Trust and Privacy Concern Within Social Networking Sites - A Comparison of Facebook and MySpace

Description

- Studies on impact of trust and Internet privacy concern on the use of social networking sites.

- Existence of trust and the willingness to share information do not automatically translate into new social interaction.

- Demonstrates online relationships can develop in sites where perceived trust and privacy safeguards are weak.

Analysis

This paper starts with a brief description of social networking sites and how users cooperate in these websites. The related literature section provides a detail history and context for trust and privacy in social networking sites.

The authors of this paper are trying to solve these research questions:

- For members of social networking sites, how does trust in the site and its other members affect willingness to share information and develop new relationships?

- For members of social networking sites, what is the relationship between Internet privacy concern and their willingness to share information and develop new relationships?

In overall, most of the paper was a comparison of the Facebook and MySpace website and how they meet privacy and trust and what the result is.

Utilization

The authors provide a privacy trust model with three independent variables of Internet privacy concern, trust in the social networking site, and trust in other members of social networking sites. The other two modules, information sharing and development of new relationships are dependent.

MySpace privacy configuration's feature is less than Facebook. Facebook considers privacy from different perspectives and allow users to configure their privacy as they wish. Negative correlation coefficients from the results in this paper indicates that the greater the level of privacy concern, the less likely that subjects will share their screen name. This could be true as general. We decided to consider privacy in our website which is a crucial factor.