESS

School of Human & Community Development
University of the Witwatersrand
Private Bag 3, WITS, 2050
Tel: (011) 717 4500 Fax: (011) 717 4559

To whom it may concern,

As per our discussion, this is a letter to confirm that I, Danielle Pilcer, will be carrying out my Masters research at your company. My research is concerned with the relationship between Facebook use, perceptions of Facebook privacy, and Facebook career impression management.

The name of the organisation shall remain confidential and will not be mentioned in the study. Participant information shall remain anonymous and participant responses will only be considered in relation to all other responses in order to establish trends, and not be considered in isolation. The survey link will be sent directly to you. This is estimated to be at the beginning of June. I shall be in contact closer to the time to confirm details.

Should you require further information please feel free to contact me. Thank you for agreeing to allow me to carry out my research at your company and for your help in this matter.

Regards,

Danielle Pilcer

_____

dpilcer@gmail.com

083 3256492

APPENDIX 8: FINAL SURVEY

BIOGRAPHICAL INFORMATION

2. Age

2. Gender

- Male
- Female

3. Race (* this answer is not meant to offend anyone and is asked for statistical purposes only)

- Black
- White
- Coloured
- Indian
- Other

4. How long have you worked at your current place of employment?

- 0- 6 months
- 7 months- under 1 year
- 1 year- under 2 years
- 2 years- under 3 years
- 3 years +

If indicated 3 + please estimate time period

5. What is your current position in the organisation?

6. How long have you occupied this position?

- 0-6 months
- 7 months- under 1 year
- 1 year- under 2 years
- 2 years- under 3 years
- 3 years +

If indicated 3 + please estimate time period

***7. Do you have a Facebook profile?**

- Yes
- No

**(the online survey automatically diverted FB users to proceed to question 8 and non-users to question 31)*

8. Approximately how many friends do you have on Facebook?

- 0- 99 friends
- 100- 199 friends
- 200- 299 friends
- 300- 399 friends
- 400 + friends

If indicated 400 + please estimate the number

9. What kind of friends do you accept? (select as many as applicable)

- ☐ Only people I am friends with face-to-face
- ☐ Only people I know personally
- ☐ People I have heard of through others
- ☐ People I can see are friends with my friends
- ☐ Anybody who requests to be my friend

10. Do you think Facebook helps you interact with people?

- ○ Yes
- ○ No

11. Do you think you would have less contact with people if you did not have Facebook?

- ○ Yes
- ○ No

12. What role does Facebook play in your life?

- ○ Important
- ○ Not important
- ○ No role

13. Do you have the Facebook application installed on your phone?

- ○ Yes

No

14. Where do you access Facebook from? (select as many options as applicable)

Work computer

Home computer

Cell phone

15. Do you check your Facebook notifications as soon as you receive them?

Yes

No

16. Do you check your Facebook profile at regular intervals?

Yes

No

17. Please select the periods of the day, during the week and the weekend that you most regularly use Facebook, regardless of where it is accessed (select as many options as applicable).

	Weekday	Weekend
6:00-12:00 (midday)		
12:01-18:00		
18:01-00:00 (midnight)		
00:01-05:59		

18. Please select the period of the day that you use Facebook the most (select one from either weekend or weekday ONLY).

	Weekday	Weekend
06:00-12:00 (midday)	○	○
12:01-18:00	○	○
18:01-00:00 (midnight)	○	○
00:01-05:59	○	○

19. Approximately how long have you been using Facebook? (Weeks/months/years)

○ 1-6 months

○ 7 months- under 1 year

○ 1 year- under 2 years

○ 2- 4 years

○ 5 years +

if indicated 5 years + please estimate the time period

20. On average, how often do you use Facebook? (amount in days of the week)

○ 1-2 days per week

○ 3-4 days per week

○ 5 days per week

○ 6 days per week

○ 7 days per week

21. On average, what is the duration of your typical session?

- ○ 1/2 an hour
- ○ 1 hour
- ○ 2 hours
- ○ I connect regularly for short periods
- ○ I am always connected

Other (please specify)

22. On average, how many times a day do you connect to Facebook?

- ○ once a day
- ○ twice a day
- ○ three times a day
- ○ I connect regularly throughout the day
- ○ I am always connected

Other (please specify)

23. What do you use Facebook for? (select as many options as applicable)

- ☐ To connect with old friends/colleagues
- ☐ To keep in touch with old and/or new friends
- ☐ To make new friends
- ☐ To gather information on job prospects
- ☐ To upload pictures and/or albums

- [ ] To tag pictures
- [ ] To update my status
- [ ] To view other users' profiles and/or pictures
- [ ] To communicate with others via wall posts and/or private messaging
- [ ] To post links
- [ ] As an alternative to email communication
- [ ] To use/develop new applications
- [ ] To advertise
- [ ] To join groups
- [ ] To chat with friends
- [ ] To invite/be invited to events

Other (please specify)

24. Are you familiar with Facebook privacy settings?

- ○ Yes
- ○ No

25. Have you adjusted your privacy settings?

- ○ Yes
- ○ No
- ○ Unsure

26. If yes, then why did you change your privacy settings?

- I am generally a private person
- I heard some concerning stories
- Work related concerns
- I was told to do so by others
- Facebook prompted me to

27. When did you adjust your privacy settings?

- After I was told to
- I do not know how to adjust the settings
- After having a profile for a while
- After I figured out how to adjust them
- As I set up my Facebook profile

28. Which people do you allow access to your Facebook profile?

- Everyone
- Friends of friends
- Friends only
- I have different settings for different parts of my profile
- Unsure

29. Please rate the following items on a rating scale from strongly disagree to strongly agree.

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
a)	My privacy settings on Facebook are important.					
b)	It is important to customise my privacy settings on Facebook to optimise my protection.					
c)	I do not post private things on Facebook that I do not want to be publicly viewed.					
d)	It is acceptable for my superior to be my friend on Facebook.					
e)	I am weary of adding work peers as friends on Facebook.					
f)	I do not have my superior/s as a friend because he/she could monitor my activities and what I post on Facebook.					
g)	I trust that my privacy is secure on Facebook.					
h)	After adjustment of my privacy settings, I trust that my privacy is secure on Facebook.					
i)	I trust that my privacy is secure with my friends on Facebook.					

30. Career impression management is defined as the attempt to manage one's desired image, and control others' perceptions on Facebook in context of one's career.

Please rate the following items on a scale from strongly disagree to strongly agree.

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
a)	I manage the impression others have of me at work (colleagues, superiors, subordinates).					
b)	I monitor what I post on my Facebook profile.					
c)	I manage the impression that is given of me on my Facebook profile.					
d)	I play up my positive qualities on Facebook.					
e)	I detag pictures of myself that do not portray me in a positive light suitable for my work.					
f)	I select profile pictures that depict me in a positive light.					
g)	I use my Facebook profile as a work tool (post my current employment, work achievements etc.)					
h)	I have work colleagues as my friends on Facebook so that they can view me based on my profile.					
i)	Having my boss as a friend on Facebook creates a positive impression of me.					
j)	I manage my impression on Facebook because I am concerned that it may have negative consequences on my employability.					
k)	What I post, or is posted by others on Facebook, does not have an effect on my employability.					
l)	I manage my impression on Facebook because I want to avoid negative workplace consequences such as disciplinary action.					
m)	What I post, or is posted by others on Facebook, will not give rise to disciplinary action at work.					
n)	I manage my impression on Facebook because I am concerned of the consequences on the development of my career.					

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
o) I manage my impression on Facebook because I am concerned that my Facebook profile may result in me not getting a promotion.					

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31. Are you familiar with privacy settings on Facebook?

- Yes
- No

32. Would you adjust your privacy settings on Facebook?

- Yes
- No
- Unsure

33. If yes, why would you adjust your privacy settings?

- I am generally a private person
- I have heard some concerning stories
- Work related concerns
- I was told to do so by others
- Facebook prompts the adjustment

34. When would you adjust your privacy settings?

- After having been told to
- I would not know how to adjust the settings
- After having a profile for a while
- After figuring out how to adjust the settings
- As I set up my Facebook profile

35. Which people would you allow access to your Facebook profile?

- Everyone

- Friends of friends
- Friends only
- I would have different settings for different parts of my profile
- Unsure

36. Please rate the following items on a scale from strongly disagree to strongly agree.

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
a)	Privacy settings on Facebook are important.					
b)	It is important to customise ones' privacy settings on Facebook to optimise ones' protection.					
c)	I would not post private things on Facebook that I would not publicly viewed.					
d)	It is acceptable for one's superior to be ones' friend on Facebook.					
e)	I would be weary of adding work peers as friends on Facebook.					
f)	I would not have my superior as a friend on Facebook because he/she could monitor my activities and what is posted on Facebook.					
g)	I would trust that my privacy is secure on Facebook.					
h)	After adjustment of privacy settings, I would trust that my privacy is secure on Facebook.					
i)	I would trust that my privacy is secure with my friends on Facebook.					

37. *Career impression management* is defined as the attempt to manage one's desired image, and control others' perceptions on Facebook in context of one's career.

Please rate the following items on a scale from strongly disagree to strongly agree.

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
a)	I would manage the impression others have of me at work (colleagues, superiors, subordinates).					
b)	I would monitor what I post on my Facebook profile.					
c)	I would manage the impression that is given of me on my Facebook profile.					
d)	I would play up my positive qualities on Facebook.					
e)	I would detag pictures of myself that do not portray me in a positive light suitable for my work.					
f)	I would select profile pictures that depict me in a positive light.					
g)	I would have work colleagues as my friends on Facebook so that they could view me based on my profile.					
h)	Having ones' boss as a friend on Facebook creates a positive impression.					
i)	I would use my Facebook profile as a work tool (post my current employment, work achievements etc.)					
j)	I would manage my impression on Facebook because of the concern for negative consequences on my employability.					
k)	What ones posts, or is posted by others on Facebook, does not have an effect on ones' employability.					
l)	I would manage my impression on Facebook in order to avoid possible negative consequences such as workplace disciplinary action.					
m)	What one posts, or is posted by others on Facebook, does not give rise to disciplinary action at work.					
n)	I would manage my impression on Facebook because of the concern for the consequences on the development of my career.					
o)	I would manage my impression on Facebook because of the concern that my Facebook profile may result in me not getting a promotion.					

APPENDIX 9: ETHICS CLEARANCE

UNIVERSITY OF THE WITWATERSRAND, JOHANNESBURG

HUMAN RESEARCH ETHICS COMMITTEE (SCHOOL OF HUMAN & COMMUNITY DEVELOPMENT

CLEARANCE CERTIFICATE	**PROTOCOL NUMBER: MORG/11/012 IH**
PROJECT TITLE:	Perceptions of privacy and career impression management: The case of facebook
INVESTIGATORS	Pilcer Danielle
DEPARTMENT	Psychology
DATE CONSIDERED	15/05/11
DECISION OF COMMITTEE*	Approved

This ethical clearance is valid for 2 years and may be renewed upon application

DATE: 11 July 2011

CHAIRPERSON
(Professor M. Lucas)

cc Supervisor:

Andrew Thatcher
Psychology

DECLARATION OF INVESTIGATOR (S)

To be completed in duplicate and **one copy** returned to the Secretary, Room 100015, 10th floor, Senate House, University.

I/we fully understand the conditions under which I am/we are authorized to carry out the abovementioned research and I/we guarantee to ensure compliance with these conditions. Should any departure be contemplated from the research procedure, as approved, I/we undertake to submit a revised protocol to the Committee.

This ethical clearance will expire on 31 December 2013

PLEASE QUOTE THE PROTOCOL NUMBER IN ALL ENQUIRIES

APPENDIX 10: RESULTS DIAGRAM
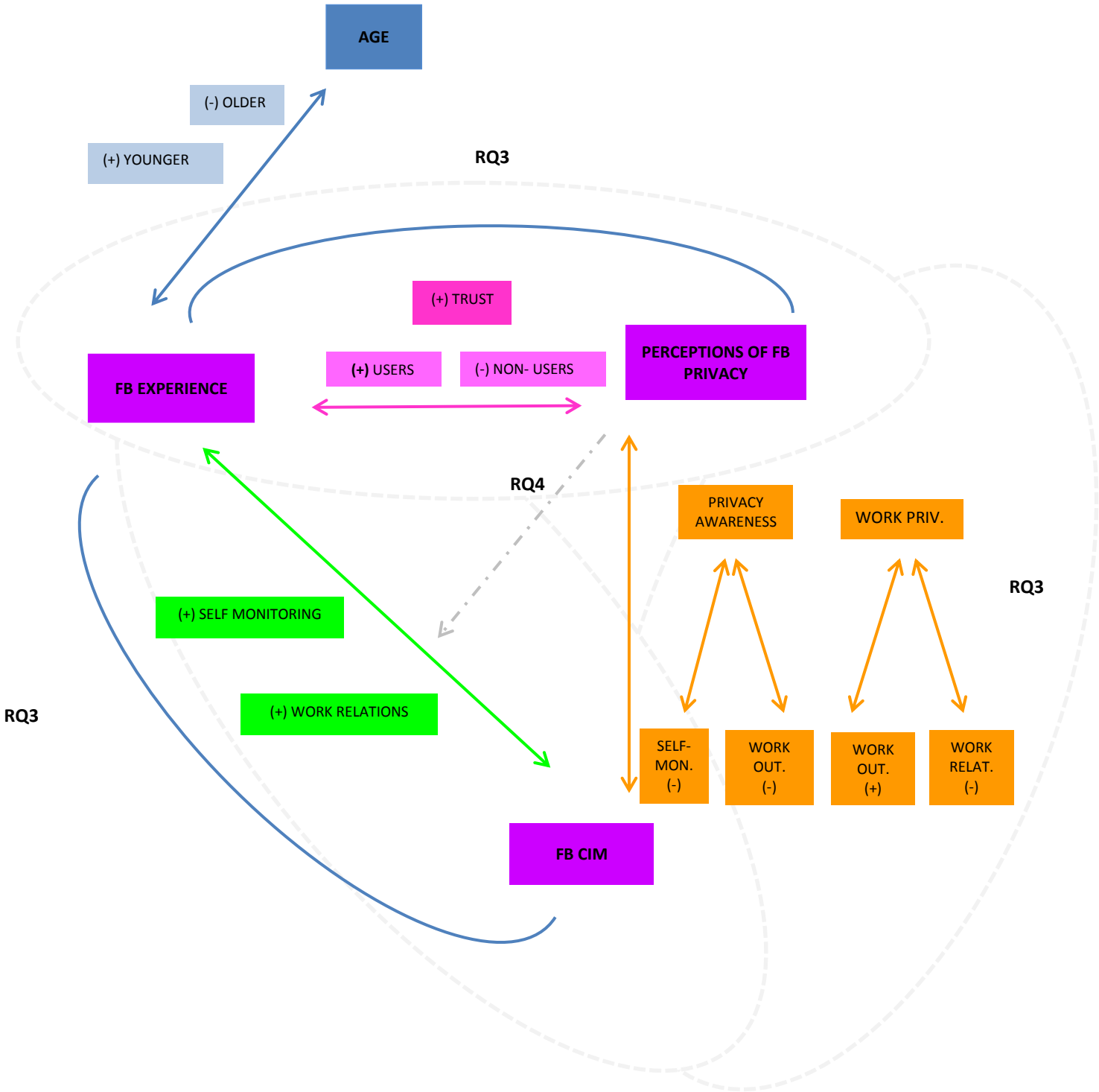
FIGURE 5: Results within the Theoretical Framework