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

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

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

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

Article Classification: Information Security, Social Media

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