

CISSE 2023

***An Exploration of Factors
Influencing Oversharing on
Facebook Groups***

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Motivation

- Billions use social media on a regular basis
- Disinhibition effect results in additional exposure
- People use specific groups on social media platforms
- Groups can be helpful
- Groups may also be harmful
- Personality may help explain behavior

Background

- Oversharing
 - Cyberbullying
 - Social Engineering
 - Identity Theft
- Personality
 - Openness
 - Conscientiousness
 - Extraversion
 - Agreeableness
 - Neuroticism
- Privacy Paradox

Hypotheses

- H1: Younger users are more likely to overshare than older users.
- H2: Those with higher involvement in Facebook tend to overshare more often.
- H3: Those with higher involvement in Facebook groups tend to overshare more often.
- H4: People who exhibit the personality trait of openness are more likely to overshare.

Hypotheses

- H5: People who are high in conscientiousness are less likely to overshare.
- H6: People who are highly extraverted are more likely to overshare.
- H7: People who are more agreeable are more likely to overshare.
- H8: People who are high in neuroticism are more likely to overshare.

Methods

- IRB approval obtained
- Informed consent obtained
- Amazon's Mechanical Turk
- 5,000 or more HITS with 98% approval rating or higher
- 2 quality control questions embedded
- 2 additional quality control question checks via demographics
- 373 usable responses (after 54 responses dropped)
- Compensation of \$3
- 74 % comparable or better compensation than similar projects
- Gender Identification: Female: 41%; Male: 59%
- Big Five Personality Inventory

Facebook Activity

- Post text / “write something”
- Post a feeling / activity
- Post a photo
- Post a video
- Post or comment a GIF
- Post a meme
- Post a reel
- Post an anonymous post
- Post live video
- Comment / reply
- Share a post to your timeline
- Like / react with emoji
- Check in
- Tag people
- Create a poll
- Create event
- Attend an event (either in person or virtually)
- Send friend requests
- Accept friend requests
- Report post / comment
- Hide a comment
- Delete a post or comment that you made

Facebook Sharing Level

- I post about all my feelings and thoughts on social media
- I enjoy detailing my experiences in life
- I post about most of the personal events of my life
- There is almost nothing too personal for me to disclose
- I post about sad events in my life

Results

- H1: Younger users (18-39) are more likely (M = 3.41, SD = 1.39) to overshare than older users (40+) (M = 2.61, SD = 1.37). **Supported**
 - $t(371) = 5.513, p < .01$.
- H2: Those with higher involvement in Facebook tend to overshare more often. **Supported**
 - $r(371) = 0.868, p < .01$

Results

- H3: Those with higher involvement in Facebook groups tend to overshare more often.

Supported

– $r(329) = 0.889, p < .01$

- H4: People who exhibit the personality trait of openness are more likely to overshare.

Not Supported

Results

- H5: People who are high in conscientiousness are less likely to overshare. **Supported**
 - Overall: $r(371) = -0.385, p < .01$
 - Groups: $r(329) = -0.423, p < .01$
- H6: People who are highly extraverted are more likely to overshare. **Supported**
 - Overall: $r(371) = 0.282, p < .01$
 - Groups: $r(329) = 0.244, p < .01$

Results

- H7: People who are more agreeable are more likely to overshare. **Not Supported (Opposite)**
- H8: People who are high in neuroticism are more likely to overshare. **Supported**
 - Overall: $r(371) = 0.243, p < .01$
 - Groups: $r(329) = 0.252, p < .01$

Discussion

- Most hypotheses supported (6 out of 8)
- 1 hypothesis on agreeableness was significant, but in opposite direction
- 1 hypothesis on openness was not significant
- More research needed, including qualitative research
- Personality helps explained the propensity to share information on Facebook in general and groups in particular

Questions?