

The Influence of Consumer Socialization Factors on Teens' Privacy Concerns and Information Disclosure on the Internet

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Abstract

The consumer socialization (CS) framework is applied to explain factors that influence teens' motivation to protect their privacy in the online marketplace. It is hypothesized that teens' exposure to privacy-related communication from socialization agents such as parents, friends, teachers, and mass media would foster privacy concerns and diminish their tendency to disclose their personal information in both commercial and social networking sites. The survey data from 233 middle and high school students indicates that teens' exposure to parental communication has a positive effect on teens' concerns for privacy online, which in turn decrease their willingness to provide information to commercial websites. Regarding social networking sites, this study reveals that communication with parents and teachers has a negative effect on teens' disclosure of personal information on social networking sites, indicating that as teens discuss privacy issues with parents and teachers, they tend to be more cautious in sharing their information on social networks online. Implications for privacy education to protect teens' privacy online are discussed.

Endnote

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