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Individual's privacy management behaviour on the social networking sites (SNS)
Examining the actual use of the privacy settings

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Abstract:
Social networking sites (SNS) play an important role in human's daily life today. Individuals, employ different SNS where they mainly self-disclose and share personal information with other users. SNS have been characterized as a new communication landscape, with SNS users to be benefited in more ways when using them, such as with information and enjoyment. However, this online information sharing has led to some concerns in regard to individuals' information privacy when employ the SNS. Although the concerns SNS users may have, research has shown that they continue to disclose their information on these networks and sometimes without employing the privacy settings, a main strategy for privacy management on the social networks. The current study has examined the actual use of privacy settings by SNS users, in order for a better understanding of individual's privacy management behaviour to be achieved. The empirical findings have shown that the type of SNS and the IT skills of users can affect their behavioural intention to use the privacy settings on them. Also, users' behavioural intention to use privacy settings, the privacy calculus when disclosing information on SNS and the use of other privacy management strategies together with the control elements (type of SNS, IT skills and age), are factors that can affect the actual use of privacy settings on the SNS. This study provides a better understanding of how SNS users think and behave on these networks, in regard to their privacy management. This understanding can also provide valuable insights to the privacy paradox and user's self-disclosure behaviour despite the privacy concerns they may have when using these networks.

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1 Introduction

1.1 Background

Social computing emerged in the new era of web where information and communication technologies (ICT) benefit human in new ways, such as by the growth of online collaborations and community interactions (Parameswaran & Whinston, 2007). Social networking sites (SNS) is one of the most popular social computing initiatives (Parameswaran & Whinston, 2007). Only a few years after their launch, these networks have gained huge popularity especially among young adults, aged 18 to 29 (according to a survey from the Pew Research Center upon American adults) (Perrin, 2015) (Figure 1.1) and have been characterized as a global phenomenon (Buccafurri, Lax, Nicolazzo, & Nocera, 2015; Wang, Min, & Han, 2016). Their use is continuously increasing (Duggan, Ellison, Lampe, Lenhart, & Madden, 2015) (Figure 1.2). The latest data (form December of 2015) show that Facebook, the most commonly used social networking site (Chung, Nam, & Koo, 2016; Külcü & Henkoğlu, 2014; Stern & Kumar, 2014) (also Figure 1.2), counts 1.04 billion daily active users on average (Facebook-Newsroom, 2016). Other popular SNS, according to other recent surveys, upon American adults, are LinkedIn, Pinterest, Instagram and Twitter (Duggan et al., 2015) (Figure 1.2).

In the literature, the concept of social networking sites has been mentioned by a number of acronyms such as Social Networking Websites (SNW), Social Network Sites (SNS), Social Networking Sites (SNS), Social Networking Services (SNS), Online Social Networks (OSN), and Social Networks (SN) (Alashoor & Baskerville, 2015). As Alashoor and Baskerville (2015) noted, these terms refer to the same phenomenon but are used interchangeably, based on each research's context. Similarly, the terms Social Media (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011) and Social Media Platforms (Wang et al., 2016) have also been used in several studies. In this study, we will use principally the term social networking sites and more rarely the term social networks in order to refer to this concept.

Online social networks are ubiquitous in our life today (Alashoor & Baskerville, 2015) and are often described as hedonic platforms (Krasnova, Kolesnikova, & Guenther, 2009), mainly due to the entertainment they provide. Even though entertainment is considered significant, social networking sites provide users with more benefits. In general, although each one of the SNS differs with regard to the design, the functionality and the purpose, on these sites, users create personal profiles through which they express themselves online, interact, communicate and socialize with other users, basically by sharing information (structured and unstructured data) (Alashoor & Baskerville, 2015; Kaplan & Haenlein, 2010; Kietzmann et al., 2011; Nosko et al., 2012; Posey & Ellis, 2007; Qi & Edgar-Nevill, 2011; Quinn, 2016; Stern & Salb, 2015; Xu, Parks, Chu, & Zhang, 2010).

Communication is one of the reasons that these online networks have made a significant impact on the society, because actually they have changed the way people communicate (Chen, 2013; Kietzmann et al., 2011). Meeting and interacting with other people has become easier and more efficient (Shin, 2010). According to Brooks (2015), this presenteeism and sociality

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provided by social networking sites, impact user's attitude and increase their use. Moreover, Pike, Bateman, and Butler (2009) have further highlighted the power of social networking sites not only in terms of communication and self-expression, but also of public opinion shaping, commerce driving and changes to the society.

Furthermore, public self-presentation, self-disclosure and information sharing have been recognized part of SNS nature, particularly because they are considered fundamental for participation in them (Krasnova, Günther, Spiekermann, & Koroleva, 2009; Pike et al., 2009). As Krasnova, Veltri, and Günther (2012) pointed out, SNS rely on user-generated content of the active users, in order to remain successful and sustainable. More specifically, they characterized user's communication and self-disclosure on SNS *vital*, something that also Oh and Syn (2015) further highlight by saying that social media is *highly dependent* on users' participation. The services that are provided by SNS are mainly free (Alashoor & Baskerville, 2015) and the motives for joining social networking sites are commonly social in nature, such as maintaining relations and developing connections (Chennamaneni & Taneja, 2015).

Self-disclosure refers to the revelation of personal information by users (Kaplan & Haenlein, 2010) and it is considered essential for SNS use (Pike et al., 2009). Social networking sites' users seem comfortable enough sharing themselves an amount of information in these sites. Mark Zuckerberg, the CEO of the popular networking site Facebook, stated that "People have really gotten comfortable not only sharing more information and different kinds, but more openly and with more people. That social norm is just something that has evolved over time." (Johnson, 2010). Something similar had also been mentioned almost a decade ago by Joinson (2001), who observed higher levels of spontaneous self-disclosure in computer-mediated discussions, compared with the ones that happen face to face. He had also argued that visual anonymity and increased private/reduced public self-awareness, can be associated with this outcome.

However, self-disclosure as a technological activity except for benefits, like socialization and convenience of maintaining relationships, is considered also in regard to some risks for individuals (Spiekermann, Krasnova, Koroleva, & Hildebrand, 2010). These risks can be embarrassment or stigmatization due to personal beliefs, as a result of the amount of information users reveal on the social networking sites (Nosko, Wood, & Molema, 2010). This information that individuals reveal in the SNS are considered so representative and quite accurate for a person's profile, that law enforcement and other organizations may use these networking sites in order to search evidence of individuals breaking laws (Qi & Edgar-Nevill, 2011). Thus, also a plethora of concerns can be seen in relation to the use of social networks, because by using them, individuals potentially are exposed to privacy and security problems and risks (Spiekermann et al., 2010; Xu et al., 2010) due to the information they share on them. These privacy concerns can prove to be even greater nowadays if we consider that users create personal information profiles in more than one social networking site (Kaplan & Haenlein, 2010; Patsakis, Zigomitros, Papageorgiou, & Galván-López, 2014). Results of a report based on American adults has shown that multi-platform use is on the rise, with 52% of online adults use two or more social networks (Duggan et al., 2015).

Taking into consideration that a social networking site is a type of information system (Pan, Chen, Cai, & Dong, 2014), the IS literature includes several studies concerning this concept and its different aspects, like the one regarding information disclosure when users socialize on

it. Social networks are a fast growing research area for information system scholars and this is going to be continued (Oinas-Kukkonen, Lyytinen, & Yoo, 2010).

Among all American adults, % who use social networking sites, by age
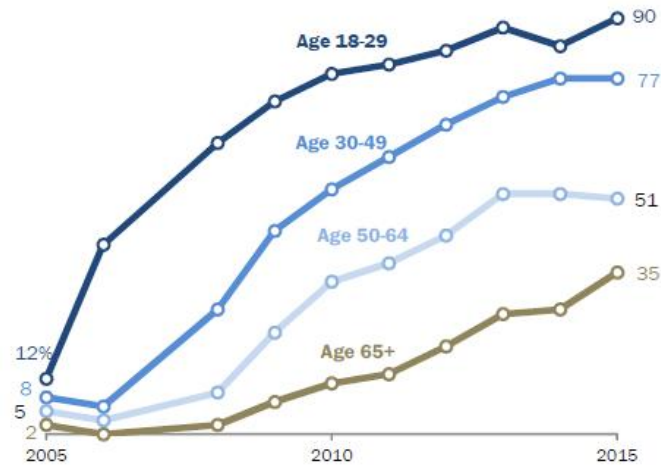
Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.

Figure 1.1: Young Adults Are Still the Most Likely to Use Social Media (adopted by Perrin, 2015)

% of online adults who use the following social media websites, by year
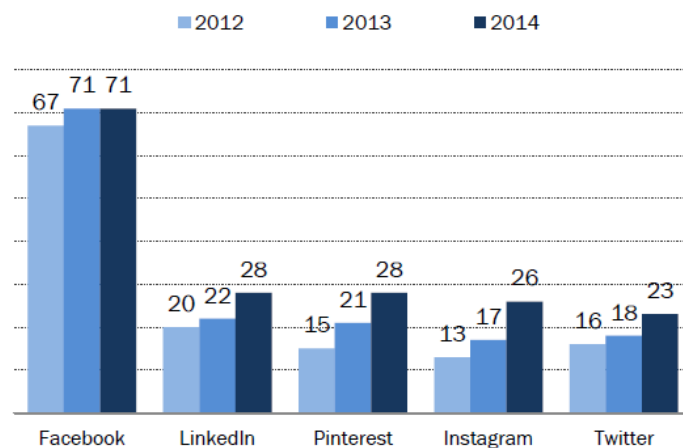
Pew Research Center's Internet Project Surveys, 2012-2014. 2014 data collected September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+.

Figure 1.2: Social media sites, 2012-2014 (adopted by Duggan et al., 2015)

1.2 Problem area

Although individuals share their information online, the majority of them are 'concerned' or 'very concerned' about the potential online privacy threats and are willing to act in order to protect themselves (Paine, Reips, Stieger, Joinson, & Buchanan, 2007). Regarding especially the social networking sites, privacy concerns that users have when sharing private information in them, is one of the most debated topics (Gangopadhyay & Dhar, 2014). This is because although information sharing can be beneficial for both providers and users of SNS, the exponential growth of these networks has generated some privacy issues in regard to information access and use (Qi & Edgar-Nevill, 2011). More precisely, on social networks these concerns are considered magnified basically due to the nature of these sites, where users self-disclose huge amount of information in a connected world where leakage and linkage of all these information is more likely to happen (Krishnamurthy, 2013; Min & Kim, 2015). In addition, it should be noted that the information that users share in SNS can be considered very important, as sometimes they can reveal part of users' cultural and social identity (Külcü & Henkoğlu, 2014).

Control on personal information and information management are considered important because can help SNS users reduce the possible risk in these networks (Spiekermann et al., 2010). Privacy settings use, has been mentioned as one of the main strategies users of social networking sites have in their disposal, in order to control their profiles, limit access to their data and protect their information from the potential online threats (Stern & Kumar, 2014; Stern & Salb, 2015; Young & Quan-Haase, 2013).

However, although SNS users report high concerns and awareness about their information privacy, they still disclose private information on these networks (Barnes, 2006; Min, 2016; Wilson & Valacich, 2012). This has been described as a "privacy paradox", where people continue using technologies and applications involved in data collection, even when they are clearly opposed to such activities (Shklovski, Mainwaring, Skúladóttir, & Borgthorsson, 2014). Many existing studies reveal the disagreement between SNS users' attitude and behaviours related to privacy issues, and have tried to investigate the reasons behind it (e.g. Alashoor & Baskerville, 2015; Buckel & Thiesse, 2013; Krasnova, Kolesnikova, et al., 2009; Sipior, Ward, Connolly, & MacGabhann, 2013; Wisniewski, Islam, Richter Lipford, & Wilson, 2016). Furthermore, regarding also individuals' information and privacy management, although users are concerned on how to balance or control their privacy when using social networking sites (Fang, Rajamanthri, & Husain, 2015) and are willing to act in order to protect themselves (Paine et al., 2007), studies state that people sometimes do not employ privacy settings for their privacy management when they use the social networking sites (Nosko et al., 2012).

Understanding user behaviour in online social networks is important and forms a challenge in the field of social network analysis (Buccafurri et al., 2015). We believe that one of the areas in which IS field lacks deep understanding and needs further investigation, is the one related to the disagreement between SNS users' attitude and behaviour related to information management by SNS users and especially to the actual use of privacy settings. In the new era of web and digital information, SNS users are not just content consumers but also content creators and managers (Liu, Gummadi, Krishnamurthy, & Mislove, 2011). However, especially regarding users' role as content managers, literature reveals an inconsistency between their beliefs and their actual behaviour (Nosko et al., 2012; Xu et al., 2010). We believe that among others nowadays, it is crucial to be understood how individuals take decisions, what are the

control boundaries they create in order to control their privacy and which are the privacy regulations they employ when using SNS (Quinn, 2016). This is because in that way, we could better understand their behaviour when they use the social networks and disclose information on them. Numerous studies have been previously conducted in different fields, improving understanding of the privacy management (Xu, Dinev, Smith, & Hart, 2011). However, to the best of our knowledge, the actual use of privacy settings on SNS has not been examined adequately. One main reason why, is because the use of privacy settings by majority have been considered and examined in the literature mainly in relation to users' privacy concerns when using these networks (Spiekermann et al., 2010; Stern & Kumar, 2014; Xu et al., 2010; Young & Quan-Haase, 2009), that can motivate users to employ the available privacy settings. However, this is something that to our opinion limits the actual understanding of it and do not demonstrate the actual use of the privacy settings. According to our view, users' actual privacy settings use should be considered and examined more widely and also as a part of users' self-disclosure behaviour, and this is something we will investigate further in the present study.

1.3 Research question

Taking into consideration all the above, in order to understand further the actual use of privacy settings on social networking sites, our research questions are formulated as follows:

1. What is the users' behaviour when it comes to the actual use of their privacy settings on the social networking sites?
2. What are the factors/motivational elements that drive privacy settings' actual use on the SNS?

1.4 Purpose

The purpose of this study is understanding individuals' behaviour when they manage their privacy on the social networking sites. More specifically, in this study we intent to understand better SNS users' privacy management behaviour, by investigating how users actually use and customize the privacy settings, which are considered one of the main strategies users employ on SNS for their privacy management (Stern & Kumar, 2014; Stern & Salb, 2015; Young & Quan-Haase, 2013). We believe that this can also offer some useful insights upon if individuals actually avoid or not the use of privacy settings on the SNS and why. In order to understand more the user's behaviour when it comes to the actual use of the privacy settings on the SNS, we will examine which can be some main factors and motivational elements that drive the actual use of the privacy settings in the different profiles that the users own.

It should be noted in this part, that with the term "actual use of privacy settings" we refer not only to if users employ or not employ the privacy settings, but also how users consider the use of privacy settings (before employing them), how they actually customize them and why they

choose to customize them in a specific way. More specifically, in this study, we will investigate not only users' attitude and intention to manage their privacy through the privacy settings on the SNS, but also users' actual behaviour (actual customization or not) in regard to the use of the privacy settings.

We consider that by understanding the actual use of privacy settings we can better understand user's actual behaviour when they manage their privacy through the privacy settings on SNS. And this is something that can also offer us some useful insights in regard to users' self-disclosure behaviour on these networks. This is because we believe that SNS users' behaviour when they manage their privacy settings also demonstrates their self-disclosure beliefs and thus, can be considered as a part of users' overall self-disclosure behaviour. That overall understanding of actual privacy management and self-disclosure behaviour, could provide more valuable answers to the privacy paradox when users employ and share information in the social networking sites (Cavusoglu, Phan, & Cavusoglu, 2013; Smith, Dinev, & Xu, 2011) sometimes without using the privacy settings, although the privacy concerns they may have.

The findings of such a study could be useful for both academia and industry. Concerning the academia, we regard that the present research could contribute and extend both the literature regarding the online privacy management and the privacy paradox, especially in relation to social networking sites. Also by understanding user's behaviour, IS researchers can investigate more into people and communities (Chen, 2013). At the same time, understanding how users perceive and use privacy settings, could be extremely important for the social networking site providers when designing the next privacy control features (Chen, 2013). The latter, can also have (a later) impact on the end users of SNS, who would possibly control more efficiently their privacy in the social networks.

1.5 Delimitation

Considering that the examined population is limited and has specific characteristics, this study does not provide an overall picture of the entire SNS community. More specifically, participants-interviewees of this study have been chosen based on specific criteria, like the age and the educational background, in order to be as much representative of the part of the population that use more the SNS and employ the privacy settings. However, the findings of this research although regard this main part of the SNS users, cannot be generalized to the whole population that use the SNS today, which can possibly have different expectations and behaviour while using these networks and the privacy settings.

Furthermore, for the needs of the present study, beliefs and behaviour regarding privacy management and privacy settings on SNS were examined only from the end-user's perspective. Moreover, participants were asked to describe the use of social networking sites, the use and the customization of the privacy settings, only as it may concern their personal accounts and profiles. Profiles that have been created for professional purposes, for instance a business profile where the interviewee is the administrator of the page-profile, have not been examined. This is because the scope of this study concerns privacy management only in regard to users themselves. In addition, idiosyncrasy and personal characteristics and culture of the interviewees have not been taken into consideration. Yet, it should also be noted that the focus of this

paper is exclusively on privacy settings as a privacy management mean. Other means and privacy policies are out of the scope of this study. The aforementioned are considered to limit this research outcome.

2 Frame of research

2.1 The issue of privacy

Although some studies may use the same terms to represent both privacy and security concerns (Zhang, Wang, & Xu, 2011), security and privacy are considered differently. According to Shin (2010), privacy issues constitute illegitimate access to private information and do not necessarily involve security breaches, like illegal access to a site's protected coding. In this specific research, we will refer and study only issues related to information privacy and not to security.

The issue of privacy has been characterized as complex and difficult to be described under a single definition (Vasalou, Joinson, & Houghton, 2015; Zhang et al., 2011). More specifically, Solove (2006) described it as "a concept in disarray" (p.477) that nobody can articulate what it means, while Zhang et al. (2011) see that scholars usually argue that privacy can mean different things to different people. In general, different definitions have been used in the literature in an attempt to describe this complex idea of privacy in various contexts and fields, such as law, philosophy and psychology, social sciences and information systems (Xu et al., 2011). Regarding the IS field, Stern and Salb (2015, p.25) stated about privacy that "the digitization of information, the rapid advances in technology, and the magnitude of information digitally available highlight its importance since it is increasingly easy for personally identifiable information to be disclosed both intentionally and unintentionally".

This digitalization of all types of information and the overall advances in information technology today, shifts researchers' interest and focus, especially the ones in the IS field, upon the concept of information privacy and its related issues (Bélanger & Crossler, 2011).

2.1.1 Information privacy

Information privacy is a part of the larger concept of privacy and although it can be defined variously[1], in general it "refers to the desire of individuals to control or have some influence over data about themselves" (Bélanger & Crossler, 2011, p. 1017). In the IS literature, the term is formed in terms of personal information gathering, sharing and usage (Osatuyi, 2014). Information privacy is of growing concern to consumers (Smith et al., 2011).

Smith et al. (2011) have recognized the important contribution of IS scholars to the conceptualization of information privacy in the modern era, both for the past and the future. Furthermore, in their interdisciplinary review of privacy-related research, they deal with the concept of information privacy, which according to them "concerns access to individually identifiable personal information" (p. 990). This concept gained importance through the years and although in the beginning was considered in light of physical privacy concepts and definitions, more recently, has been associated directly with new nomological models. Also, according to Smith et al. (2011), definitional approaches for general privacy, found in various disciplines,

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[1] For more detailed information about the various definitions in the literature of information privacy see Bélanger and Crossler (2011) and Smith et al. (2011).

can be broadly classified as either value-based or cognate-based. The major definitional streams for the value based definitions are: general privacy as a right and privacy as a commodity, and for the cognate-based definitions are general privacy as a state and general privacy as control.

We consider privacy as a commodity and privacy as control, directly associated with the scope of this research, which is related to self-disclosure, information sharing and privacy management in SNS, and thus only these two meanings will be explained further.

Smith et al. (2011), based on previous literature, explain the privacy issue under the commodity view, where privacy holds its individual and societal value but can also be considered under a cost-benefit analysis (economic value). Also, for the general privacy as control, they note that the element of control has been included in most conceptualizations related to privacy, with the evolving definitions to refer to the ability to control privacy. In particular, and also regarding to the information systems discipline, they argued that control is mainly considered as a factor shaping privacy and that general privacy is not control per se. Also Xu et al. (2010), have recognized the usage of privacy as a control related concept. Their perspective in light of previous studies, identifies control as a contrary factor in relation to privacy concerns. Therefore, the more control individuals feel they have upon their information disclosure, the fewer privacy concerns they have. Furthermore, Zhang et al. (2011, p.3) also pointed out that information privacy "focuses on the control over personal information and may include dimensions such as the collection, control, and awareness of the practices of privacy".

2.1.2   Privacy in social networking sites

As Külcü and Henkoğlu (2014, p.761) noted, "it is impossible to foresee and follow in where in the world the information shared in the internet would be used within a few minutes and how many copies of the information would be produced". Although Mark Zuckerberg, founder of Facebook, the most popular and commonly used social network (Chung et al., 2016; Külcü & Henkoğlu, 2014; Stern & Kumar, 2014) argued that *the age of privacy is over* (Kirkpatrick, 2010), debates about privacy in social networking sites never stop (Zhang et al., 2011). As social networking sites provide users with the ability to disclose and share various personal information among other users, like name, date of birth, education, occupation, hobbies, photos, videos, daily activities, location, email, telephone, device identifiers like IP address, preferences, thoughts, status updates and social links like friends (Chennamaneni & Taneja, 2015; Krishnamurthy, 2013)**,** the issue of privacy has gained greater interest concerning this specific field, due to the higher privacy risks (Wang et al., 2016). As Krishnamurthy (2013) also noted, the core of the privacy problem regarding the online social networks is that all these private data (like personal identifiers, social links and online activities) can be linked in diverse ways, making the risk even higher. Thus, this scheme of disclosure, storage and linkage of information in SNS can considered the centre of the privacy problem for the users (Krishnamurthy, 2013).

Another issue related to the privacy in social networking sites is the use of third-party applications. For instance, for the case of Facebook, users give their permission and allow apps run on the platform in order to provide it with additional functionality. However, these apps can access and modify users' information, even though a user's "friend" and not with the user's actual permission (Wisniewski, Xu, Lipford, & Bello-Ogunu, 2015).

A literature review reveals that researchers in the IS field have recognized the importance of the concept of privacy in online networking sites and have tried to define and conceptualize the term into this specific content (e.g. Krasnova, Günther, et al., 2009; Osatuyi, 2014; Shin, 2010; Wisniewski et al., 2016; Zhang et al., 2011). A definition of the term of privacy in consideration of SNS has been proposed by Shin (2010, p. 430) as the "control over the flow of one's personal information, including the transfer and exchange of that information". Furthermore, Heyman, De Wolf, and Pierson (2014), defined two types of privacy in the context of online social networks, the privacy as subject and the privacy as object. The former, refers to privacy between users. In this privacy type, users are considered actors who are the ones that provide the private information. Privacy as object refers to privacy between users and third parties like advertisers. In this case individuals are objectified as their data are being stored in a database.

Moreover, Zhang et al. (2011) proposed that IS research about privacy should be moved to a broader area beyond information privacy, covering the full spectrum of online privacy concerns. More specifically, in their study they tried to theoretically extend the definition of privacy in the context of online social networks by using privacy concern as the used construct for analysis. The multi-dimensional privacy concern construct is not a new method. Wisniewski et al. (2016, p.236) after a literature review argued that the traditionally used approach in the IS field for the conceptualization of privacy is "by using privacy concern as a proxy measure for information privacy and examining it as a mediating factor between information privacy antecedents and outcomes, such as behavioural reactions, trust, and regulatory actions". As they also observed, in the different conceptualizations there is a common emphasis on privacy with regard to information disclosure.

2.2 Information disclosure in social networking sites

2.2.1 Self-disclosure

The concept of self-disclosure and the factors that affect it have been studied in many contexts through years (Kim & Mousavizadeh, 2015). The term has also triggered IS researchers' attention and have been several times studied in the field's literature in relation to social networking sites, for instance for understanding users' behaviour in regard to self-disclosure or the relation between users' self-disclosure and privacy concerns (Alashoor & Baskerville, 2015; Kim & Mousavizadeh, 2015).

According to Kaplan and Haenlein (2010, p. 62) self-disclosure can be defined as "the conscious or unconscious revelation of personal information (e.g., thoughts, feelings, likes, dislikes) that is consistent with the image one would like to give". Especially in the context of social networking sites, self-disclosure can take multiple forms like photos, posts, comments, likes and other different information, such as demographic data (Alashoor & Baskerville, 2015).

Self-disclosure, has been described as a critical factor in the development and maintenance of relationships (Derlega et al, 1993 cited in Kaplan & Haenlein, 2010; Posey & Ellis, 2007). Furthermore, the term as a technological activity considered having both benefits and risks for

individuals, like convenience of relationship maintenance and profile viewing by third parties (Spiekermann et al., 2010). As Alashoor and Baskerville (2015) have observed, several studies in different IS domains (also including social networking sites) have demonstrated that privacy concerns can decrease use and information disclosure.

Finally, it is of utmost importance to be mentioned, that researchers have separated the privacy disclosure intention from the actual disclosure behaviour. Norberg, Horne, and Horne (2007, p.118) argued that "in the realm of privacy, behavioural intentions may not be an accurate predictor of actual behaviour" and this is something that should be examined further. More precisely, intentions are considered strong predictors of actual behaviour however researchers should not regard this relation as a fact (Buckel & Thiesse, 2013) as the privacy paradox shows that an individual actually discloses more than his/her stated intentions (Cavusoglu et al., 2013; Smith et al., 2011).

2.2.2 Privacy beliefs and factors affecting self-disclosure

In the literature, the term of privacy beliefs has been described also as attitude and concerns, with the latter to be the main measured construct related to online privacy within the field of information systems (Li, 2014; Xu et al., 2011). As Min and Kim (2015) further noted, this focus only on privacy concerns and costs has led to a narrow consideration of why users disclose private information. In this study, we consider the term of privacy beliefs to describe an individual's privacy perceptions, and will include both benefit and cost beliefs and also factors that can influence information sharing and self-disclosure.

The reasons why individuals share their information in social networking sites differ, depending on the type and the purpose a social network holds (Oh & Syn, 2015). However, the related literature reveals some common privacy beliefs that can affect individuals' decision to disclose private data online and when using the social networking sites.

Some of the factors that individuals perceived as beneficial and motivate them to use and self-disclose in the social networking sites are: enjoyment, a sense of self-efficacy, self-presentation, learning, perceived usefulness for self-presentation and personal gain, altruism, social engagement, convenience of relationship maintenance, new relationships building, community interest, reciprocity and reputation (Buckel & Thiesse, 2013; Min & Kim, 2015; Oh & Syn, 2015; Spiekermann et al., 2010). Furthermore, the use of social networks has been considered also influential on building and managing what is known as social capital (Ellison, Steinfield, & Lampe, 2007; Misra & Such, 2016).

Despite the big success of social networking sites and the multiple benefits individuals gain by using them, several concerns related to privacy have emerged (Misra & Such, 2016). Privacy concerns are negatively related to information disclosure by individuals when using social networks (Alashoor & Baskerville, 2015; Krasnova, Kolesnikova, et al., 2009; Min, 2016; Spiekermann et al., 2010). This is considered very important because information disclosure is vital in SNS (Min, 2016). Thus privacy concerns have gained considerable attention in the literature.

Researchers have tried several times to study privacy concerns in the specific context of social networking sites. Krasnova, Günther, et al. (2009) developed the construct "User Privacy

Concerns on OSNs" (PCOSN) and identified four main categories of privacy concerns in these networks: General Accessibility Concerns, Concerns about Social Threats, Organizational Threats, and Identity Theft. General Accessibility Concerns, refers to concerns to unwished access of the information provided on SNS and Concerns about Social Threats refers to fears coming from the OSN user environment and mainly to actions that users feel they cannot control (such as tagging in a photo). Organizational threats can refer to information collection and use by the social networking site provider or third parties. As they noted, these threats whose information can be collected and used by the platform provider or third parties, make SNS users reduce self-presentation on these networks, while concerns over Social Threats do not have a significant impact on the amount of the data users disclose.

Moreover, in the context of social networks use, Krasnova, Kolesnikova, et al. (2009) integrate two other constructs with individual privacy concerns: the perceived likelihood (that a negative event will take place) and the perceived damage. Their findings have shown that perceived likelihood has a more important role in the formation of privacy concerns. In addition, Osatuyi (2014) also adopts the term social media information privacy concern (SMIPC) in order to express concerns about privacy after disclosing information to both known and unknown external agents in the social networks. These agents can be other SNS users, social network platforms and third parties (Osatuyi, 2014).

Furthermore, privacy concerns related to the employment of social networking sites can be related to some perceived privacy risks when using them, such as secret sharing, bullying or profile viewing by third parties (Spiekermann et al., 2010) and other threats, such as embarrassment and stigmatization due to religious and political views or sexual orientation (Nosko et al., 2012; Nosko et al., 2010). Another risk can also be social phishing, where a phisher collects data from a group or a community and draw reliable information about relationships among individuals (Shin, 2010).

In addition, trust in the provider has also been mentioned as one factor that can influence positively user's self-disclosure in social networking sites (Spiekermann et al., 2010; Tschersich & Botha, 2013; Xu et al., 2010). Trust is closely related to privacy concerns and can not only concern the provider but also the others with whom an individual communicates through these online networks (Bergström, 2015; Posey & Ellis, 2007). Thus, if individuals do not trust others, they will be more sceptical regarding the disclosure of their private information online (Bergström, 2015; Posey & Ellis, 2007).

Other factors that are also related to privacy concerns and drive user's self-disclosure in social networking sites are: relaxed attitude towards personal privacy (this can also be and described as lack of interest regarding privacy) and unawareness about the potential privacy implications when disclosing information (Brooks & Anene, 2012). Moreover, perceived publicness of social networking sites (how public the users perceive the SNS environment) has also been proved to influence self-disclosure in these networks (Pike et al., 2009). Lastly, Chen (2013) found that also user's attitude, which can be shaped by personality traits (extroversion), networking service attributes (perceived critical mass) and external environments (perceived internet risk) can be considered a key factor for self-disclosure.

All these factors, that have been identified in the literature and potentially can affect individuals' self-disclosure decision on the SNS, are summarized and presented in a table at Appendix I.

2.2.3 Decision-making and the privacy calculus

Nowadays, individuals using social networking sites make various decisions. Among the most important we consider to be the one related to information disclosure. Self-disclosure has been strongly connected in the literature to the privacy paradox, where people continue to use technologies and applications involved in data collection even when they clearly are opposed to such activities (Shklovski et al., 2014). More specifically, consumers report high concerns and awareness about their information privacy, but they still disclose private information online (Preibusch, 2013). Information disclosure on social networking sites has also been expressed as privacy paradox (Barnes, 2006) where SNS users are aware of the possible privacy issues but still share personal data in these networks (Min, 2016).

Due to the fact that individuals on SNS decide to disclose private information themselves and voluntarily, it is considered very interesting and important for further examination what actually users think and how they decide to disclose private data. In the existing IS literature, this is something that has been predominantly described and examined under the so-called privacy calculus (Krasnova, Kolesnikova, et al., 2009; Krasnova & Veltri, 2010; Tschersich & Botha, 2013; Wilson & Valacich, 2012).

Privacy calculus attempts to provide an explanation for the decision-making process regarding self-disclosure. This calculus involves a cost-benefit calculation, where the perceived benefits and costs (risks) are weighted in order for a decision and a rational choice regarding self-disclose on SNS to be taken (Spiekermann et al., 2010; Tschersich & Botha, 2013; Wilson & Valacich, 2012). The factor of trust can influence users' beliefs about the cost-benefit calculus (Alashoor & Baskerville, 2015; Tschersich & Botha, 2013). In general, the relevant literature reveals that privacy costs/risks impact negatively self-disclosure, while privacy benefits conversely impact positively self-disclosure (Alashoor & Baskerville, 2015). Additionally, Li (2012) except for privacy calculus, considers also the risk calculus (the trade-off between privacy risks and efficacy of coping mechanism) to influence self-disclosure, creating the dual-calculus model. Sipior et al. (2013) has summarized the previous privacy calculus research in the context of social networking sites into a table. This table is presented in the Appendix II.

Finally, it should be noted that this rational thinking is not always the case (Alashoor & Baskerville, 2015) and that the privacy attitude shaped by individuals do not fit well with actual disclosure (Wilson & Valacich, 2012).

2.3 Privacy management

After the emergence of social networking sites and the considerable information disclosure on them, individuals are more concerned how to balance or control their privacy (Fang et al., 2015). Although SNS users nowadays feel comfortable enough sharing their information online (Johnson, 2010), sometimes they want to manage their privacy by hiding some of their personal data (Külcü & Henkoğlu, 2014). Control on personal information is considered important because it can help SNS users to reduce the possible risk on these networks (Spiekermann et al., 2010). By eliminating the risks, individuals feel even more comfortable to reveal private information in the social networks and this is essential for the sustainability of the social media platforms (Krasnova et al., 2012).

Given the fact that SNS users disclose themselves personal information on the social networks, they are considered also responsible to protect their identity and control their privacy when using them (Külcü & Henkoğlu, 2014).

2.3.1 Privacy management strategies

Individuals, are increasingly more cautious in regard to the information they disclose in SNS (Krasnova, Günther, et al., 2009) and may use various strategies, with unique characteristics, in order to protect their privacy on them (Young & Quan-Haase, 2009). The main strategies that individuals may use and have been identified in the literature are presented below.

One of the strategies SNS users employ in order to defend their identity from potential threats is to self-select and disclose only the information they consider as harmless to be revealed (Krasnova, Günther, et al., 2009; Young & Quan-Haase, 2009). As Krasnova, Günther, et al. (2009, p.58) have specifically described it, "individuals engage in selective privacy conscious self-communication on OSN platforms". Another strategy individuals can use, is to disclose false and not accurate and authentic information (Krasnova, Günther, et al., 2009). However, this strategy is not considered important and preferable (Krasnova, Günther, et al., 2009; Young & Quan-Haase, 2009). Lastly, SNS users in order to protect themselves in online social networks, change the default privacy settings that are available to these sites (Young & Quan-Haase, 2009), in order for instance to control how "public" their profile can be and who specifically can have access to their shared data (Nosko et al., 2012).

2.3.2 Privacy settings

Privacy settings, are features, part of social networking sites functionality, that users can customize in order to better control their profile (Nosko et al., 2012; Xu et al., 2010). These settings are considered as the "frontline of defense" (p. 524) users have against the potential threats related to their information sharing on SNS (Stern & Kumar, 2014). The use of privacy settings in SNS has been studied several times in the IS literature, sometimes with conflicting outcomes. The term has been commonly referred as "privacy settings" in the various studies (e.g. Nosko et al., 2012; Stern & Kumar, 2014; Stern & Salb, 2015), but has also been identified under other designations with no difference in meaning such as "privacy customization features" (Kim & Mousavizadeh, 2015), "privacy control features" or "privacy enhancing features" (Xu et al., 2010) or the more general privacy measures (Mohamed & Ahmad, 2012). More specifically, recent research has shown that users of social networking sites use privacy settings as a strategy to control their profiles and limit access to their data (Stern & Salb, 2015; Young & Quan-Haase, 2013). As Mvungi and Iwaihara (2015) further describe, privacy settings used on SNS, can control the disclosure scopes of information that users present in their profiles. Through privacy settings, a SNS user can for instance set his/her profile to be "open" and visible to other users or control and limit third party access to his/her information (Nosko et al., 2012) by using a limited profile (Young & Quan-Haase, 2013).

Although these features can help users limit information disclosure in their profiles on SNS and reduce their concerns about privacy (Xu et al., 2010), many of the users do not employ the available privacy settings (Nosko et al., 2012). Except for not using privacy settings, literature also marks incorrect use, confused use and default settings use as negative use of the privacy settings (Madejski, Johnson, & Bellovin, 2011; Mohamed & Ahmad, 2012; Stern &

Kumar, 2014). More specifically, Mohamed and Ahmad (2012), connected default setting use with unaware users upon privacy issues, who often overlook the very public character and the inappropriate information sharing that the default settings potentially provide (Stern & Kumar, 2014). Another observation that has been made is that on online social networks, user's privacy settings are incorrect (Madejski et al., 2011). In their study Madejski et al. (2011) identified a serious mismatch among the user's sharing intentions and their actual privacy settings, describing it as that some users have shared something they wish they had not. Problems regarding the use of privacy settings have been identified from the early use of privacy controls (Strater & Lipford, 2008).

In summary, although the majority of studies state that privacy settings can be used by SNS users in order to control their accounts, protect their privacy and reduce their concerns (Mvungi & Iwaihara, 2015; Nosko et al., 2012; Stern & Kumar, 2014; Stern & Salb, 2015; Xu et al., 2010; Young & Quan-Haase, 2013), some other studies reveal that privacy settings are not a preferable tool for privacy management and users do not employ or have problems when employing them (Madejski et al., 2011; Mohamed & Ahmad, 2012; Nosko et al., 2012; Stern & Kumar, 2014). This is an interesting issue for further exploration, because it is easily understood that privacy settings' main role is to help users protect their information privacy and defend their identity against online threats (Stern & Kumar, 2014). Some answers are already included in the related existing literature.

Some explanations about the reasons why users do not use, or incorrectly use privacy settings on social networking sites are complexity, poor design, inconsistency of privacy settings that can lead to confusion and misunderstanding, and online privacy illiteracy of SNS users in relation to the privacy settings they employ (Bartsch & Dienlin, 2016; Bergström, 2015; Külcü & Henkoğlu, 2014; Nosko et al., 2012; Stern & Kumar, 2014).

More specifically, through the last years social networking sites such as Facebook, have changed their privacy settings in order to provide users with more control, however poor design has increased the complexity using them (Stern & Kumar, 2014). Furthermore, another problem also identified by Stern and Kumar (2014) is the one of the inconsistency of these settings. Referring to Facebook, they argued that the choices given to users in order to manage their privacy are not clear which results to users remaining confused and uninformed about the consequences of their choice. They also highlighted that research has commonly supported the idea that "users do not understand privacy settings and therefore use them inappropriately" (Stern & Kumar, 2014, p. 525). A possible explanation can be considered that users can be simply not informed enough about privacy settings (Nosko et al., 2012). For this reason, it is important to be identified clearly what users say they know and what they actually know about the privacy settings, because sometimes they can overestimate their knowledge (Nosko et al., 2012). Managing privacy settings also requires skills and ability (Bartsch & Dienlin, 2016; Külcü & Henkoğlu, 2014) that have been described under the term of online privacy literacy by Bartsch and Dienlin (2016). As they noticed in their study with Facebook users, online privacy literacy can be positively connected with the time spending on the SNS and the frequency of privacy settings' change. Therefore, if users lack privacy literacy they will not potentially use the privacy settings.

However, simplifying the complex privacy settings, giving users more control and options and empowering them to customize their privacy preferences, can motivate them to disclose their information more openly (Cavusoglu et al., 2013; Kim & Mousavizadeh, 2015; Tucker,

2014). Thus, the use of privacy settings can increase the rate of information disclosure by users (safe disclosure) and then lead to a more effective advertising targeting (Stern & Salb, 2015). Nevertheless, it is important that the new options that will be given to users, will regard the interpersonal information flow towards third parties or service providers and not only the other users (Heyman et al., 2014). Perceived usefulness and perceived ease of use of the privacy settings are considered also essential by users for their use (Brandtzæg, Lüders, & Skjetne, 2010). Furthermore, awareness about the existing mechanism is also considered an important factor that can help SNS users to learn how to use the privacy measures, control and disclose information in them, in order to be confident about their privacy (Mohamed & Ahmad, 2012). While social networking sites are continuously becoming more popular, strengthening privacy settings and informing users about the processes that regulate these activities, are considered essential (Qi & Edgar-Nevill, 2011).

Facebook is one of the social networking sites that has been heavily criticized for the complexity of their privacy settings. For that reason, changes upon them have occurred through the last years. However, these changes refer to only how users can manage information access of other Facebook users on their profile. In other words, Facebook users have more privacy control over their personal information only as it concerns other users and not for instance advertisers (Tucker, 2014).

All the main factors that have been identified in the literature and can potentially affect the use of privacy settings are presented in Table 2.1. These factors have been mentioned to influence either negatively or positively the use of privacy settings in the social networking sites.

Table 2.1: Factors that can affect the use of privacy settings on the SNS

Factor name	References
Perceived privacy concerns on information disclosure	(Spiekermann et al., 2010; Stern & Kumar, 2014; Xu et al., 2010; Young & Quan-Haase, 2009)
Perceived usefulness	(Brandtzæg et al., 2010)
Perceived ease of use	(Brandtzæg et al., 2010; Cavusoglu et al., 2013; Stern & Kumar, 2014)
Unawareness towards privacy settings	(Mohamed & Ahmad, 2012; Nosko et al., 2012)

Unawareness towards privacy issues	(Mohamed & Ahmad, 2012)
Online privacy illiteracy	(Bartsch & Dienlin, 2016)

2.4 Research Framework

After the appropriate literature review, we will present our theoretical framework, in order to examine the actual use of privacy settings on the social networking sites. This framework, could be seen as a new theoretical lens to look at the phenomenon of interest, which is the actual use of the privacy settings and users' privacy management behaviour on the SNS.

More specifically, especially in the context of social networking sites, researchers grounded many times on different theories such as Communication Management Theory (CPM) (e.g. Min, 2016; Osatuyi, 2014; Pike et al., 2009; Xu et al., 2011), Theory of Reasoned Action (TRA), Social Cognitive Theory and the privacy calculus (e.g. Alashoor & Baskerville, 2015; Kim & Mousavizadeh, 2015; Sipior et al., 2013; Spiekermann et al., 2010; Tschersich & Botha, 2013; Wilson & Valacich, 2012; Xu et al., 2010), in order to examine user's behaviour when they disclose information on the SNS. Researchers, by using some of these theories like the CPM, have partly examined the use of privacy settings when for instance users manage their privacy on SNS. However, these theories cannot be considered appropriate for the subject of this study, which is the actual use of privacy settings on SNS and thus they will not be used and explained further. Furthermore, regarding the actual use of a technology, the IS literature has many times cited the use of the Technology Acceptance Model (TAM) (e.g. Davis Jr, 1986; Lee, Kozar, & Larsen, 2003; Legris, Ingham, & Collerette, 2003; Venkatesh, Thong, & Xu, 2012), which describes that perceived usefulness and perceived ease of use can determine an individual's intention to use a system, and this intention is the mediator for the actual use of the system. Nevertheless, these two motivations (usefulness and ease of use) are not the main scope of this research, but only a small part of it, and thus the model will not be used in its entirety. In addition, although most studies have focused on behavioural intention as a surrogate for actual behaviour (Wang et al., 2016), this has not been considered the right way, because other studies have revealed disagreement between SNS users' attitude and behaviour related to privacy issues (Min & Kim, 2015; Preibusch, 2013). An example of this could be that individuals may have privacy concerns (that affect their attitude towards the use of SNS), but they actually use the SNS.

Taking into consideration all the above, the examined related literature does not provide any theory or model that totally matches the needs of this study. To come up with this gap, we created one new research framework based on the examined literature, which we consider that can help us gain some new insights into the actual use of privacy settings on the social networks.

The theoretical framework describes that the actual use of privacy settings on social networking sites can be affected by users' behavioural intention to use privacy settings on SNS, the privacy calculus considered by the users when disclosing information on SNS, the use of other management strategies and by some other control factors like the type of SNS and the age of the user. Also we consider that users' attitude towards personal privacy on SNS and also toward the use of privacy settings, could affect users' behavioral intention to use the privacy settings. All these factors and the reason why they are included in the specific framework, are presented below.

- Behavioral intention to use privacy settings on SNS

As we mentioned previously, literature notes that behavioural intention should not be solely considered as a surrogate for actual behaviour because studies have revealed disagreement between SNS users' attitude and behaviour related to privacy issues (Min & Kim, 2015; Preibusch, 2013). From our point of view, this is true (also connected with the privacy paradox) and because the aim of this research is the investigation of the actual use of the privacy settings, behavioural intention is the one cause that could affect or motivate the actual use of them on the SNS. Also, based on what the literature has mentioned about the use of privacy settings, individuals' attitude towards their personal privacy on SNS (Brandtzæg et al., 2010; Cavusoglu et al., 2013; Mohamed & Ahmad, 2012; Nosko et al., 2012; Stern & Kumar, 2014) and also towards privacy settings' use, are considered to affect users' intention to employ the privacy settings on these networks. Individuals' attitude towards their personal privacy on SNS, is referred to individual's perceptions and beliefs in regard to their personal privacy when using these networks (for example privacy concerns) and individuals' attitude towards the privacy settings' use regard their perceptions, beliefs in regard for instance to settings' usefulness, ease of use or inconsistency (Brandtzæg et al., 2010; Cavusoglu et al., 2013; Mohamed & Ahmad, 2012; Nosko et al., 2012; Stern & Kumar, 2014).

- Privacy calculus when disclosing information on SNS

We consider that SNS user's behaviour when it comes to their privacy management, demonstrate users' self-disclosure beliefs. As Mvungi and Iwaihara (2015) have stated, individuals can use the privacy settings on the SNS in order to control the disclosure scopes of information that they present in their profiles. Taking into consideration that users employ the setting in regard to their self-disclosure, we believe that it is not only the privacy concerns that could affect their decisions and customization of the privacy settings (that mainly have been examined in the literature), but also their perceived benefits (like communication and social engagement). Thus we consider that this cost-benefit calculation (where the perceived benefits and costs/ risks are weighted) by users when they self-disclose information on the SNS (so called privacy calculus) can have its role on how users finally actually use the privacy settings on the SNS. For example, the fact that a user that has not used or customized a specific default setting, does not mean that he/she avoids to use it but it may be that he/she has a benefit by leaving it like that.

- Use of other privacy management strategy

As it has been mentioned in the literature background, individuals except of the privacy settings may use some other strategies in order to protect their privacy in social networking sites (Young & Quan-Haase, 2009). Some examples are that users may self-select and disclose only the information that they consider as harmless to be revealed (Krasnova, Günther, et al., 2009; Young & Quan-Haase, 2009) and disclose false and not accurate and authentic information (Krasnova, Günther, et al., 2009). We consider that the use of other privacy management strategies (like sending a private message instead of doing a post) on the social networking sites can affect the actual use of privacy settings on these networks and could give answers in regard to if users actually avoid or just do not need to employ the privacy settings.

- Control elements

Lastly, we believe that the type of social networking sites should also be considered as an element that could affect the actual use of privacy settings on SNS, because each one of them differs in the purpose and functionality and thus they cannot be considered together. Furthermore, gender, age, IT skills (based on the academic background) of the users and the years of using SNS may play an important role on if and how users actually employ the privacy settings. All these, are considered the "control elements" of our research framework.

Below, we present our theoretical framework (Figure 2.1), that will guide our research in regard to the actual use of privacy settings on the social networking sites. This framework is not a statistical model but a theoretical model, that could provide useful insights in relation to the phenomenon of interest.
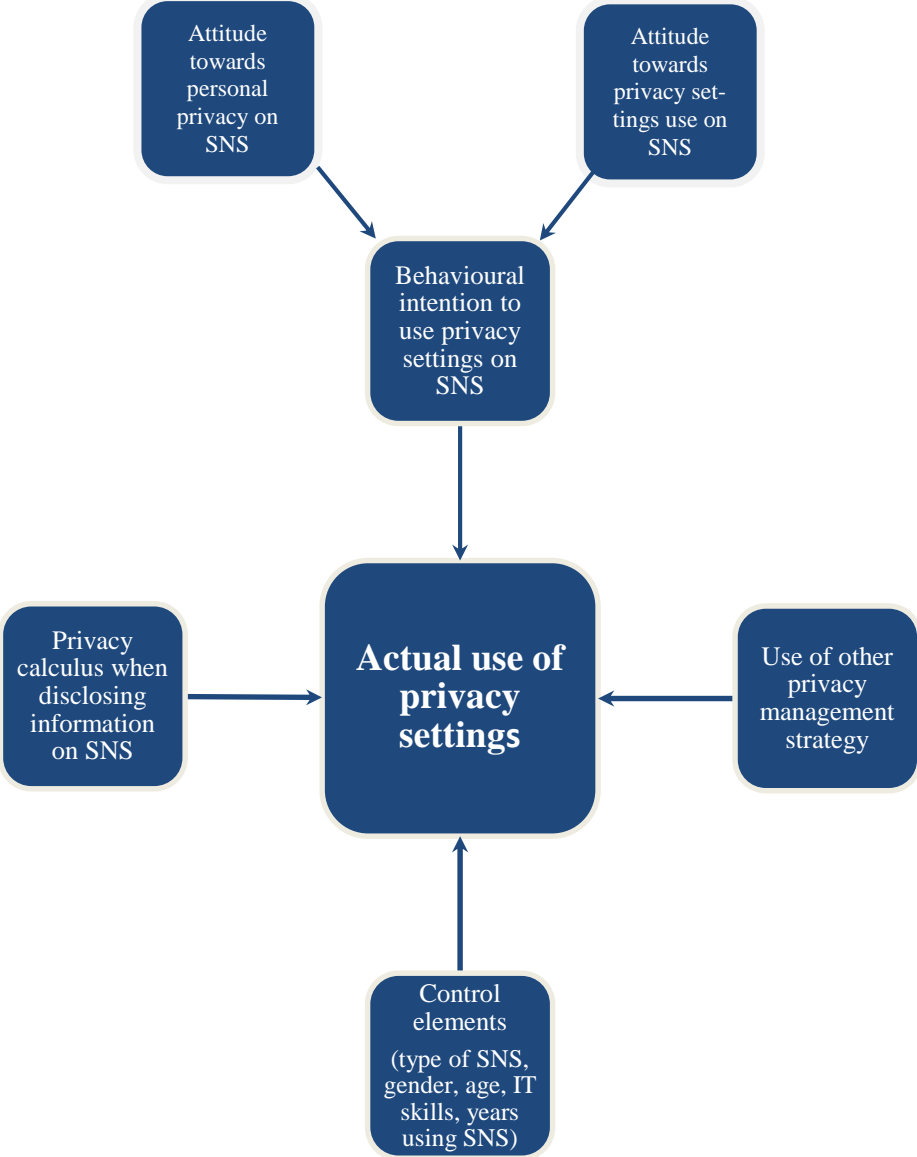
Figure 2.1: Research framework

3 Methodology

3.1 Research Strategy

During the phase of the literature review, we studied the relevant existing literature. The articles that have been examined and used, were found through the search engine of Lund's university library (LUBsearch), the Google Scholar and the AIS Electronic Library (AISeL). Searching in these libraries, we used different keywords such as "self-disclosure", "privacy management" and "privacy settings", basically in the context of social networking sites and with the use of some other filters, in order to limit the sometimes huge amount of results. Among the filters that we used was the year of publication, in order to access the most recent articles first. We employed the above different resources, because we wanted to gather as much information as we could, from different articles and databases, in order to have a strong and not a narrow consideration of the area of interest. Gathering some interesting data through our literature review, helped us identify a "gap" in the existing studies, related to the way the use of privacy settings in the social networking sites has been considered and examined in the past. To come up with this gap, we created a research framework, in order for the actual use of privacy settings to be further examined.

In order to conduct our research and examine the actual use of privacy settings on SNS, we defined our research methodology. We consider this part very important because it draws the way the research has been held and how the data have been collected. These two, combined with the overall research strategy we have chosen, can enhance the reliability of our research's outcome.

The development of a research design accompanied with the selection of the appropriate research methodology, also called strategy of inquiry (Recker, 2012). For the specific needs of this study, we decided to use a qualitative strategy and conduct a qualitative research, because the main goal was to understand deeper some maybe hidden factors in regard to privacy management on the SNS. As Goldkuhl (2012) has mentioned, the interest in qualitative research into information systems (QRIS) has accrued over the years, and many scholars acknowledge the difficulties in reducing the complicated social and technical phenomena in the IS-field to quantitative figures. Moreover, due to the fact that this is a qualitative study, the inquiry will state research question(s) and not objectives and hypotheses. Also with the qualitative study, the emphasis will be given to "words" rather than "numbers" in order for some still unknown or unconsidered observations or findings to be explored (Recker, 2012). Although explorability is considered high, deductibility and generalizability are typically limited in such studies (Recker, 2012).

The main area of interest and unit of analysis is users' privacy management behavior in social networking sites. In order to understand better this area, we will seek answers to how SNS users actually use and customize the privacy settings when they manage their privacy on these networks, and why they have this specific behavior when employing them. Thus, we consider this study to be an explanatory research. According to Bhattacherjee (2012) an explanatory research seeks explanations of observed phenomena, problems, or behaviors. However, we recognize that through this research we will not be able to accurately understand the target

phenomenon, but we will mainly extend the understanding of it and also provide a more use-ful insight for a future more in-depth research (Bhattacherjee, 2012). As Recker (2012, p. 89) has noted, qualitative methods "can possibly uncover complex, multifaceted, or even hidden phenomena and can lead to a more comprehensive, multi-perspective view". Furthermore, due to the fact that we will try to *interpret* user's behavior through a *sense-making* process rather than a hypothesis testing process, we consider this research as an interpretive research (Bhattacherjee, 2012).

3.2 Data collection

3.2.1 Selection of participants

In order to continue with the gathering of the appropriate data, we decided to conduct inter-views that would help us reveal potential new insights /information in regard to the actual use of privacy settings and to privacy management on SNS. This information could possibly in-clude some new elements-factors in regard to the phenomenon of interest that may not be known in advance. However, in order to do these interviews, we had to find the appropriate participants for this research. According to Bhattacherjee (2012), the choice of the target pop-ulation has to be made very carefully.

More specifically, for this study we needed to interview social networking sites users. In order to select our interviewees, we used some control elements. In other words, interviewees should have had some specific characteristics (purposive sampling). All the participants should have been masters' students and use actively more than one social networking site, be-long to the age group between 18-29 and also some of them should have had an IT academic background and the others a non IT academic background.

The first element relates to the criterion of master students. According to Duggan et al. (2015) students can be recognized to compose a large portion of OSN users. Also another recent sur-vey from the Pew Research Center (Perrin, 2015) (Figure 3.1) presents that those with upper levels of education (college graduates) are more likely to use the social networking sites. In addition, regarding the element of age, as it was previously mentioned in the introduction part of this study, young adults (aged 18-29) are the most likely to use the social networks (Perrin, 2015). Furthermore, younger people seem to care about privacy (Brooks & Anene, 2012) and are actually more likely to have taken action to protect their privacy in comparison to older people (Blank, Bolsover, & Dubois, 2014). More specifically, people who are aware and check or change their privacy settings, tend to be young (Blank et al., 2014; Brandtzæg et al., 2010) and well-educated (Blank et al., 2014). Thus, by choosing participants that hold both the characteristics of young and educated, we will be able to access the part/ group of the overall population that seem to use the social networking sites nowadays the most and also employ the privacy settings. By interviewing individuals, who belong to this specific group of people, we believe that we can have the opportunity to identify central issues on privacy man-agement and use of privacy settings on the SNS.

Also, as we mentioned, another control element for this research is the type of SNS, and thus one criterion for the selection of the participants was that they should actively use more than

one social networking site. This is because we would like to identify if individuals have the same actual behavior regarding the management of their information privacy and the use of the privacy settings on all the social networks that they actively use. If not, this is a good opportunity for us to identify some reasons why this happens. Finally, participants' academic background has been considered another control element and has to do with our willingness to identify if there is any difference between the behavior of IT background and non-IT background SNS users when managing their privacy through the settings on these networks. We also consider that the IT background is related with some IT skills. Thus, this would give us the opportunity to understand if the IT skills that an interviewee has, could affect his/her behavior in regard to the actual use of the privacy settings on the SNS.

We asked students to voluntarily participate in our study, from our masters but also from Facebook. This happened by inviting friends, or friends of friends to participate in the interviews. More specifically, for our first interviews (with the IT background students) we went to Lund's School of Economics and Management (Informatics building), two different days and asked people from the IS master program that were studying there to participate in our research. In order to find the rest of our interviewees we contacted friends through Facebook and asked them to invite other individuals they may know (that hold again the above characteristics, this time with a non IT background), in a specific place at a specific time. From the people that finally came, we made some more interviews. After seeing that the interviewees have mentioned quite the same things and not something new, we decided to stop interviewing other people. Finally, we gathered ten interviews. It should be noted that the place that the interviews took place was the building of International Institute for Industrial Environmental Economics, because all the interviewees stated that it was convenient for them to come there.

An overview of the interviewees that participated in our research, is presented in Table 3.1. The element of the age has been mentioned as an age group, because in relation with the gender can draw the identity of the participants that are current IS master's students. Nevertheless, the specific age is not considered important, but only the fact that the participants belong to this specific age group between 18-29, which seems to use the SNS the most. We also decided, in order to ensure even more the anonymity of that current IS/IT participants of this master's program, to also remove their bachelor's studies and keep only the information of their master's. However, we have ensured during the interviews that their bachelor's degree was also related to the IT field.

Among all American adults, % who use social networking sites, by education level

Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.
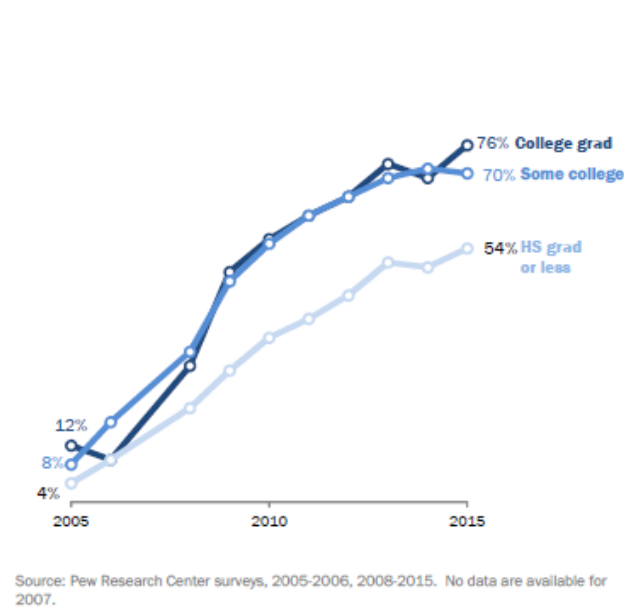
Figure 3.1: Those with lower level of education are less likely to use social media (Adopted by Perrin, 2015)

Table 3.1: Overview of the interviewees

Interviewees	Gender	Age group	Academic background
Interviewee 1 (I1)	Female	18-29 years old	Masters in information systems and bachelors in IT/IS field
Interviewee 2 (I2)	Male	18-29 years old	Master in information systems and bachelors in IT/IS field
Interviewee 3 (I3)	Female	18-29 years old	Master in information systems and bachelors in IT/IS field
Interviewee 4 (I4)	Male	18-29 years old	Master in information systems and bachelors in IT/IS field
Interviewee 5 (I5)	Male	18-29 years old	Master in information systems and bachelors in IT/IS field

Interviewee 6 (I6)	Female	18-29 years old	Master in industrial economic engineering
Interviewee 7 (I7)	Male	18-29 years old	Masters in mechanical engineering
Interviewee 8 (I8)	Female	18-29 years old	Master in environmental management and bachelors in environmental policies and economics
Interviewee 9 (I9)	Female	18-29 years old	Masters in environmental management and policy and bachelors in international political economy and English literature
Interviewee 10 (I10)	Male	18-29 years old	Masters in applied genetics and microbiology Bachelor in general biology

3.2.2 Design of the interview

In order to investigate our research question, we created an interview for social networking site users. With this interview we intended to understand deeper users' actual use and behavior in regard to the privacy settings on social networking sites and thus users' behavior when it comes to the management of their privacy.

We believe that informing the interviewees for the purpose of the study and how their data will be used is essential, and thus we included an introduction at the beginning of the interviews, informing them for these specific issues. An example of this informational introduction can be found in Appendix I1.

As it may concern the interview as a data collection technique, Bhattacherjee (2012) has mentioned that although interviews are a more personalized form of data collection method than questionnaires, they also use the same research protocol, such as a standardized set of questions. For this research, we used the most typical form of an interview (Bhattacherjee, 2012), a face-to-face interview. Face-to-face interviews were considered the most appropriate choice, due to the fact that participants had to log in to their accounts and describe some of their actions regarding their privacy management. Furthermore, we chose to conduct semi-structured interviews with open-ended questions, using an incomplete script and some previously designed questions, by also leaving space for improvisation (Myers & Newman, 2007). In order to ensure that all the desired topics of interest will be covered, we had prepared an interview

guide with some key questions. We considered this approach to be the most appropriate, since it would give us some kind of flexibility in order to respond appropriately to each interviewee's answers, with some additional questions. This could lead us to a deeper understanding of interviewees' behavior and thoughts.

The interview guide, has been developed in order for some valuable insights in regard to privacy management and the actual use of privacy settings on SNS (also in regard to the research framework) to be achieved. This guide had been divided into four main parts. The first part, was the introduction part which has been used in order for the control factors in regard to each participant to be defined. The second part is related to the privacy issue and has been used in order to help us identify if the participants have privacy concerns and of what kind. This part helped us smoothly move to the next part which is related with the user's disclosure behavior when using the social networking sites. These two parts in a row, help us also bring to the fore the privacy paradox and also issues related to the privacy calculus. Lastly, the fourth part, that was the most essential for this study, has been used for a deeper understanding of the user's actual behavior when they manage their privacy and more specifically when they customize their privacy settings. In order to find out users' actual behavior when using the privacy settings, we asked them to log in to their social networking sites' accounts (question 9) and describe their current settings and the reasons behind their choices. Closing the interview, we also asked them their opinion about some future changes upon the privacy settings. The whole interview guide of the semi-structured interview is presented below on Table 3.2. The questions were attempted to be aligned for this research's purpose and also to be kept simple, well defined and easily understood for the interviewees.

Table 3.2: The interview guide used for the semi-structured interviews

Question theme	Question
Introduction	1. Please give us your gender and academic background. 2. Which are the social networking sites that you actively use? Please explain the reasons why you use each one of them and what are your main actions in them. -Benefits 3. How much time do you spend daily using social networking sites? Please explain and for how long do you use them? 4. How important would you characterize the use of social networking sites in your life? Please explain why.

The issue of privacy	5. Have you ever considered your information privacy when using the social networking sites? Please explain and try to be specific.
	
	    -privacy concern – likelihood -Trust
	
	    -in relation to whom (others, SNS platform, third parties)

Information disclosure in social networking sites	6. What kind of private information do you share on SNS? Please explain why and how you do that in the different networks that you use.
	
	7. [So you have some privacy concerns but you still disclose all these personal data. Why?]*
	
	    -Cost vs. benefits
	
	    *This question has been asked only if it was necessary

Privacy management	8. Have you ever tried to control/ protect your privacy on SNS? How?
	
	    -Settings?
	
	    -Useful?
	
	    -How often?
	
	9. Please log in to your SNS accounts and explain your current personal privacy settings. Be specific about why you have employed each one of them and what do you consider before changing a setting.
	
	    -Benefit – Cost
	
	10. Whenever you had changed your privacy settings, have you got the expected results? Please explain why and how this has happened specifically.
	
	11. How would you describe the existing privacy settings in the SNS? Are you satisfied with them?
	
	    -Ease of Use-Understanding
	
	    -hard to adjust
	
	    -meet your needs? What kind?
	
	12. Do you think that the existing privacy settings can help you protect yourself from all the possible privacy threats?
	
	    -Other users
	
	    -Advertisers
	
	13. Is it something you feel that should change about privacy settings in the future? Try to be specific.
	
	    -More control?
	
	    -More Options? Then, will you disclose more?

3.2.3 Testing the interview guide

After designing the interview questions and before the phase of data collection was felt appropriate to conduct a pilot testing of the interview, in order to be checked if the chosen questions work well and are understandable from the interviewee. As Bhattacherjee (2012) has noted, pilot testing is considered a very important part of the research process, despite usually overlooked.

Due to the limited time we had, we only did one pilot testing, with an interviewee that met the characteristics of the chosen population. This pilot test, provided us with extremely useful insights. More specifically, we identified many problems in regard to our first interview plan, either important or non-important. These problems were mainly related to the way questions were asked. In our effort not to guide the interview, our initial questions were very broad and as a result the participant did not understand the questions as we would like him to and he was giving unexpected answers. Furthermore, another problem that had identified, was that some questions were quite similar to each other, or have been answered previously by the interviewee. In order to reform our interview plan, after the end of the pilot interviewee we also had an hour discussion with the participant in order to give us his feedback. In this way and by hearing his thoughts and opinions in regard to the interview, we really managed to have a deeper understanding on how we should conduct the final interview.

Taking into consideration all the above we finally made many changes to our interview questions (in regard to the formulation and their sequence) and also removed several of the questions (we limited them from 21 to 14) in order to improve the quality of our interview.

3.2.4 Administration of the interview

The interviews have been conducted at the Informatics building (different rooms) of Lund University and at the building of the International Institute for Industrial Environmental Economics of Lund University. This is because we wanted the participants to be or come to convenient places, to have the appropriate quietness during the interviews and also an internet connection.

Also, in order the participants to be able to log in to their personal accounts and describe their privacy settings, a laptop was used. This task was totally personal for the participant in order to feel comfortable enough to scan everything and describe his/her settings, without any personal information to be visible to us (like photos, or some blocked users). Of course the interviewees had been clearly informed for this and had given their permission before the interview started. After the end of the interview, participants have had the ability to delete the internet history, in order for their personal data, such as their email address or the profile photo to be erased. In addition, the participants in order to describe their settings had the ability to also use their personal laptop if they wanted to.

As the interviews were semi-structured with open-ended questions, participants were free to express their view as they wanted. Thus, there were times that we needed to diverge from the interview guide in order to correspond better to each interview. All the interviews were being recorded, by two different mobile devices and with the permission of the interviewees. After the end of the interviews, participants were asked about the interview experience.

A brief overview of the conducted interviews is presented below in Table 3.3.

Table 3.3: Interview Summary

Interviewees	Interview dura-tion (minutes)	Type of inter-view	Interview Loca-tion	Date of interview
I1	55:58	Face-to face	Lund's School of Economics and Management	29 April, 2016
I2	38:27	Face-to face	Lund's School of Economics and Management	29 April, 2016
I3	36:19	Face-to face	Lund's School of Economics and Management	29 April, 2016
I4	41:43	Face-to face	Lund's School of Economics and Management	2 May, 2016
I5	51:25	Face-to face	Lund's School of Economics and Management	2 May, 2016
I6	46:49	Face-to face	International Insti-tute for Industrial Environmental Economics	6 May, 2016
I7	38:41	Face-to face	International Insti-tute for Industrial Environmental Economics	6 May, 2016
I8	34:02	Face-to face	International Insti-tute for Industrial Environmental Economics	6 May, 2016
I9	40:10	Face-to face	International Insti-tute for Industrial Environmental Economics	6 May, 2016
I10	23:56	Face-to face	International Insti-tute for Industrial Environmental Economics	6 May, 2016

3.3 Qualitative data analysis

After collecting our data from the interviews, a data analysis was performed. The conducted interviews were recorded and thus the first step for the analysis of the results was the transcription of those interviews. The transcripts of all the conducted interviewees can be found in Appendix I1, I2, I3, I4, I5, I6, I7, I8, I9 and I10. After the transcription, a big amount of text was available for further analysis (raw text data). We analyzed the interviews line by line in order for some ideas, actions and perceptions to be identified. However as Recker (2012) has also mentioned, at the beginning of the analysis it was not clearly understood how this big amount of data and the different parts in the text were relevant or not to the final outcome and thus, this part (analysis) of the data was very time-consuming for us.

The aim of this analysis was to examine how units and contexts are related to each other (Bhattacherjee, 2012). Due to the lack of knowledge on how to use a software tool for qualitative analysis, we finally did not employ automate processes. Some of the techniques that have been used by hand are coding (like open coding), that helped us reduce the qualitative data to meaningful information, by assigning tags as units of meaning to pieces, and by organizing the data around themes and key concepts (Recker, 2012). Furthermore, memos mainly in regard to possible interpretations about the data were used and helped us in regard to identification of some concepts and themes (Recker, 2012). Content analysis has also been used for the identification of some dominant concepts. During this analysis we tried to identify not only the frequency and centrality of concepts, but also the relation between them within our text (conceptual and relational approaches). However, we should note that by nature qualitative research relation with interpretive analysis and subjectivity during the data analysis could not be excluded (Recker, 2012). It should be noted, that we examined separately every interview transcript and used different colors in order to highlight different categories, key points and themes in the text. These categories were also connected to the research framework where every time that an interviewee stated something relevant to a part of the framework, we were highlighting it with the use of a specific color in the text. After that, we further categorized/organized these parts into some categories, that could have been defined previously (like the ones in the research framework), or could be some new emerged concepts/categories. This procedure helped us become much more familiar with the collected data. Examples of the above, are given in the Appendix III as figures. Also, axial coding is considered very useful for understanding of the data, since it allowed us to define connections and relationships between the previous defined categories (Bhattacherjee, 2012). Based on the previously defined categories and their relationships, selective coding helped us identifying a central category which has been related to the other categories (Bhattacherjee, 2012). We defined this central category as the factors that can affect the actual use of privacy settings on the SNS.

3.4 Quality and ethics

3.4.1 Quality

In order to ensure our research quality, principles like dependability (aka reliability), credibility (aka internal validity), confirmability (aka measurement validity) and transferability (aka external validity) were attempted to be achieved (Bhattacherjee, 2012).

More specifically, regarding the quality of our research, taking into consideration that qualitative methods rely on interpretive analysis, this research is characterized by some subjectivity (Recker, 2012). This is because the analysis of the data, is heavily dependent on our analytic and integrative skills and also on our personal knowledge of the social context where the data was collected (Bhattacherjee, 2012). Nevertheless, in order to come up with this issue, we conducted separately the first analysis of transcriptions, which then we compared to each other, in order to increase the reliability of our findings. Also, we should mention that due to the fact that the topic under investigation is individuals' behavior, we cannot ensure that exactly the same results could be provided if this study will be conducted again with other interviewees.

Furthermore, our research methodology and our choices, such as data collection from authoritative academic journals in the IS field, the selected population sample, the pre-testing of the interview, our approach in order not to guide the interviews and the very careful analysis of the gathered data (with as much subjectivity as possible), should also be considered important for the quality of our study. Additionally, not a single attempt has been made in order for only evidence on our opinion in regard to the findings to be presented in this study.

3.4.2 Ethics

Without any doubt, the role of ethics is considered very important when conducting a research, and science as a profession has its own ethical standards regarding researchers' behavior when conducting and publishing their research (Recker, 2012).

Due to the fact that this study is related with people and users' generated data, ethics was one of the main priorities. All interviewees had been clearly informed before their participation in regard to the purpose of the study and also in regard to how their data were going to be used. Only after their permission we continued with the interviews. An example of this informational introduction before the interviews, is available at the beginning of every transcript at the Appendix. Moreover, the participants had the chance to approve or disapprove the transcription of their interview. Furthermore, voluntary participation and harmlessness, anonymity and confidentiality, disclosure, analysis and reporting are some widely accepted principles within the scientific community (Bhattacherjee, 2012) that we also have taken into consideration while conducting our research. Especially to interviewees that belong to the specific IS program, we excluded personal information like age and academic background (bachelor's studies), in order to secure their anonymity. In addition, in this study we do not manipulate our data collection, analysis and interpretation procedures in a way that may contradict the fundamental principles and ethics of science (Bhattacherjee, 2012).

Moreover, as it regards the ethical issues in writing, plagiarism has been avoided explicitly, as well as the presentation of adulterated results.

4 Empirical Findings

4.1 Main characteristics of the interviewees

The table below (Table 4.1), includes the main characteristics and the control elements for each interviewee as they have been identified during the interviews. The age of all the interviewees is between 18-29 years old, which is the selected target group. Also, it should be noted that some other social networking sites that have been mentioned occasionally by participants during the interviews and have not been described in depth, have been excluded from the data analysis part.

Table 4.1: Main characteristics of the interviewees

Interviewees	Gender	Academic background	Type of SNS they use	Years using SNS
I1	Female	IT/IS	Facebook Instagram LinkedIn Pinterest	11 years 6 years 2-3 years 5 years
I2	Male	IT/IS	Facebook Instagram SnapChat	9 years 4 years 1 years
I3	Female	IT/IS	Facebook LinkedIn	5 years 2 years
I4	Male	IT/IS	Facebook LinkedIn	6-7 years 1 year
I5	Male	IT/IS	Facebook Instagram LinkedIn	7-8 years
I6	Female	Non IT/IS	Facebook SnapChat Instagram	7 years 3 years 3 years

I7	Male	Non IT/IS	Facebook YouTube	6-7 years Many years
I8	Female	Non IT/IS	Facebook Instagram SnapChat LinkedIn	8 years 5 years 2 years
I9	Female	Non IT/IS	Facebook LinkedIn	9 years 3-4 years
I10	Male	Non IT/IS	Facebook Instagram LinkedIn	8-9 years 3 years less than 1 year

4.2 Social networking sites' use

4.2.1 SNS use and reasons behind it

The social networking sites that are being used by the interviewees and the reasons why they use them according to their answers, are presenting below.

Facebook
Facebook is being used by all the interviewees. More than the half of them noted that this social networking site is considered very helpful when it comes to the communication with friends all over the world, also due to the fact that they live abroad now (I1, I3, I6, I8, I9, I10). One example is what I8 mentioned: "I think Facebook is great for communicating especially with international network…is the easiest way to communicate with people" (Appendix I8, row 16). Also I10 mentioned that "for example I'm from X country and I study here, I think it's a very useful tool to keep in touch with my friends in X" (Appendix I10, row 14). Interviewees also mentioned that they use Facebook in order to chat with friends through the messenger and update themselves by checking what other users may upload, or by checking some news that happen in the world (I1, I3, I7, I8, I9 and I10). They do that by reading articles and news from pages (like BBC or Business Insider) they have followed. As I3 described it, "I see some news from some pages I'm following...but I would spend more time if I would go to their website and here I just get the update and I can check for information if I'm interested or not" (Appendix I3, rows 108 and 110). Furthermore, some kind of convenience has been mentioned by some interviewees that Facebook offers them, in regard to communication. The

main convenience mentioned is that they can communicate with others by not having necessarily their personal phone number (I1, I7 and I10). Also other things were: "get a fast response" (Appendix I3, row 12), "it's much easier to communicate with them over Facebook, because they are already available" (Appendix I5, row 8), "I don't like calling people, I prefer to text them and then Facebook is the best"…"If you call on the phone you need to talk for a long time but if you text, it's just that one question" (Appendix I6, rows 28 and 30). I1 also stated for the use of Facebook that: "Because everyone else is using it you have to also be there and once you are there, you feel like I have to put some pictures there" (Appendix I1, row 106).

Especially in regard to the use of Facebook this research's informants have stated that they have stopped posting regularly (I1, I3, I4, I7, I8 and I10) or even totally (I6) photos or thoughts, in regard with the first years of use of this network. The reasons that were mentioned vary among individuals. I1 said that "Because then (referring to the first years of use) I maybe had like 50 friends" (Appendix I1, row 50). Two of the interviewees expressed a more general opinion: I8 stated that "I feel like Facebook has kind of become like that now, it's no longer about like: Oh I'm going for a walk today, like it used to be, sharing what you are doing but sharing news and articles..." (Appendix I8, row 10), something that also I10 refers as "I think that Facebook changes to nowadays. It's not so much like make a post about your feelings or a song, it's mainly nowadays I think…for fun or news or stuff like that" (Appendix I10, row 72). Only I9 stated that keeps posting everything, from simple status updates about news or opinions, to pictures with friends.

LinkedIn

LinkedIn is being used by the seven out of ten interviewees (I1, I3, I4, I5, I8, I9 and I10). As the interviewees said, the main reason that they use it is for "job purposes" (Appendix I1, row 8) and "get connections in a professional setting" (Appendix I9, row 8). As they claimed, they mainly share their educational background, some information in regard to their work experience and their CVs. Although two of them find it currently useful to search a job (I3) or find someone to interview for a thesis (I8), the majority of them do not recognize the use of LinkedIn as a direct benefit, but they use it by seeing a future opportunity on it. As they referred: "I don't think there is a direct affect for being connected to them" (Appendix I1, row 18), "I think I'm doing it because it looks good from a carrier's perspective to have a LinkedIn. So even if you are not getting anything tangible out from it, you are still better of having one than not having one" (Appendix I4, row 16), "It has never happened to me but I know people who found a job through LinkedIn" (Appendix I10, row 16).

Instagram

Instagram is being used by six out of ten interviewees (I1, I2, I5, I6, I8 and I10). The reasons behind the use of Instagram is that users basically look at friends' and other peoples' photos that might have been interested in, and share some photos themselves. I8 argued that "I just follow accounts about what I'm interested in…So just because I'm interested in that stuff Instagram is like the perfect thing for that kind of stuff" (Appendix I8, row 10) and I10 also mentioned that "I see it as a place where you can see nice photos, so I can see other people's photos and they can see mine" (Appendix I10, row 106).

SnapChat, Pinterest and YouTube
Other social networking sites that have been referred by the interviewees are Pinterest, Snap-Chat and YouTube. Pinterest is mentioned by I1, who use it in order to "look at pretty pictures" and "pin recipes" (Appendix I1, rows 8 and 18), SnapChat is being used by I6 and I8 just for fun and for sending photos to friends, and lastly YouTube has been mentioned by I7 for sharing a list of songs with friends and other people.

Regarding the hours that the individuals spend daily using the social networking sites, the range seems to be from 30 minutes to 3 hours, with the more interviewees mentioning that they spend approximately two hours daily on SNS and mostly through their mobile phone (I2, I3, I4, I5, I6, I7, I8 and I9).

The following table (Table 4.2) summarizes the above discussed findings in regard to the use of the social networking sites.

Table 4.2: Social networking site's use

SNS used by popularity	Reasons behind the use	Hours of use in total (per day)	Mean of use
Facebook	stay in touch with other people (international network) convenience in communication update information (e.g. friend's news, word's news)	Range from 30 minutes to 3 hours	Mobile (mainly) and Desktop
LinkedIn	connections in a professional setting opportunity for a future career		
Instagram	sharing and looking photos of interest		
Other (Snapchat, Pinterest, YouTube)	sharing (e.g. photos, music) for fun		

4.2.2 Attitude towards SNS use

When interviewees have been asked to characterize how important do they feel is the use of SNS in their daily life, seven out of ten (I1, I2, I4, I5, I8, I9 and I10) described it as *pretty, very or super important*. As I8 characteristically noted: "a pretty big role…more than I would probably think, because I'm like always on them and like depend on them for many things" (Appendix I8, row 22). I3 and I6 described it as beneficial, with I3 to state that "I think it's just habit" (Appendix I4, row 34). Only I7 believes that SNS are not that important and that

they are just alternatives. For the ones that consider the use of SNS important, the main bene-fits are that they can contact and communicate with more people faster and more effectively (like group messages) especially now that they live abroad, and be updated about the news all over the word. As they also have noted (I1, I3, I4, I5 and I6), "the members of the society are connected to them (speaking in regard to SNS)" (Appendix I3, row 24) and thus they also want to be present there. As I1 mentioned, "if I wouldn't have it (mentioned to SNS) I would feel like there was something wrong because it has become so incorporated into my daily life" (Appendix I1, row 36). In regard to the use of LinkedIn, I4 noted that "it's important to have one for my career…if a recruiter or a company says: Does he have a LinkedIn, oh yeah, he does, you just come of a little more professional and a little more serious" (Appendix I4, row 42). Also, I9 claimed for Facebook that "it's a part of my life so I would say it plays a big role, but I don't know if it's for the better or worse" (Appendix I9, row 20). Lastly, according to I1, SNS are considered "the best way to reach people" (Appendix I1, row 12). For instance, as I1 and I2 mentioned, with the use of Facebook they can potentially make a post that they are currently in a specific country or city, and get responses for friends that are also in this city, in order to meet them. This is an option that as they said, they could not have without us-ing the social network. As I3 also mentioned, the information in these networks is updated very frequently.

4.3 Actual use of privacy settings on SNS

Interviewees have been asked to describe how they have customized their privacy settings on the social networking sites that they actively use, and also describe the reasons behind this customization. Their answers are presenting below.

4.3.1 Attitude towards personal privacy on SNS

Interviewees have been asked to describe their opinion about their information privacy on SNS. Most of the interviewers claimed that they have some kind of concerns (I1, I2, I3, I5, I7, I8, I9 and I10). These concerns could regard the other users that the interviewee is connected with on these networks (but they are not actually "in touch" anymore) (I1), concerns regard-ing third parties like advertisers or apps (that have access to their data) (I8 and I10), concerns regarding identity theft (I7) or general concerns (I2, I3 and I5) like "who can see my data and what do they do with my data" (Appendix I2, row 26). Four of them (I1, I4, I5 and I8) have used the word "creepy" in order to describe something in regard to who can see their data and how their data can be used and be available online. For example, I5 in regard to advertisers said that: "The fact that we are being tracked by third party companies and this pretty much annoys me, cause first of all it's a bit creepy, weird…" (Appendix I5, row 40). Two of the in-terviewees (I4 and I6) argued that they do not know if they have or not have privacy concerns.

More specifically, I1, I2, I3, I4 and I5 were of the opinion that: "there is no one protected when you talk about this kind of technology" (Appendix I2, row 66), "You don't own your data anymore…I wouldn't feel secure" (Appendix I3, row 26), "I say that they probably could (use my data), I'd say even with the setting involved" (Appendix I4, row 52) and "I know that

the private information that I'm putting on my profile is being shared with third party companies"…"I feel like the only way to protect myself against this information is to create my own platform pretty much" (Appendix I5, rows 172 and 176). Other attitude was: "I don't think about it that much...I don't post anything on Facebook anymore" (Appendix I6, row 32)…"I don't send like what I'm thinking about or my home address, maybe I do, but does not feel like personal, personal information" (Appendix I6, row 72), "Small risk (mentioned to if someone can take advantage of his information) I guess (Appendix I7, row 40)…"If I chose to upload stuff I don't care of the privacy of that" … "if someone wants to steal my identity…I don't see the point of knowing my taste in music" (Appendix I7, rows 52 and 124), "I don't have any valuable information or anything that I think people would use. So I don't think, I hope it doesn't happen to me personally…but for sure it happens" (Appendix I8, row 46) and "It's not really like I feel that something bad is going to happen (mentioned to sharing information on Facebook)" (Appendix I9, row 26).

Also, I6, I7, I8, I9 and I10 when they have been asked if they trust the SNS platforms (the provider), they said that they trust them. For instance: "I don't understand what they can do with it. They can show me more commercials but I don't feel like it is something, not that personal" (Appendix I6, row 52), "Yes, I trust them"…"I don't want companies to have my information I have not provided it myself. But I trust Facebook if that matters, but if they sell it is not much I can do about it" (Appendix I7, rows 32 and 146), "I want to believe that they respect our privacy but of course I think if they want to see something they will see it, they run the platform so…Yeah (I trust the platform)" (Appendix I10, row 56). I2, I4 and I5 were of the opinion that they do not trust the platform, however I4 thinks that they are limited in what they can do with these data.

When interviewees have been asked if they trust the other users-friends in these platforms, all of them said that they feel they can trust the other users using these networks. However, some of them claimed that of course you can never be sure about such things, mainly because they believe that having many friends on the social networking sites does not necessarily mean that you actually know all of them (I7 and I10). In regard to other people that are not friends, like hackers, I8 mentioned that "I think it happens for sure…and you hear about in the news sometimes, like people use confidential information from like hacking social media websites and then using that information. But I don't think that would happen to me, because like I said I don't have, I don't think I'm a target for anyone" (Appendix I8, row 46).

Lastly, in regard to third parties, I1, I2, I3, I4 and I5 argued that they are aware of the use of their data by third parties. As I1 noted for the use of their information by third parties "since I sign up for Facebook and put my information there and what's already there I feel like they can or are already using it" (Appendix I1, row 226). Also, as I2 mentioned, "all you can do is weigh the benefits and costs" (Appendix I2, row 24) and decide if you want to continue using these platforms. I6, I7, I8, I9 and I10 when they commented on the use of their information by third parties and answered if they have concerns about that, claimed: "No, no, not that much"…"I don't know what they can do with it, they can sell me more direct things. And sometimes that is good…" (Appendix I6, rows 214 and 216), "I'm okay with them keeping it inside their own company (mentioned to the SNS) and to maybe display advertisement that I search for a lot"…"they are always kind of shady about the information they collected. I read articles on that, but I'm not so informed about that" (Appendix I7, rows 24 and 136), "I wouldn't mind if advertising websites use the information that is on my Facebook because I would be, if they were to use it, it would be like the kind of music I listen to or what kind of pages I like…" (Appendix I8, row 48), "If it's spamming me, no. If it like done in a proper

way then yeah, I don't mind. Like sometimes when I have on the side, the commercials pop-ping up I sometimes actually go in them" (Appendix I8, row 52), "Yeah, I have thought about that of course… you can't do everything by yourself to stop that. And if you do maybe you will have to not be as active on social media" (Appendix I9, row 30), "I've thought about that but I don't think I did anything"..."I really don't mind, because sometimes I see advertise-ments that are interesting for me so it's not so bad" (Appendix I10, rows 50 and 52). More specifically, the attitude that interviewees stated for their information privacy in each social networking site they use, are presented below.

Facebook
Interviewees that use Facebook keep mostly private accounts (8 out of 10) and claimed that in this network they are connected with more people and keep more personal information, in re-gard to the other networks (I1, I4, I5, I6, I8). Some examples are: "I feel like I has much more personal information" (Appendix I1, row 68), "Facebook, you know, because it's a social pro-file the stuff there are a little bit more personal" (Appendix I4, row 148), "there is a lot of in-formation about me on Facebook which I don't necessary love" (Appendix I8, row 26). Also in regard to the amount of friends that they have on Facebook they said: "on Facebook I have everyone" (Appendix I6, row 232) and "I have so many people to which I'm connected to"… "on Facebook I could like gone to a party and become friends with this person and I don't re-ally know this person" (Appendix I1, rows 70 and 88). Some other things that have been men-tioned from the interviewees was that the "friends" that they have on Facebook are connected to other friends, a fact that generates some more concerns about who can finally can access their data (I1, I5, I8 and I9). Also, specifically speaking for Facebook half of the interviewees (I1, I2, I3, I5 and I9) mentioned that they know that Facebook can store or sell their infor-mation.

LinkedIn
As far as it may concern LinkedIn, all the interviewees that keep an account there claimed that they feel comfortable sharing their information in this "professional" network. As they ex-plained: "I feel fine sharing" (Appendix I1, row 72), "it's just academic background and not like the shows that I watch or private information in that sense" (Appendix I1, row 130), "LinkedIn, is a professional network"…"I trust it more" (Appendix I5, rows 128 and130), "I'm okay with (that), because it's basically my CV" (Appendix I8, row 130), "I don't share like my personal stuff on there, they can only see my professional stuff…so it's safe" (Appen-dix I9, row 142), "is about what you have done in your professional life so I don't think there is something bad about it" (Appendix I10, row 142). I4 has stated that this information has an-yway been shared with companies that he has sent a CV. I3, I10 and I8 that own a public ac-count on LinkedIn mentioned: "Since this is a professional network and I might have applied to many jobs people might be interested to look for my profile. Why make things difficult for them?" (Appendix I3, row 82), "I think that the benefits from it is greater than the possible costs of people hacking my profile or something" (Appendix I8, row 130) and "I have every-thing in public there I think that's the whole point for anyone to see who you are" (Appendix I10, row 130). I4 and I9, when asked if their account is private or public and if they have used the privacy settings there, stated that they have not ever thought of it. Lastly I1 and I5 who be-lieve that they keep private LinkedIn accounts, mentioned that they select the people that will

connect with and also I5 claimed that he likes the thing that he is being informed every time
that someone viewed his profile.

Instagram
From the six interviewees that keep an Instagram account, four of them stated that they have
public accounts and two of them that have a private one. The ones that keep or used to keep
private accounts stated that they feel more comfortable to post pictures because they have lim-
ited friends on Instagram, for example: "I feel more comfortable to post pictures on Insta-
gram"…"I only had a selection of few people (as friends)" (Appendix I1, rows 8 and 60), "I
just want people I know as friends and family members just to see what I post" (Appendix I2,
row 150), "I reserve Instagram for the people I really know well at least…I don't need to be
very careful on Instagram" (Appendix I5, row 80) and "in Instagram I used to have my close
friends" (Appendix I6, row 232). Also the ones that currently have an open account were of
the opinion that: "Instagram is just pictures. It has nothing to do with my academic history or
my likes I have done before…it is just pictures" (Appendix I1, row 130), "that stuff are more
general I think…there is nothing about my age, where I come from, nothing…it doesn't
bother me having it open actually" (Appendix I8, row 80) and "I think that's better for Insta-
gram cause it's an app to upload photos for people to see the photos, so I don't see the reason
to lock your profile on Instagram" (Appendix I10, row 92).

SnapChat, Pinterest, YouTube
Moreover, for the other social networking sites that have been mentioned, I1 claimed that
there is nothing that she feels bad about sharing on Pinterest, the same has been also said by
I7 for the YouTube: "Your profile is not as complete on YouTube, just my username an
email. So people will not find a lot of information about me there" (Appendix I7, row 118).
Also I6 and I8 commented about SnapChat that they do not have concerns about the privacy
there because they connect only with friends and do not share much information. I1 also men-
tioned about Pinterest that she does not have any concern, because the information she dis-
closes is not considered personal (she pin recipes).

The following table (Table 4.3) summarizes the above discussed findings. The table presents
the attitude towards personal privacy on SNS according to the specific SNS.

Table 4.3: Attitude towards personal privacy on SNS

Social networking site	Attitudes
General attitude (in regard to the use of all the SNS)	Concerns in regard to who can see the data and who can use the data Half of them trust and half of them do not trust the platforms

Facebook	8 out of 10 have a private account, 2 have a public account
	Big amount of personal information
	Big amount of friends
	Storage and selling of information to third parties
	Less comfortable to share
LinkedIn	3 out of 7 have a public account, 2 have a private account and 2 do not know if it is private or public
	Professional network
	More trust
	Not very private information
	Potential benefits in professional level
Instagram	4 out of 6 have a public account, 2 have a private account
	More comfortable to share
	Limited friends
	Not very private information
SnapChat, Pinterest, YouTube	Limited friends (for SnapChat-private accounts)
	Not private information (for Pinterest and YouTube-public accounts)

4.3.2 Attitude towards the use of privacy settings

Interviewees have been asked to describe their opinion with regards to the privacy settings use on the different social networking sites. Due to the fact that Facebook was the social networking site that is being used by all the interviewees and also has the most developed privacy settings (in regard to the other SNS that have been mentioned), it is the one that its privacy settings use has been described more and in-depth during this research.

Facebook
Most of the Interviewees (six out of ten) mentioned that they used the Facebook settings approximately one year ago (I2, I3, I4, I5, I8 and I9). I6 mentioned that the last time she changed the settings, was 2 or 3 years ago, and I7 mentioned that during the 6-7 years he is using Facebook, changed the settings only once. These two also stated that they think they have the default settings. I6 argued that has not changed the settings the last years because after their last customization, she has the settings that she wanted to have and thus there was no need for any further change. Also, I1 and I10 said that they used the settings two and one

month ago, when a family member joined the SNS (for I1) or a random check on how the profile looks like revealed that some cover photos were public (for I10).

As it may concern the Facebook social networking site, all the interviewees stated that they use the privacy settings in order to manage and control their posts or other's post on their profiles. For instance, I1 and I5 said that they have used the settings in order to create different friend lists, I2 claimed that has used the settings in order to control other's posts on his wall and I5 also stated that he uses the settings in order to control his posts in regard to specific friend groups: "the good thing is that they have some extra features to hide my pictures more, make them more constricted" (Appendix I5, row 86). I8 and I9 also referred to the access management that privacy settings offer: "you can like eliminate some people so they won't see that post…that's a useful function" (Appendix I8, row 70) and also I9 said that uses settings in order to restrict people that she adds as "friends" on Facebook, but she does not really want them to see everything about her life. I7 was the only one of the interviewees that stated that he actually uses the privacy settings on Facebook in order to expose more of himself (for example by making some photos public) and not to protect his privacy.

Also I3 mentioned that she uses settings as a tool to manage her information: "The information that depends on me to control I have the tools to manage it" … "when you have the control again to accept or deny then it's totally okay" (Appendix I3, rows 104 and 114). I4 also claimed that "the functionally that Facebook offers is that you can fix all of the fears that you might have" (Appendix I4, row 46) and stated together with I5, that with settings they can have more control. I6, I7, I9 and I10 were also of this opinion in regard to privacy settings: "I want to control the things… I want to control the people who can see it" (Appendix I6, row 116), "I have to accept it if someone posts a picture of me" (Appendix I7, row 94), "if somebody tags me then I have to approve it before it goes on my timeline" (Appendix I9, row 88) and "sometimes…you know you can't control what you friends will upload about you" (Appendix I10, row 180). Also I3 claimed "I see it like, you put some boundaries and this is mine" and "Not everything is appropriate, according to me to be shared there, so I choose to have it a bit restricted" (Appendix I3, rows 116 and 102), and I9 also said "I don't like everybody to have insight into my life. I like to have some kind of boundary" (Appendix I9, row 26). Some of them (I2, I5, I7 and I8) when describing their privacy settings' customization and why they have chosen the option "everyone" on some privacy settings (for example everyone can contact and send them a friend request), they said: "Because I'm not hiding" (Appendix I2, row 110), "I keep this for everyone. Because keeping it private it's just weird I mean. Doesn't make sense" (Appendix I5, row 112), "I guess that's the point of social media that anyone can find me and add or send a message to me if they want to" (Appendix I7, row 98) and "That the point of social media I guess, if I don't want to accept I decline" (Appendix I7, row 104). I9 also in regard to information control on Facebook claimed that "Facebook has all the profile pictures public and that's something you can't change and that I think is really frustrating as well…before you could control it" (Appendix I9, row 152).

When interviewees have been asked about their opinion in regard to privacy settings on Facebook, all of them claimed that they found them useful in a sense. I2, I3, I5, I6, I7, I8, I9, I10 stated that they believe that the privacy settings are a useful tool in order to manage and control their information on this online network. I3 stated that privacy settings make her feel a bit safer and together with I6 said that they are easy to be understood. However, I7 believes that it is hard to use these settings because according to him "you don't really know what is going to get changed when changing them" (Appendix I7, row 82). I2, I7 and I9 stated that the privacy settings are easy to navigate into.

When interviewees were asked if they are satisfied with the current settings, most of them said that they are (I2, I3, I7, I8, I9 and I10) since they provide them with a lot of options. Some examples of what interviewees said about are: "I'm satisfied, as long as I know that only those specific people I have confirmed can access my data" (Appendix I2, row 188), "compare it to what it was before, they didn't have so many tools to manage your account. Now I think it is perfect, it meets my needs, my requirements" (Appendix I3, row 122), "They are enough"…"I found everything I wished for" (Appendix I7, rows 134 and 136), "on Facebook I think the privacy is pretty good. You have a lot of options" (Appendix I8, row 140) and "there are a lot of options in the privacy settings…you can do almost whatever you want with your privacy" (Appendix I10, row 118).

However, I1 and I4 believe that settings could be improved. I1 said that "They were fine. But I think they changed them a lot since the beginning, it was confusing in the middle and it was annoying to figure it all out" (Appendix I1, row 114). She also mentioned that: "About the tagging there are a lot of different settings and you don't know where to click into" (Appendix I1, row 218) and she thinks that some more settings and some changes in order them to become clearer, would be good. I4 admits that in the past he has not customized the Facebook settings correctly: "I was a little surprised, because I thought I had it all protected"…"I probably changed them and made some mistakes" (Appendix I4, rows 88 and 94), and were of the opinion that these settings could be improved. Also I8 although argued that that they are affective, she also noted that "I think now they are becoming more and more complicated with more and more details…it is good…but it's also more confusing" (Appendix I8, row 138).

Some future changes, which the interviewees proposed, were mainly settings with more options and more customized. For example, I1 said that she would like more options among which, one, that could be used in order to restrict the big number of pictures she has posted. I4, I6, I7 and I9 also would like more options and custom settings in order for instance to "can choose exactly who sees what" (Appendix I4, row 100) and "to click in who could see a specific picture on Facebook and not just all friends" (Appendix I6, row 182). Two of the interviewees, I2 and I10 mentioned settings in regard to advertisers, but they do not believe that such settings are possible because they know that the platform providers have their revenues by that.

LinkedIn
The privacy settings on LinkedIn do not provide users with many options as Facebook does, but mainly allow users to customize if they want a private or a public account. In regard to that, I1 and I9 claimed that they are not sure if they have a private or a public account. I1 claimed that she "vaguely" has checked the settings on this network (Appendix I1, row 126), something that also I9 stated: "I'm like never been in this" (Appendix I9, row 110). More specifically, I9 argued that "I never thought about it…I just assume like LinkedIn is a professional network you know" (Appendix I9, row 130). I3, I4, I8 and I10 who keep an open LinkedIn account, were of the opinion that they do not need to have a private account. For instance, they referred: "I don't really think about it…if it is being shared between people it is stuff that I want to be shared. It's like: Oh he has done this, he has worked here, and he has achieved this. That's the point of it" (Appendix I4, row 152) and I10 also said: "I have everything in public there I think that's the whole point for anyone to see who you are"…"is about what you have done in your professional life so I don't think there is something bad about it" (Appendix I10, rows 130 and 142). From the interviewees that use the LinkedIn network, only

I5 stated that he is not totally satisfied with the current privacy settings on LinkedIn and that he would like to be informed for the changes on settings, like it is happening on Facebook. Also I9 has the opinion that some more settings would be also useful on LinkedIn. I5 and I9 were the ones that identified that their accounts were public during the interview.

Instagram

Similarly, as in the case of LinkedIn, privacy settings on Instagram are considered also limited and mainly provide users with the option to have a private or a public account. Thus interviewees when asked about the privacy settings on Instagram mainly commented on this option.

From the six interviewees using Instagram, two have private accounts (I2 and I5) and the other four have currently a public account. I8 stated that she finds annoying when people have closed Instagram accounts, so she has an open one and also I10 who also has an open account on this network said "I think that's better for Instagram cause it's an app to upload photos for people to see the photos, so I don't see the reason to lock your profile on Instagram" (Appendix I10, row 92). Also I1 stated that she changed her private account to a public one and "Nothing bad has happened, maybe some more commercial stuff" (Appendix I1, row 64). Only I8 comment that Instagram's privacy settings "can probably be a little more developed" (Appendix I8, row 142). As she mentioned "I actually think that's one of the cool things about Instagram. It's super simple and you just have one page and you scroll down it…But for the privacy settings, there are not many privacy settings. Maybe they could have done something similar with Facebook, like this post only this person can see. Or to choose who can see your post for example…" (Appendix I8, row 142). The other interviewees have not anything more to add about the privacy settings on Instagram.

SnapChat, Pinterest and YouTube

In regard to SnapChat, I2 and I8 when asked about their opinion on the privacy settings on this network said: "I have not got in the security in SnapChat, because I recently started using it" (Appendix I2, row 160) and I8 claimed that she do not care about settings there because "SnapChat is fine because there is no information" (Appendix I8, row 142). Also, in regard to Pinterest, I1 were of the opinion that there is no need for more options.

However, in regard to the privacy settings use on the SNS, some of them argued that they do not believe or they are not sure if they are totally protected by using the available privacy settings (I2, I3, I4, I5, I8, I9 and I10). Some examples of what they said are: "If you really wanted to find me and you spent more the 2 minutes on it, then I think the privacy setting don't actually work, they won't stop you"…"everybody, third parties, advertisers and just random people …they can still find a way" (Appendix I4, rows 128 and 132), "I think you could get my information anyway even if I said this is private…the information is on the platform…I believe they can get their hand on that information…" (Appendix I8, row 144), "I'm not sure how protected the settings are now even if I control them" (Appendix I9, row 56), "if a government agency wants to find out something about you, I don't think they would care about your settings" (Appendix I10, row 210).

In regard to whether settings protect them from third parties they said that "settings don't protect you from third parties because this is how Facebook and social platforms make money" (Appendix I2, row 180), "It does not protect you from advertisement because I worked in a marketing department and I know very well how it works for advertising and I see the difference" (Appendix I3, row 132), "I hope not, like I hope that what we request to be personal is actually personal to everyone" (Appendix I8, row 146). Also, I1 and I10 refereeing to a future setting that could protect SNS users from advertising stated "But they wouldn't do that because that's how they generate their revenue I think" (Appendix I1, row 226) and "Maybe to put an option about advertisers, but I don't think that's possible because they get money from advertisers…" (Appendix I10, row 216).

The following table (Table 4.4) summarizes the above discussed findings. The table presents the attitude towards the use of privacy settings, according to the specific SNS.

Table 4.4: Attitude towards privacy settings use

Social networking site	Attitude toward use of privacy settings
Facebook	All of them have explored/used privacy settings Use them to control information sharing Use them for privacy and access management Mainly satisfied with current settings Useful Many options Future: more options and more customized settings Not customize them frequently (mainly once a year)
LinkedIn	Not all of them have explored/used privacy settings Limited options: main option for a private of public account Future: could be improved
Instagram	All of them have explored/used privacy settings Limited options: main option for a private of public account Future: could be improved
SnapChat, Pinterest and YouTube	They have not explored/used these privacy settings

4.3.3 Privacy settings customization

Interviewees were also asked to describe which privacy settings they have used and also describe why they have customized them in specific ways. Their main answers that give explanations in regard to the customization of their settings are given below.

I2, I3, I5, I6, I8 when they were asked about the setting in regard to who can contact and send them friend requests, they said they have the option "everyone" and claimed: "Because sometimes you might have friends that you haven't added, they might add you, so why not?...So, why just not let it, for everyone who knows me, they can just search me and add me. I might accept or reject them" (Appendix I2, row 104), "Who can contact me, I set it to everyone. Because when you go to a totally different environment for example when I came here in Lund and I would have my privacy setting to only friends of friends can send a request, no one could add me unless I go and add them. So I don't think this would be a good approach…When you have the control again to accept or deny then it's totally okay" (Appendix I3, row 114), "it's to everyone because it just a public profile for people to know, to at least find me. I mean in the end I'm not the only X in the world" (Appendix I5, row 116), "it should be accessible to everyone, just like if someone wants to find me and send me a message or, I think that's reasonable. Even for small stuff like the page Sell by Lund" (Appendix I8, row 94).

Another example is when interviewees have been asked about the setting that is about if search engines outside Facebook can link to their profiles. I3 claimed that "I don't want people to search for my name and my account…I don't see it to be necessary to be a public account"…"I think if you make your account available to be searched in the engines, the same thing I was concerned about before, like photos and other things that you might have commented or I don't know, liked, can be also available" (Appendix I3, rows 118 and 120). However, when I6 was asked why she has set "yes" to this setting, she argued that "Maybe a work wants to search for me and if they find my Facebook account and they see that I have fun profile pictures, they may want to hire me because I'm funny" (Appendix I6, row 152). Moreover, I7 said "the idea I guess is that friends can find me more easily. My name is very common so if you search for my name you will get a lot of people, but if you have additional information it may be easier. I don't mind people using Google to find me" (Appendix I7, row 114).

Interviewees also described their decision to have a private or a public account. For instance, I6 mentioned for her account on Instagram "I had a closed one but I wanted to have 100 followers and I lost one so I made it open again" (Appendix I6, row 96). Also, I1 when she was asked to explain why she has an open Instagram account stated that "Actually I read it on a job thingy, if you want to reach other people on social media…they said that you can find people though Instagram and LinkedIn and Facebook. And I don't want to do it thought Facebook, so I was like okay, I guess I can do my Instagram open. But I don't know what benefit it would bring me at all. But I'm just trying it out" (Appendix I1, row 66). Also I5 mentioned that "if I had choice I would not allow anyone to view anything about me, but since you know, these days we need to find a job…I'm forcing (myself) to disclose for example my information on LinkedIn"…"When it comes to LinkedIn the cost of disclosing my privacy is a bit less than the benefits of potentially getting job offers, which makes it a bit worth it" (Appendix I5, rows 120 and 132). Moreover, I8 when describing her decision to have an open LinkedIn account stated that: "I think that the benefits from it are greater than the possible costs of people hacking my profile or something. Also other people can come find me, I have

received messages from people saying like: I have seen your profile, you seem interesting…so it provides me with opportunities as well. So that's good" (Appendix I8, row 130). In addition, I8 mentioned for Instagram that "if you have an open account more people can see your photos and maybe comment and from there…it's like a chain on Instagram…you find someone else's profile and on that profile you find another profile, so you can explore much more… if my Instagram was blocked I wouldn't have that access, like that increased connection network" (Appendix I8, row 74).

4.3.4 Use of other privacy management strategies

During the interviewees, participants mentioned a plethora of ways that they use in order to control or protect their privacy, except for the use of the available privacy settings on the SNS. We will name these different ways as privacy management strategies. The most commonly mentioned strategy (for all the social networking sites) from the interviewees (have referred by nine out of ten: I1, I2, I3, I4, I5, I6, I7, I8 and I10) was that they even do not post that much information, but mainly when they post, they only disclose information that are not really personal-private for them. For instance, they mentioned: "What I post is what I want them to see"…"If it was very personal I would not have posted them" (Appendix I2, rows 32 and 54), "the information that you see is only the information that I want you to see" (Appendix I3, row 92), "There is nothing there that is really private that I would put on Facebook" (Appendix I4, row 44), "I'm really careful about what I say"…"that's why I think twice about whatever I post, whatever I say and any pictures that I post" (Appendix I5, rows 40 and 44), "I would not upload stuff that I don't want other people to have access to. So I don't really care about that"…"I don't care, they can use it however they want" (Appendix I7 rows 54 and 56), "I don't have any super important information on there…I wouldn't go and post like super private confidential information" (Appendix I8, row 36).

Another privacy management strategy (mentioned by four out of ten: I1, I2, I5 and I6) is that they prefer to send private messages instead for example posting something. As I1 claimed, now (that she has about 1200 friends) she "would send them a message instead" (Appendix I1, row 50). Also I2 and I6 referring to SnapChat said that "I just send to targeted people" (Appendix I2, row 160) and "I mostly send it to specific people" (Appendix I6, row 70). Another strategy also mentioned by I2, I5 and I9 was that they are very selective to the people that they accept as a friend in these networks. For example, I5 mentioned for Instagram that "I don't accept random people" (Appendix I5, row 18) and also in another part of the interview claimed that "I am usual strict about who enters my virtual friend list, just to keep it under control" (Appendix I5, row 34). Also I9 mentioned for Facebook that "I don't add everybody…because I think Facebook is a personal platform. It's not like a professional platform, so if I don't really know someone then I would be like: Why do they need to see everything about my life?" (Appendix I9, row 22).

Some other privacy management strategies also mentioned by the interviewees are removing information and delete friends. For example: "I took away the year of my birthday, because I heard you shouldn't do that for privacy reasons" (Appendix I1, row 46), "I go through my friend list and unfriend people" (Appendix I1, row 84) and "I try to maybe not letting them see things I did 12 years ago or something, so I just remove that" (Appendix I9, row 96). Another strategy is the use of fake information, like a fake name. For instance, "my real name is not on Facebook"…"I don't want them to find me on social media" … "I don't think it (for Pinterest) has my real, real name" (Appendix I1, rows 46, 48 and 136). Also, other strategy

that has been mentioned is to do not accept third party apps: "sometimes there are some…stupid quizzes and stuff. And if you want to do it you have to accept some of the things from third parties and… when it says it retrieves all your information and all your photos…I'm like: No and I just don't accept it" (Appendix I9, row 32). Some other ways interviewees who use Instagram mentioned, are that they avoid using hashtags that can extend the publicness of their photos (I5) and that they do not use the GPS technology in order to add their current location to their photos (I5 and I8). I8 that owns a public Instagram account, mentioned that a way to protect herself is to wait until she left a place and post a photo later with the location where she was before. Also, as I5 said, he has not customized the Facebook privacy setting to review all posts and things he is tagged in to yes, however when a friend takes a picture he asks the friend if he will post the photo on Facebook. Moreover, I6 mentioned that she allows everyone to contact her on SnapChat, but she is not really using a real name or number, but a username.

The following table (Table 4.5) summarizes the above discussed findings in regard to the different privacy management strategies (except of the privacy settings) that SNS users may use in order to control their privacy on these networks.

Table 4.5: Other privacy management strategies on SNS

Strategy	Short description
Do not post much information	Refers to the amount of information users share on SNS
Sharing not that much personal-private information	Refers to the type of information SNS users disclose, for instance sharing their address or personal phone number considered more private than sharing an article
Sending private messages instead of doing public posts	Refers to the publicity SNS users give to their information sharing
Accept friends selectively	Refers to the selectivity of the SNS users when adding new people into their online social network, where they share their information
Remove information/ Delete friends	Refers to removing old information, like photos and posts and also to the unfriend of some old "friends" that users do not feel comfortable to share information with anymore
Do not use extra functionalities	Refers to functionalities available to the SNS, like use of apps, use of the GPS technology or use of hashtags (on Instagram)

4.3.5 Problems regarding the use of privacy settings

When users asked to log in to their personal accounts and describe their settings during the interview, seven out of ten identified a not preferable setting customization and changed it during the interview (I1, I4, I5, I7, I8, I9 and I10). Most of them, needed to change more than one privacy setting (I1, I5, I7, I9, I10). The changes during the interviews, were in regard mainly to the Facebook settings and two of them regarded LinkedIn settings and the option of a private of a public account. Some examples of what interviewees mentioned when they identified the not desirable settings are: "Apparently everyone can look me up if you know my phone number, I'm going to change that" (Appendix I1, row 192), "I did not think it was everyone. Ha-ha, I thought it was set to friends"…"I just thought I had changed it. Like gone in and switched these things" (Appendix I4, rows 116 and 118), "That's weird, I should probably fix that"…"Alright, now I put it like friends can see my future posts"… "Ha, interesting. Everything. I shall probably review my privacy settings" (Appendix I5, rows 98, 100 and 150), "I thought I changed that so it was only me, so maybe I will change that now" (Appendix I7, row 106), "Okay this one I have to change because I don't know why it says that…So that is something I have missed, so I need to change it" (Appendix I9, row 100), "oh I didn't know about that"…"I'm going to change it" (Appendix I10, rows 156 and 158).

Except of changes upon settings, during the interviews and when participants were describing their settings, there were also many times that they mentioned they have not seen a similar setting before (like I4 and I8), that they cannot understand or they do not know what some settings are about, and also they did not know that some settings were there as an option. For example, I8 claimed for a setting that "No, I have changed them but I think before, like a long time ago so I think the layout was different on Facebook…I don't recognize this, I have never seen this" (Appendix I8, row 92) and I5 said about the settings that "I think they changed it again" (Appendix I5, row 108). Also I8 claimed for another setting that "I didn't even know this existed"…"I'm going to edit this right away" (Appendix I8, rows 104 and 102). Also, I7 said that "you don't really know what is going to get changed when changing them" (Appendix I7, row 82). I8 and I9 for the setting on Facebook that regard if an account can be linked to search engines, mentioned that "What does that even mean?" (Appendix I8, row 108) and "I don't actually know what that really means" (Appendix I9, row 104). I10 also in regard for a setting claimed that "No I didn't know about that that was an option" (Appendix I10, row 164) and for a misunderstood setting in regard to how can someone search his Facebook account by the mobile number he had provided on this network said: "Oh, really I didn't know that"…"That's not good, let me change it" (Appendix I10, rows 168 and 170). Lastly, I9 seemed to do not even know if her LinkedIn account was a public or a private one.

5 Discussion

5.1 Social networking sites' use by individuals

This research's results reveal that that social networking sites have a very important role in interviewees' life and are considered beneficial by individuals for different reasons. Interviewees mentioned that dedicate about two hours daily, in order to use and manage their accounts on SNS, and that they do that mainly through their mobile phones. Half of the interviewees, mentioned that they use more than two social networking sites which is in agreement with recent research (Duggan et al., 2015) that have stated the rise of multi-platform use. Facebook, LinkedIn and Instagram were the most used social networking sites among interviewees, who use each one of them for a particular purpose, something that also Oh & Syn (2015) have mentioned.

More specifically, Facebook, is the most popular social networking site among the interviewees, being used by all of them, approximately for 7-9 years. The popularity of this SNS has also many times stated in the literature, where Facebook is considered the most commonly used SNS (Chung et al., 2016; Külcü & Henkoğlu, 2014; Stern & Kumar, 2014) and especially popular among young adults aged 18 to 29 similar to the interviewees of that research (Perrin, 2015). According to the interviewees, this social network is mainly being used because it offers convenience in communication and effective information in regard to friends' news or news from all over the word (for instance by reading articles through journalistic Facebook pages they have "liked"). Although communication benefits from the use of SNS have many times stated in the literature (Chen, 2013; Kietzmann et al., 2011; Parameswaran & Whinston, 2007), this "extension" of the use of Facebook as an informational tool not only for friends but also for general news, could be considered a new "use" of it. This could be further extended to what Pike et al. (2009) mentioned in regard to the influence SNS can have to public opinion shaping. Moreover, the majority of interviewees mentioned that these two benefits are very important for them since they live (or have lived) in different countries and they have an international network of friends and family they want to communicate with. The results of this research also revealed that the frequency that interviewees -Facebook users used to "post" in the past, has been reduced considerably (mentioned from seven out of ten). This could be considered very important while information sharing has been recognized part of SNS nature (Krasnova, Günther, et al., 2009; Pike et al., 2009). However, Facebook providers seem to have recognized the power of Facebook as a tool for "communication" and "information" and they continually try to improve this part of it, for example with the recent launch of "bots" on the messenger platform (Dredge, 2016).

LinkedIn is the second most referenced networking site by the interviewees of this study and seems to be the newest in the arena, while is being used only the last 1-3 years. Clearly, the interviewees claimed that they use LinkedIn in order to create and manage connections in a professional setting. As they mentioned this is considered beneficial and an opportunity for their future career. Instagram also was mentioned, for being used by several interviewees approximately for 3-5 years for sharing or looking other's photos. Other social networking sites such as SnapChat, Pinterest and YouTube, are being used from a few interviewees mainly for enjoyment. It should be noted that Twitter, which is also considered among the popular SNS

(Duggan et al., 2015) has not been mentioned to be actively used by any interviewee, that participated in this research.

5.2 Privacy management and actual use of privacy settings

This research's findings reveal that the actual use of privacy settings on SNS, can be affected from attitude towards personal privacy on SNS, attitude towards the use of privacy settings on them, the use of other privacy management strategies and the privacy calculus users consider when reveal information on the SNS. Moreover, the type of SNS and less the IT/IS academic background (we considered it as IT skills) seems to affect the attitude towards personal privacy on SNS and the attitude towards the use of privacy settings on them. These factors and how they can affect the actual use of privacy settings, are considered a new useful insight to the overall understanding of privacy settings use and privacy management on the SNS, because they have been examined separately on the different SNS and in relation to IT/IS and non IT/IS background interviewees. These factors are described below. Lastly, it should be noted that the gender of interviewees and also the years of using the SNS, have not provided any useful insight into the understanding of interviewees behaviour in regard to actual use of privacy settings and thus, we have not taken them into consideration.

5.2.1 Attitude towards personal privacy on SNS

This research's findings have shown that the majority of interviewees (8 out of 10) have some kind of concerns in regard to their information privacy when using and disclose information on the social networking sites. These concerns can regard all the main categories of privacy concerns in these networks: General Accessibility Concerns, Concerns about Social Threats, Organizational Threats and Identity Theft, that Krasnova, Günther, et al. (2009) have proposed. However, this research's findings reveal that, concerns are not being expressed by all interviewees and in the same extent. Some of them, seem to be more concerned about privacy issues on SNS, while some others seem comfortable enough when sharing their information, and sometimes claimed that this is actually the point of participation in these networks. The comfort of individuals to self-disclose information on SNS is not something new. Mark Zuckerberg, the CEO of Facebook, stated that people have really gotten comfortable sharing more information, more openly and with more people (Johnson, 2010). Also Brooks and Anene (2012, p.3) have also spoken about "relaxed attitudes towards personal privacy". However, the findings of that research, provide a clearer understanding that some users not only may feel comfortable sharing information on SNS, but that they also see the purpose of using them as an opportunity to come into conduct with other users, in order to share with them information at a later point.

The role of the type of the SNS
Interviewees' attitude in regard to personal privacy on SNS seems to be affected from the type of SNS and the amount and the type of information that individuals disclose in them. For instance, privacy concerns considered higher in case of Facebook where interviewees mainly disclose (or have disclosed) more personal information and to more people ("friends"). Also, in case of Facebook individuals claimed that they are more aware that their data are stored

and is being used (or potentially can be used) by third parties. The very "personal character" of Facebook can be considered the main reason that the big majority of the interviewees (8 out of 10) keep a private account on this network.

As far as it may concern the other social networking sites, interviewees seem to have less concerns in regard to disclosing information on them, or even be more relaxed on having public accounts. This is because they may be connected with less people-friends (in case of a private account), or due to the different type of data that they disclose on these networks. For instance, in regard to attitude towards LinkedIn, interviewees stated that consider it as a "professional" network. This automatically can be considered as a factor for the individuals that keep accounts on it, on how trusted and more secure it is. Also interviewees mainly believe that this type of information, like academic background and CV, are not that much personal and can be shared without concerns with other users. The same attitude about the type of data that they reveal, has also been mentioned in regard to the other SNS, like Instagram, Pinterest and YouTube. Interviewees stated that the pictures on Instagram, the pins on Pinterest, and the music lists on YouTube, are not considered very private information by them. Also, several interviewees mentioned that on Instagram or SnapChat they keep accounts with limited number of friends with whom they feel more comfortable to share their information with.

The role of the academic background
Empirical findings have shown that attitude towards personal privacy, seems to differ between those individuals that have an IT/IS academic background and those that have a non IT/IS academic background. More specifically, although all of them stated some kind of concerns in regard to their information privacy on SNS, the interviewees with an IT/IS background, seems to be very well informed about the use of their personal information by third parties in these networks and stated that they do not feel totally secure when using them. They also seem more concerned about their privacy on SNS, and 3 out of 5 used the word "creepy" in order to describe something in regard to who can see their data, and how their data can be used and be available online. This is considered and the reason why they mainly stated that do not trust the SNS platforms. Thus, interviewees with an IT/IS academic background seem to have a clearer view and more knowledge upon how the provided data on SNS can be used (for instance by third parties). We considered this knowledge (of how the data can stored, processed and used) as part of the IT skills they may have.

From the other side, interviewees with a non IT/IS background seem to feel safer when using the SNS and also more unaware on how their information can or is being used by others. Unawareness about the potential privacy implications when disclosing information on SNS have also been mentioned by Brooks and Anene (2012) in regard to less privacy concerns and more self-disclosure. The interviewees (with a non IT/IS background) mainly do not consider that there is something wrong when using the social networking sites and do not feel that something bad will happen to them. This could be also described under the two constructs of the perceived likelihood (that a negative event will take place) and the perceived damage that Krasnova, Kolesnikova, et al. (2009) have proposed. Also, all of them stated that they trust the SNS platforms and even in the case that their data can possibly be used by third parties for advertising purposes, mainly stated that they do not see something bad on it and that sometimes they enjoy and get benefited by the provided ads. Two of the five interviewees with a non IT/IS academic background mentioned that they think they use the default privacy settings. This is something which according to Mohamed and Ahmad (2012), is connected with

unaware upon privacy issues users. Thus, interviewees without an IT/IS academic background probably have a perception that their data may be used by third parties, however they seem to lack the actual knowledge and the overall understanding of how their data can for example stored, processed and used when using this networks. This is something that can affect their actual attitude toward personal privacy on SNS.

5.2.2 Attitude towards the use of privacy settings

These research findings reveal that the most interviewees have used privacy settings, however their use is not considered systematic. Attitude towards the use of privacy settings on SNS also seems to be affected by the type of social networking site (also in regard to interviewees' attitude towards personal privacy on them) and by interviewees' academic background.

The role of the type of the SNS
Especially in regard to the privacy settings available on Facebook, which is considered significantly more developed in regard to the privacy settings of other SNS, all interviewees stated that they have explored and used them. This could be linked with interviewee's attitude towards personal privacy on Facebook, where interviewees seem to be more concerned because of the amount of private information they have there. However, most of them mentioned that the last time they have customized Facebook's privacy settings was approximately one year ago. Only two of the interviewees have customized the settings recently (the last 2 months), however they mentioned a reason behind it, for example that a family member joined Facebook. This customization of privacy settings on Facebook cannot be considered often, because half of interviewees identified a non-preferable setting customization during the interview that they wish to change and also some of them claimed that the settings environment has changed or that there is a setting they have not seen it before. This observation (with regards to a non-preferable setting customization) has been also made by Madejski et al. (2011), who identified a serious mismatch among the user's sharing intentions and their actual privacy settings, which has been described as "incorrect settings".

Also some of them claimed that the settings environment has changed, or that there is a setting they have not seen before. Mainly, Facebook's privacy settings are considered by the interviewees as a useful tool to manage and control their social accounts (restrict or open them) and information sharing on them. This is something that is commonly mentioned in the literature, that SNS users use the privacy settings as a strategy to control their profiles and limit access to their data (Stern & Salb, 2015; Young & Quan-Haase, 2013). Most of them also claimed that they are satisfied from these settings, however some more options with more customized settings would be preferable. It should be noted that during the last years, Facebook providers have made many changes upon settings in order to improve them (Tucker, 2014), however interviewees of that study seem to see place for more progress.

The use of privacy settings on the other social networking sites, is not considered that common and necessary. This could be because these settings do not really provide users with many options, but mainly allow them to customize whether they would have a public or a private account. Also interviewees' attitude towards personal privacy on each SNS seems to also affect their attitude about the privacy settings use. For instance, many interviewees keep public accounts on LinkedIn, Instagram or Pinterest and YouTube, because they do not care so

much about the privacy of the information and the type of data they disclose on them. Also, several interviewees have mentioned that they have not even think or do not care to explore the privacy settings on these sites, which is something that demonstrates even more how the attitude towards personal privacy can strongly affect the attitude towards the use of privacy settings. However, some of them have stated that those privacy settings (of these SNS) could be improved in the future.

The role of the academic background
Academic background seems to have some kind of influence to interviewees' attitude towards the use of privacy settings. However, this influence is not considered significant. Findings of that research show that IT/IS background interviewees seem to customize their settings once in a year, but are of the opinion that they are not totally protected by using them. This is something that again can be linked with their IT skills and their better knowledge and understanding on how SNS providers act in regard to these social technologies. Also they believe that the privacy settings could be improved. From the other site, the interviewees with an non IT/IS academic background tend to not customize their setting that often, however they believe that setting are useful and are satisfied with them. Furthermore, the interviewees that seem to have some problems understanding the privacy settings were mainly the ones without an IT/IS background.

Taking into consideration all the above, it is obvious that interviewees attitude towards personal privacy on SNS and also their attitude towards the use of the privacy settings on these networks, mainly affect their behavioural intention to use them. This behavioural intention for the use of the privacy settings can lead to the actual use of them. However, this cannot be considered sure, because another privacy management strategy can be used from interviewees, in order to control or protect their privacy on these networks.

5.2.3 *Use of other privacy management strategy*

The huge majority of the interviewees (9 out of 10) stated that they do not even post that much information, and mainly when they post, they only disclose information that are not really personal/private for them. This seems to be a strategy that SNS users have employed for many years, where they self-select and disclose only the information they consider as harmless to be revealed (Krasnova, Günther, et al., 2009; Young & Quan-Haase, 2009). Also interviewees can use other strategies, like send private messages, use fake information or remove old information and friends.

Since the big majority of interviewees stated that they are selective on what kind of information they disclose, in which amount and to what people, it can be easily understood that the privacy settings is not the strategy that is considered first or main for privacy management. This could be considered in agreement to what some related studies have noted about the privacy settings, that they are not a preferable tool for privacy management (Madejski et al., 2011; Mohamed & Ahmad, 2012; Nosko et al., 2012; Stern & Kumar, 2014). Thus, it is obvious that when SNS users employ other strategies in order to control and manage their privacy on SNS, the use of privacy settings may become to an extent not so necessary, if not useless.

5.2.4 Privacy calculus and privacy settings customization

In some parts of the interviews, when interviewees were trying to describe how they have customized their privacy settings and why they have customized them like this, have several times mentioned, even indirectly, that they consider both benefits and risks in regard to their self-disclosure, when take decisions for customizing them. Interviews have revealed that individuals sometimes weigh the benefits and the costs on SNS and then act accordingly in regard to how they will customize their settings. A cost-benefit analysis can happen in regard to every setting, but while interviewees were describing their decisions upon the choice of a public or a private account, this privacy calculus was more obvious. However, all the examples of a cost-benefit analysis that have been mentioned, reveal that interviewees always have, or believe that they have, some kind of control in the case of the costs/risks. The importance of the control factor has many times also cited in the related literature and is mainly considered as a factor shaping privacy (Smith et al., 2011). The more control individuals feel they have upon their information disclosure, the fewer privacy concerns they have (Xu et al., 2010). For instance, interviewees have stated that have customized their settings in order to everyone can send them a friend request on Facebook, however they added that later they have the power to accept or decline it.

Also, the factor of attitude towards personal privacy on SNS, which have been described before, seems that can also influence users' beliefs about the cost-benefit calculus when customizing the privacy settings. This also includes the type of SNS and the type of data that users have on it. Thus, some interviewees stated that they keep a public LinkedIn account because the perceived benefits are greater than the perceived risks. However, we cannot overlook that LinkedIn is considered one of the SNS that interviewees stated that the information that reveal on them is not very private.

5.2.5 Problems regarding the use of privacy settings

Interviews has revealed that the majority of interviewees (seven out of ten) needed to change a privacy setting (sometimes, more than once), when describing their settings' customization. Especially in regard to Facebook's privacy settings, except for wrongly customized settings, some interviewees also stated that they cannot understand what a specific setting is about and what will be the result of using it. Problems regarding the use of privacy settings have also been mentioned in the existing literature. For instance, Stern and Kumar (2014), talked about the complexity of Facebook's privacy settings and the unclear choices they provide, that may have as a result confused and uninformed users about the consequences of their choices. Moreover, Bartsch and Dienlin (2016) stated in their recent study with Facebook users that managing privacy through the use of privacy settings requires skills that they described under the term of online privacy literacy. Online privacy literacy can be positively connected with the time spending on the SNS and the frequency with which privacy settings change. However, interviews did not reveal any big issue in regard to the complexity of the settings, but the huge majority of interviewees claimed that they used the settings at least one year ago. Thus, the frequency with which privacy settings change, could be considered as one reason for the problems that have been identified during these interviews.

6 Conclusion

The exponential growth of social networking sites has benefited individuals in many ways. However, privacy concerns in regard to information that is being shared on these networks, have made SNS users to consider more their privacy management. Privacy settings, have been mentioned as one of the main tools SNS users have in their disposal in order to control and protect their information on the social networking sites. Nevertheless, literature has revealed that privacy settings sometimes are not being used by the SNS users, despite the privacy concerns they may have. By understanding the users' behaviour, we could give some useful explanations in regard to the use or non-use of privacy settings and also in regard to possible factors that may influence SNS users' decisions when employing the privacy settings. The current study, forms an attempt to clearly understand the actual use of privacy settings. In order for this to be achieved, a qualitative research was done, where SNS users were interviewed. The interviewees were master's students aged between 18-29 years' old (young and educated), which is considered the part of the overall population that according to related studies, use more the social networking sites nowadays and also employ the privacy settings. After the analysis of the empirical results, some new insights in regard to the actual use of privacy settings have emerged. The findings of that research are presented below.

6.1 General findings

This study has verified the importance of SNS on individuals' daily life and the multi-platform use, with the most of interviewees using more than two social networking sites. Interviewees seem to use different SNS in order to satisfy different needs, mainly for about two hours per day and on their mobile phones. Facebook is commonly being used as a tool for communication and information, especially in regard to an international network of "friends", LinkedIn is being used for managing connections on a professional setting and Instagram (and some other SNS like Pinterest, SnapChat and YouTube) is mainly being used for enjoyment.

The majority of interviewees stated that they have some privacy concerns when using and disclosing personal information on the social networking sites. These concerns regard different perceived "threats", like the use of personal information by third parties or by other "friends". However, these concerns have not been expressed in the same extent by all the interviewees. Some of them seem to be more concerned about the possible uses of their data, while some others seemed more comfortable about it. These concerns seem to strongly be related to the type of SNS and the amount and the type of information (personal or not very personal) that interviewees keep on them. For instance, interviewees have clearly expressed more concerns in regard to their information privacy on Facebook, where they mainly keep more personal information and more friends that have access to that data. Except for the type of SNS, IT skills also have proved to influence interviewees' attitude towards their personal privacy on these networks. Interviewees with IT/IS academic background seem to be more aware in regard to how their data can be stored, processed and used by the SNS providers or third parties, in comparison to the interviewees without an IT/IS academic background. For that reason, interviewees with IT skills, stated that they do not trust these platforms.

Generally speaking, this research has not highlighted the existence of any concern in regard to information sharing, capable to stop the use and disclosure of personal data on the SNS. Not only that, but also many interviewees seem to perceive the purpose of using the SNS as a way to keep in touch with other users and share with them their information. However, according to their claims, most of them have reduced the rate of disclosed information on SNS and as this research reveals, when they disclose information, they mainly have some kind of control in regard to the type of information they reveal and on which people see their information. By doing that, they seem to feel more comfortable to use the social networking sites and be benefited.

6.2   Answering the research questions

1. What is the users' behaviour when it comes to the actual use of their privacy settings on the social networking sites?

This research has revealed that interviewees use the privacy settings (mainly on Facebook) in order to control access, information sharing and their privacy on their SNS accounts. However, the actual use of the privacy settings is not considered systematic. For Facebook for example, which is the SNS with the most developed privacy settings and the SNS that interviewees stated that have more concerns about their information privacy, most of them mentioned that the last time they have customized their settings was almost one year before. The frequency with which they change their privacy settings, could be considered as one reason for the problems regarding the use of that settings that have been identified during these interviews, where most of the interviewees noticed and needed to change the customization of at least one setting that was wrong. However, interviewees seem to have different behaviour when it comes to the actual use of privacy settings on the other SNS. As this research reveals, the use of privacy settings on the other SNS (like Instagram, LinkedIn or SnapChat) is not considered so "necessary" because the interviewees seem to share on them less private information (in relation both to amount or to the type of information), or seem to keep only a few (selected) friends. A further investigation of users' behaviour when it comes to the actual use of their privacy settings on the social networking sites, was achieved by the investigation of some main factors that can affect the actual use of privacy settings (research question 2).

2. What are the factors/ motivational elements that drive privacy settings' actual use on the SNS?

This research has shown that, attitude towards personal privacy on SNS and attitude towards the privacy settings use can affect interviewees' behavioural intention to use the privacy settings on the SNS that they use. Furthermore, these two, attitude towards personal privacy and attitude towards the privacy settings use, can be affected by the two elements of the "type of SNS" (that is being used) and the "IT skills" that the SNS user may have. Compared to IT/IS interviewees, non IT/IS interviewees seem to trust the SNS platforms, do not customize their settings that often and also have some problems understanding the privacy settings.

Interviewees' behavioural intention to use the privacy settings (based on their attitude towards personal privacy and towards the use of privacy settings on SNS) and the use of other privacy management strategies, seem to be the two main factors that can affect the actual use of the privacy settings on the SNS. The use of other privacy management strategies, has been commonly referred by the interviewees and mainly regards the reduction of the information they share and also the self-selection and disclosure of the information they believe as harmless to be revealed. Interviews also revealed that one more factor that can affect the actual use of privacy settings, is the cost-benefit analysis interviewees do before taking a decision in regard to their information disclosure (privacy calculus). However, in the case of privacy settings customization, this calculus was mentioned to be considered together with other two elements, the element of control and the element of the attitude towards personal privacy on the SNS. All the above, form a better understanding and a new insight on how individuals perceive privacy and information management on SNS, and how that can affect their intention to control and actually manage their privacy there through the privacy settings.

6.3 Contribution of current study

This research' theoretical framework is considered a contribution to the existing literature in regard to the actual use of privacy settings and the privacy management on the social networking sites. This framework creates a new view of how the actual use of privacy settings should be considered, by drawing the attention and highlighting the role of four main factors: behavioural intention to use the privacy settings, privacy calculus when disclosing information, the use of other privacy management strategy and the control elements (of the type of SNS and the IT skills). Also, attitude towards personal privacy and attitude towards the use of privacy settings have been considered important in regard to the actual use of privacy settings. This overall consideration of the actual use of privacy settings is something that the previous related literature does not include, and this is how the current research can extend the existing related literature. Furthermore, this framework creates a broader and better understanding of the privacy management behaviour of the SNS users, and therefore a better understanding of user's behaviour when using and disclosing information in these networks. These two, can provide more valuable answers and a new insight into the privacy paradox when users employ and share information in the social networking sites.

 However, we believe that future research should continue exploring the actual use of privacy settings and the privacy management behaviour on the SNS. Especially in regard to the specific theoretical model, we consider that except for the control elements, each concept of the model could be investigated in more depth in the future. Furthermore, we also consider and propose this framework to be examined extensively for each SNS type, in order for more detailed and valuable insights to be achieved. This was not feasible in this specific study because firstly our main goal was to understand the actual use of privacy settings in the different SNS, and secondly because addressing all these in more depth for each SNS would mean that the study's scope would be too large for a single thesis dissertation. This could be considered a limitation for this research. Lastly, again in regard to future research, we consider that a bigger sample size, with greater demographic differences between participants, like age, culture and education level, could possibly lead to the investigation of some additional explanatory factors that may also influence the actual use of privacy settings on the different SNS, and by other group of users.

Appendix I: Factors affecting self-disclosure decision on SNS

Table 7.1: Factors affecting self-disclosure decision on SNS

Category	Factors included
Perceived Benefits	• Enjoyment (Spiekermann et al., 2010; Buckel & Thiesse, 2013; Oh & Syn, 2015) • Self-efficacy (Oh & Syn, 2015) • Self-presentation (Spiekermann et al., 2010; Buckel & Thiesse, 2013; Min & Kim, 2015) • Learning (Oh & Syn, 2015) • Usefulness of SNS for self-presentation (Min & Kim, 2015) • Personal gain (Oh & Syn, 2015) • Altruism (Oh & Syn, 2015) • Social engagement (Oh & Syn, 2015) • Convenience of relationship maintenance (Spiekermann et al., 2010) • New relationship building (Spiekermann et al., 2010; Buckel & Thiesse, 2013) • Community interest (Oh & Syn, 2015) • Reciprocity (Oh & Syn, 2015) • Reputation (Oh & Syn, 2015) • Building and managing Social Capital (Ellison et al., 2007; Misra & Such, 2016)
Perceived Concerns and Risks	• Privacy concerns about other SNS users, the social network platform and third parties (Osatuyi, 2014) • Perceived likelihood (Krasnova, Kolesnikova, et al., 2009) • Perceived damage (Krasnova, Kolesnikova, et al., 2009) • Secret sharing (Spiekermann et al., 2010) • Profile viewing by third parties (Spiekermann et al., 2010) • Embarrassment (Nosko et al., 2010) • Social phishing (Shin, 2010)
Trust	• Trust in the provider (Xu et al., 2010; Spiek-ermann et al., 2010; Tschersich & Botha, 2013) • Trust to others (Posey & Ellis, 2007; Berg-strom, 2015)
Other factors	• User's attitude towards personal privacy (Brooks & Anene, 2012; Chen, 2013) • Awareness about the potential privacy implica-tions (Brooks & Anene, 2012) • Perceived publicness of SNS (Pike et al., 2009) • Perceived control (Xu et al., 2010; Buckel & Thiesse, 2013; Cavusoglu et al., 2013; Tucker, 2014; Mousavizadeh & Kim, 2015)

Appendix II: Previous privacy calculus research in the context of SNS

Research Study	Objective	Conclusion
Hugl 2011	Analysis of scholarly work on information privacy in the OSN context.	Adults are more concerned about privacy; the majority underestimate privacy risks; privacy approaches fall short. Call for research on privacy calculus and fair information practices.
Dinev et al. 2009	Investigate users' privacy perceptions by integrating privacy values, beliefs, and attitudes into a theoretical framework.	Perceived control and vulnerability influence perception of privacy. Anonymity and secrecy control information. Information sensitivity and expectation of privacy impact perceived vulnerability.
Krasnova et al. 2009b	Examine the factors behind individual self-disclosure decisions.	Perceived enjoyment and privacy concerns impact information revelation. Users' concerns are determined by perceived likelihood of a privacy violation, less than expected damage.
Krasnova et al. 2010	Develop a self-disclosure model.	Convenience of relationships and enjoyment motivates information disclosure. Privacy risks are a barrier to disclosure. Users' perception of risk can be mitigated by trust in the provider and availability of controls.
Krasnova and Veltri 2010	Explore the differences in perceptions of disclosure-relevant determinants between German and US users.	German users expect more damage and attribute higher probability to privacy violations. US users show higher level of privacy concern, with more benefits, more trust in the provider and legal assurances, and perceive more control.
Krasnova et al. 2012	Explore the role of the two cultural dimensions of individualism and uncertainty avoidance in self-disclosure decisions.	Trusting beliefs are key in self-disclosure decisions of users from individualistic cultures, while uncertainty avoidance determines the impact of privacy concerns.

Li et al. 2011	Examine online information disclosure decision as a result of affective and cognitive reactions of consumers over several stages.	Initial emotions from impression of a site are initial hurdles to information disclosure. Once in the information exchange stage, fairness-based levers adjust users' privacy beliefs.
Li 2012	Develop a dual-calculus framework of trade-offs that influence information disclosure behavior: privacy calculus and risk calculus.	A decision table based on the dual-calculus model to predict an individual's intention to disclose personal information online.
Wilson and Valacich 2012 (research-in-progress)	Develop a theoretical model of actual disclosure behavior and potential for irrational behavior induced by situational factors.	Expected outcome is to capture and study actual information disclosure behaviour.

Figure 7.1: Previous privacy calculus research in the context of online social networking sites (Adopted by Sipior et al., 2013)

Appendix III: Examples of coding during the data analysis phase

Figure 7.2: Coding example from data analysis phase (1)

Figure 7.3: Coding example from data analysis phase (2)

Appendix I1: Transcript of interview 1 (I1)

Row	Per-son	Interviewee1 (55:58 minutes)
1.	IN (Inter-viewer)	**Your information regards only the scope of this thesis and your per-sonal data will not be used further. Your identity will not be re-vealed. If you feel uncomfortable during this interview you can just say that you don't want to answer the question and we will continue with another question. Also, in one part of this interview we will ask you to log in to your personal SNS accounts and describe your pri-vacy settings. It will be totally private, you will be the only one that will have access to the laptop and you can delete the history after this task, in order your personal information to be deleted. You also have the ability to approve the transcription and change something in regard to your answers, if it was something that we have misun-derstood. Are you comfortable with this?**
2.	I1	Okay.
3.	IN	**Please give us your gender, age and academic background.**
4.	I1	Okay, so I am 26 years old, female and I studied my bachelors in human computer interaction, that was my specialization. Then I studied cogni-tive science as my major and then I'm studying information systems.
5.	IN	**Which are the social networking sites that you actively use today? Please explain the reasons why you use each one of them and what are your main actions in them.**
6.	I1	Obviously I use Facebook and Instagram and does LinkedIn count?
7.	IN	**Yeah.**
8.	I1	I have Google plus and Skype, do we count that as a social network? I think that's all I use. Pinterest. Facebook I use to stay in touch with peo-ple who live abroad for example. There was a period that I didn't have Facebook for a while and that was really nice because I actually think it made me more social with the people around me. And you actually have to call and text people but um, it's hard to do that when living abroad. I use it to organize things for events and communicate with people that I maybe don't have their personal phone number and use it for Facebook instead. On Instagram I follow a lot for yoga people, so it's more a hobby thing I guess. I feel more comfortable to post pictures on Insta-gram than Facebook as well. LinkedIn is for job purposes, but I feel like it is like Facebook for jobs. And it's not super, super helpful when searching for jobs and such. Pinterest, just look at pretty pictures.

9.	IN	**So, you use these networks because you think you have some benefits, right?**
10.	I1	Yeah?
11.	IN	**What kind of benefits? You said for Facebook for example that you use it because sometimes you may not have others phone number, what about the other social networks and Facebook again?**
12.	I1	I think the real benefit is to stay connected with people. And other people are also so active there as well so it kind of the best way to reach people. Then also, reach a lot of different people *and not individually texting people for example*. When I was traveling for example, I did not know if someone was there and I posted something about like "I'm in Barcelona, is anyone else here for some odd reason?". Then I actually found out that a friend of mine, that's maybe not super close, happened to be there so we got to hang out and that actually happened a few times. When you find out like I have friends in all these different places that I did not know were there or I would never found out if I did not have Facebook.
13.	IN	**Why do you feel more comfortable posting pictures on Instagram than on Facebook?**
14.	I1	Because I have a lot more friends on Facebook, also I have had if for such a long time so there are people from like 10 years ago that I'm maybe not friends with them now but they still can see everything on my wall. So actually I have my privacy thingy that people can't see my pictures.
15.	IN	**Not at all?**
16.	I1	Only my pictures, only the once I post. But if someone else tags me they can't see the picture I'm tagged in. But I think it shows up on the feed anyway.
17.	IN	**What about the Pinterest or the LinkedIn? Some benefits you have by using them?**
18.	I1	Pinterest I use it to pin recipes what I have made and think are good or something I want to try later in the future for example. And LinkedIn I think, I don't know maybe teachers or guest lecturers sometimes I just add them or just people I have meet more in a professional setting and I would like to stay in touch with them and see what they are doing. But like I don't think there is a direct affect for being connected to them, if that makes any sense.
19.	IN	**What do you mean?**

20.	I1	I mean like, because I'm staying connected to them does not directly benefit me now perhaps for finding a job. But it did happen once, like previous professor of mine was offering me a job so that the only time I can think about that LinkedIn has been remotely useful.
21.	IN	**So you don't feel like it useful directly but maybe in the future it will give you some opportunity like for a job offer?**
22.	I1	Yeah, yeah.
23.	IN	**How much time do you spend daily using social networking sites? Please explain and for how long do you use them?**
24.	I1	I probably use it much more then I should, I think I spend more time on Instagram looking at pictures and then yeah, to procrastinate I use Facebook as well. Mostly I click on links or read articles and stuff then do anything else really. If I were to put a time on it, I would be like 30 minutes to 1 hour a day. But not all at once but like smaller chunks, and like I wake up and I don't want to get out of bed I will look at pictures on Instagram.
25.	IN	**So approximately how many hours do you spend?**
26.	I1	Yeah, like 30 minutes to 1 hour a day.
27.	IN	**For all of them?**
28.	I1	I think so. I'm not a 100% sure, I don't time myself.
29.	IN	**And for how many years have you been using social networks?**
30.	I1	I think I had Facebook sense the first year it came out, like 2005.
31.	IN	**So 11 years. And the other networking sites?**
32.	I1	Instagram I think I had it for like 6 years and LinkedIn like 2-3 years. Skype I had for every as well, I don't remember exactly.
33.	IN	**Pinterest?**
34.	I1	Maybe 5 years.
35.	IN	**How important would you characterize the use of these networks in your daily life?**
36.	I1	I feel like if I wouldn't have it I would feel like there was something wrong because it has become so incorporated into my daily life. So pretty important.
37.	IN	**Pretty important?**

38.	I1	Very important. Important.
39.	IN	**So, why?**
40.	I1	Good question. I feel like if I want to talk to someone and before I had the option and now I don't. It gives me a lot more options than before. Like if I weren't on social media I wouldn't be able to contact as many people as I would be able to now with the social media.
41.	IN	**So it's more about communication with others?**
42.	I1	Yeah, communication with others
43.	IN	**Is it also to express yourself? Because you said before at Pinterest you add your recipes and in this maybe…?**
44.	I1	I don't post super much on Facebook for example but maybe Pinterest is more what I'm interested in and also with Instagram as well.
45.	IN	**So, what kind of information do you share in these networks?**
46.	I1	On Facebook, not super much. Pictures that I have posted and I have made a lot of the pictures I posted viewable only to me now. Because there are pictures that I posted about 10 years ago and that I maybe not so proud about now. Or I don't know, I don't post so much on Facebook. I took away the year of my birthday, because I heard you shouldn't do that for privacy reasons and I mean. And you guys all know that my real name is not on Facebook.
47.	IN	**Why don't you have your real name?**
48.	I1	First I don't use it very much, it's only used in like official settings. But also I think about it when I was applying to jobs as well, I don't want them to find me on social media. Not like have bad stuff there but I just want them to find something that they may not think is super awesome. Even if I don't think I have it anyway but just for privacy concerns.
49.	IN	**So, for the past it was the same? Did you choose not to disclose so much information?**
50.	I1	No, I think in the beginning like high school when I first had it like 2005 I posted the weirdest things like, stuff really, basically stuff things that I would say in private with my friends I would maybe have written on my wall. Because then I maybe had like 50 friends, I don't know. But I think we all know not to say private things on people walls now. I would send them a message instead.
51.	IN	**So how many friends do you have now?**
52.	I1	I think I have like over 1200.

53.	IN	**That's a lot.**
54.	I1	Haha, that's a lot, haha.
55.	IN	**When you started using Facebook, did you have your real name, or no?**
56.	I1	No, I think I always went with *Blank*.
57.	IN	**Okay, so that maybe makes you more comfortable to share some information?**
58.	I1	I didn't think about it like that but maybe now I could kind of, sort of think like that. But I think it's still easy to find me because my email is the email that I always use.
59.	IN	**Okay, what about the other social networking sites? About the information that you disclose there?**
60.	I1	Well, Instagram I think I felt more comfortable to post private pictures there and I used to have it private and I only had a selection of few people. It's not like Facebook where you can search you followers and stuff, I would block them if I don't want them to like see my pictures or like if they are posting weird stuff and I don't want to fallow them anymore. I used to do that, but recently I made it public, this happened like last week.
61.	IN	**So before you had it private?**
62.	I1	Yeah, I use to have it private, that why I felt more comfortable posting and now I have it open, from last week.
63.	IN	**So, how do you feel about this?**
64.	I1	Nothing bad has happened, maybe some more commercial stuff that want to sell you stuff are following me. Maybe I would not have accepted them but I feel like it's okay right now. But I may change my mind and make it private again, soon.
65.	IN	**Can you explain a bit further about why you choose to have an open account now after five years?**
66.	I1	Actually I read it on a job thingy, if you want to reach other people on social media, and not like I post anything about finding jobs on Instagram, they said that you can find people though Instagram and LinkedIn and Facebook. And I don't want to do it thought Facebook, so I was like okay, I guess I can do my Instagram open. But I don't know what benefit it would bring me at all. But I'm just trying it out.
67.	IN	**So why didn't you want to make Facebook open?**

68.	I1	You mean like, everything public? Because I had if for much longer so I feel like I has much more personal information there then on Instagram.
69.	IN	**Because you said on Facebook that you have not disclosed so much information?**
70.	I1	That's true. But I have so many people to which I'm connected to. Yeah, I see what you mean. I don't think I'm a 100%. But sense I'm connected to so many people and those people are connected to could also be able to see my things as well.
71.	IN	**What about the other networks like LinkedIn and Pinterest? What do you disclose?**
72.	I1	On LinkedIn I just have my educational background and some volunteering stuff. Nothing that I would feel bad about sharing with anyone else. So that's all public and anyone can see it it's like all information I feel fine sharing. With Pinterest it's nothing like I post my own pictures or anything. It's what other people have posted or different websites so I feel fine about that as well.
73.	IN	**So you don't feel like you share personal information in a sense that could make you feel uncomfortable?**
74.	I1	No. Probably people could get information but I don't figure that with those websites. But with Facebook the concern is greater.
75.	IN	**You mention before the word "concerns", have you ever considered your information privacy when using these networks?**
76.	I1	Yes, like with Facebook. That why I make very little viewable to people.
77.	IN	**Is it only for Facebook or the others?**
78.	I1	It was for Instagram too and I will probably make it private again, soon.
79.	IN	**So, you said you have some concerns, to whom are these concerns related to? To other people, third parties?**
80.	I1	Yeah, I mean I think it's creepy that your Google searches somehow show up on your Facebook advertisement for example. And like because you been looking at shoes I don't know then they are like: "Oh, here look at these shoes". It's creepy, and I know it's being used like that but there is nothing really harmful in sense for now. Mostly I'm concerned about my personal information with people who I'm still connected to on Facebook that I'm not really staying in touch with. And I'm also very guilty of getting bored and go like: "Oh, I wonder what this person is doing is doing now? that I knew a long time ago and haven't spoken to in years." And you can see everything they been up to, depending on how much you want to share on Facebook. I would just rather us to be in

		touch in person and have a conversation about it instead then just scrolling down you newsfeed and seeing like: now this person is engaged and having a baby, I don't know. I prefer to not share super much.
81.	IN	**So your concerns are related to other users that they would see your personal information?**
82.	I1	Yes, I think more with that.
83.	IN	**Because they are friends and you feel like?**
84.	I1	I just feel weird to share so much with someone I haven't talked to in so long. I actually try to do this at a certain point, where I go through my friend list and unfriend people I haven't talked to in forever, right. Because that would make me more comfortable to share or whatever but the list is to long! It would take forever, so I just choose not to share so much. So I feel like if you are actually staying in touch with me you would know what's going on in my life anyway so I don't feel the need.
85.	IN	**So what about the other social networking sites? Have you the same concerns?**
86.	I1	No, I don't have that concern because LinkedIn is just like professional and Instagram used to be private. So like all the people I'm friends with or following I feel good to share with those people.
87.	IN	**Why you said for LinkedIn, it's a professional so you don't have concerns?**
88.	I1	Yes, well also I guess because I'm selected about the people I connect to. It's actually people I have meet and like in a more professional setting I guess. Or for example on Facebook I could like gone to a party and become friends with this person and I don't really know this person.
89.	IN	**How do you select the people on LinkedIn? Previously you said you have an open account.**
90.	I1	Oh you mean, I think everyone can see what I put on there. But I mean like, hm, if I'm not connected with them they can't send me weird messages or anything. Like the information that I choose to share I feel fine about that anyone can see it but I don't want to connect with someone actually having a conversation with them then I don't have to do that, does that makes sense.
91.	IN	**What about the third parties, do you have any concerns about them? Like when you disclose information in Facebook are you worried about how advertisers can use this information?**
92.	I1	Yeah?

93.	IN	**Like you said before that on your Instagram there were many things about buying things?**
94.	I1	Yes, there was this one person who was like:" Get an I Phone". But I don't know. I think I'm less concerned about the advertisement aspect; it's annoying but I don't feel like it's a terrible thing. Maybe that's not a good approach but that's how I feel. I think what I'm more concerned with is that like whatever you post on like Facebook or anything, any social network will be there forever. Even if you choose to take it away it's like saved somewhere. Maybe I'm I did something stupid and then, I think it makes me more careful about what I want to say or post. Even if you can delete it or hide it or whatever. I don't know how that information will be used.
95.	IN	**So, do you have concerns about that?**
96.	I1	Yes, for potential people who want to find you and I don't know because I heard that like anything you do will be recorded somewhere. Even if you chose to delete it or hide it, because then I think what did I do 10 or 11 years ago on Facebook that was really stupid? I hope no one will judge me on that 20 years later, like: "You did this!" 30 years later.
97.	IN	**What about the provider of the platform, do you trust the platforms in order to share your information on them?**
98.	I1	Ehm, I think less for Facebook and Instagram than like LinkedIn for some reason.
99.	IN	**But you trust them, or no?**
100.	I1	I think Facebook is trying but not a 100% no. And for Instagram it was my choice to put it on there and I think about like:" Did I really want to post this picture, or not?" before I do.
101.	IN	**So why do you not trust them? Because you think, what?**
102.	I1	Because they have my information and potentially the can use it for whatever they want.
103.	IN	**Do you feel like that it's likely that something will happen that will make you feel bad in these networks?**
104.	I1	Ehm, I could but I hope not.
105.	IN	**Okay.** **So, you have some privacy concerns, right? But you still use these networks and still disclose some information, why do you feel this happens?**

106.	I1	It's like a trap. Because everyone else is using it you have to also be there and once you are there, you feel like I have to put some pictures there. This is how I feel for Facebook. For Instagram I feel more like, maybe because it was closed and I was much more selective about who can be friends with, I feel more open to share informant there. But it's mostly for fun and social reasons.
107.	IN	**So for Instagram, you upload photos there?**
108.	I1	Also it's for myself because I can look at things I posted before and they are nice pictures and it given me like a platform to store all the pictures, because my phone ran out of storage but I will have pictures from like 5 years ago on Instagram. It's like little photo album for myself.
109.	IN	**So have you ever considered managing your privacy in these networks?**
110.	I1	Yeah, I will fiddle with the privacy settings on Facebook all the time. And I go through phases like "Nothing has really happened" so I make it more open and then I feel it's to open and I make it more private, I do this all the time.
111.	IN	**So you use the privacy settings often, how often? Like when was the last time you used them?**
112.	I1	I used them a few months ago because my dad joined Facebook so I made it much more private hahha. Although I don't think he knows how to use it, so I don't think he can see anything. He doesn't know how. But yeah, it was like 2 months ago maybe.
113.	IN	**Okay, did you find them useful?**
114.	I1	Ehm, I mainly, I would like them to have more options. Like more options on privacy but I guess I work with what they have.
115.	IN	**What kind of options?**
116.	I1	Ehm, for example even if have restricted to pictures that I have posted, there is a lot of pictures that I have posted, and I wish there was on option where I can limit that to just few to other people, does that make any sense? Say for example that I have 500 pictures that I have posted, you only have the option to show your own pictures or all the pictures where you been tagged in. Right now I have it like other people can only see the picture I have posted, but I wish there was another filter where you could restrict those 500 pictures to like 30 or a 100, I don't know. So you don't show everything.
117.	IN	**So can you log into your accounts there and walk us though your privacy settings. Like I have this setting… for this reason…. Okay?**

118.	I1	All of them?
119.	IN	**Yes. But not Instagram because you already told us you have an open account and that basically all you can do there.**
120.	I1	Yes, that's true.
121.	IN	**Do you feel comfortable with this one setting on Instagram or do you need more options here also?**
122.	I1	I think that's okay.
123.	IN	**You said about the LinkedIn as well, that you have an open account.**
124.	I1	I'm not sure you can't have an open account. I'm not sure exactly.
125.	IN	**Because you have not checked the settings?**
126.	I1	I think I vaguely have and I think that unless you pay for it you don't have that super many options. But if you pay for the premium you get, like now if you look at someone else's account they get a notification, it will not send one if you have the premium and stuff.
127.	IN	**So, for example now if we Google your name we can see your LinkedIn profile?**
128.	I1	Yes, I think so.
129.	IN	**But you said it's no problem with this because your information you are fine with sharing?**
130.	I1	Yes, it's the same thing with Instagram, Instagram is just pictures. It has nothing to do with my academic history or my likes I have done before or it is just pictures. And on LinkedIn it's just academic background and not like the shows that I watch or private information in that sense.
131.	IN	**On LinkedIn you have your real name, right?**
132.	I1	Yes.
133.	IN	**Instagram?**
134.	I1	No, it does not have my real name. You just have to know my Instagram name.
135.	IN	**What about the settings for Pinterest?**
136.	I1	I think Pinterest is actually connected to my Facebook so I don't think it has my real, real name.

137.	IN	**Have you checked the settings there?**
138.	I1	No, I don't think I have. Like I said, with Pinterest there is nothing I feel bad about to share. I'm basically reposting what other people reposted or pining recipes and if people want to look at that: Feel free.
139.	IN	**So you have an open account there?**
140.	I1	I think you can only have it open? You can follow people, but I don't really follow people.
141.	IN	**So you have an open account?**
142.	I1	I think so.
143.	IN	**And you have not checked any settings?**
144.	I1	No.
145.	IN	**Because you didn't need this kind of control?**
146.	I1	No, and I don't think you can. AH! Yeah, you can have like boards, because you have different boards on interest, like fashion and like house and travel or whatever. You can have it not visible to others and I do have one of those.
147.	IN	**So you have not visible to other people. Why you choose to have it like this?**
148.	I1	Because I don't want to share it with anyone.
149.	IN	**Okay, so we will check only the Facebook settings. Which is the once that you often use.** *(…Problems with the internet connection, informant uses her own laptop to check Facebook privacy settings…)* **So we want you to describe what your current settings are and for what reason.**
150.	I1	Okay, I apparently have my networks as my bachelor in high school. For my timeline only I can see the post I have been tagged in. It's because my dad joined and I don't want him to see all the pictures of me partying that I get tagged in.
151.	IN	**So what's the setting you are talking about? Is it the one you should approve the post before anyone post something about you?**
152.	I1	No, it's only I can see it.

153.	IN	**So only you can see if someone tags you in a picture?**
154.	I1	Yeah.
155.	IN	**But then I think they ask if you approve to be in your profile?**
156.	I1	Yeah, but only I can see it.
157.	IN	**So what is the main reason you have this setting? Is it because you want more control to your information because your dad and other people can see them?**
158.	I1	Because I have like family members here and there are pictures I get tagged in from like parties and like yeah. But if you write on my timeline then other people can see it. I think that this means that even if I think that the post I'm tagged in don't get added to my timeline I think it still shows up on the newsfeed. Or does that mean like if I get tagged in like status I think maybe that visible.
159.	IN	**Why do you have it like that?**
160.	I1	I don't know, I did not think about that. Cause it's not a picture and hopefully, I don't think my friends post stupid stuff things. I will change it now, only for me.
161.	IN	**Why are you changing it, does it make you feel like you have more control?**
162.	I1	Yes, so I'm not spreading around various information about myself from other people.
163.	IN	**So when you have it like this, for the photos too, don't you feel like you might be missing something?**
164.	I1	But I can see it.
165.	IN	**So in a way you have it, but others can't see it.**
166.	I1	Yes, I have it and other people who haven't been tagged in it won't see it. Or if they are not friends with anyone in the picture who they can see if from.
167.	IN	**Okay.**
168.	I1	I think I have blocked some people.
169.	IN	**Why have you blocked some people?**
170.	I1	Yes, I lived with a Swedish Democrat and he was crazy landlord, and I blocked him and his girlfriend. And I think that means that they cannot

		find me on Facebook. And apparently I have blocked some apps, candy crush.
171.	IN	**Why have you blocked it?**
172.	I1	Because you get so many annoying notifications and I didn't know how to take it away so I just blocked it.
173.	IN	**So you have used it before, that why you get these notifications?**
174.	I1	Yes, you know with these apps like Spotify and candy crush or whatever, you can only link it to Facebook. Sometimes they have the login only with Facebook so you have to link it and then if you want to take it away it's really annoying. And with Spotify, the period of time I didn't use Facebook I couldn't use Spotify and I had to make up like a fake Facebook account just to have a Spotify account. But I think now they make it like you can sign up with an email address. But sense the first time I sign up i did it though Facebook I can only use Facebook. So if I want to use Spotify I always need to have a Facebook account, so... Unless I make up a new account but then I need to get another email address.
175.	IN	**What about the other settings?**
176.	I1	If I post something friends can see it.
177.	IN	**Only friends?**
178.	I1	Only friends.
179.	IN	**Why have you only friends?**
180.	I1	Because I should know you or at least have meet you for you to see what I'm posting. I don't want to make it public. Sometimes I use a blocking app, I have not done that in a while but when I really need to focus I use an app to block Facebook so I cannot logon. Sometimes I use my phone and sometimes the laptop. Mostly my computer and I also have my chat thing of most of the time. And I don't have the messenger app on my phone.
181.	IN	**Why?**
182.	I1	It's cause then if you really need to reach me you probably have my phone number. And also I think they take a lot of information from you if you have installed Only friends. The app on your phone. It´s way for me to kind of cut down even though I have a million social media apps.

183.	IN	**So what about the other settings?**
184.	I1	The other settings, yes, I have everything in English. I have to review it if someone tags me before I approve it.
185.	IN	**Why do you have this setting?**
186.	I1	In case if it's a stupid picture that I don't want to be tagged in, then I can make sure that I have to approve it and if I do it, it goes to my newsfeed even though it won´t show up on my timeline. It will show up on the newsfeed. I think that's it.
187.	IN	**Who can contact you and stuff like that? Friend request?**
188.	I1	So, everyone can send me a friend request.
189.	IN	**Why?**
190.	I1	Because I think the other option is to only have friends of friends to add you but what if we are not friends of friends but I do want you to add me. Apparently only friends of friends can look me up using my email address.
191.	IN	**Why do you have this about the email?**
192.	I1	Because I guess this, I did this a long time ago. Because no one random, just because they have my email address they can look me up. I try not to subscribe to stupid things and I try to unsubscribe to spam emails and stuff. But then random people can find me on Facebook and who knows what they will do with that. Apparently everyone can look me up if you know my phone number, I'm going to change that.
193.	IN	**Have you given your phone number to Facebook?**
194.	I1	Yeah, I think I have actually.
195.	IN	**Why?**
196.	I1	It's really annoying and I think you have to.
197.	IN	**Annoying because of the notifications for safety reasons?**
198.	I1	Or maybe I haven't anymore because I think it was something about if you want the messenger thing you have to give your phone number. But maybe because I did have it at a certain point I have my phone number on there? I think it's there for Facebook, but only I can see my phone number.
199.	IN	**So what did you change now?**

200.	I1	That only friends can search for me with my phone number.
201.	IN	**Why did you change it?**
202.	I1	Because sometimes I get *weird phone calls* or texts from advertisement and stuff.
203.	IN	**Do you feel like this is after you out your phone to Facebook, or no?**
204.	I1	Probably, I don't know. But if I get a weird text I just block that number.
205.	IN	**Okay, any other settings?**
206.	I1	I don't know what this is but it says I said: "No" to it. If you want search engines outside Facebook to link to your profile?
207.	IN	**It's like if you Google your name and if you want Google to link to your Facebook profile.**
208.	I1	Maybe. That would make sense, but I said no.
209.	IN	**So, you don't have reason for saying "No" there? Because you didn't know what it was?**
210.	I1	Apparently, but I like it and keep it that way.
211.	IN	**So why don't you want your Facebook profile to be Googable?**
212.	I1	Because it has a lot of information and I want to potentially not use Facebook so much. It's only to talk to people like I don't want to share more than I do.
213.	IN	**So you have used the setting, do you feel like they were easy to use? Understandable?**
214.	I1	They were fine, because I used them so much. But I think they changed them a lot since the beginning. And they made it harder in the middle somehow. They were like: "This is our new privacy settings and blablabla" and they changed it and I think they were trying to make it better but just made it a different process the before so it made it confusing in the middle and it was annoying to figure it all out. But I think it's okay now.
215.	IN	**But not so understandable, right? Because you said twice that you were not sure what they mean.**
216.	I1	Yeah, yeah. Sometimes I just try it and you can see how your profile will look to the public and then looks to your friends. I do that to see what I actually done.

217.	IN	**So you have sometimes changed the settings and not gotten the expected result, right?**
218.	I1	Sometimes it can be like this. About the tagging there are a lot of different settings and you don't know where to click into and check where you actually clicked. There is no perfect setting for what I would like. Maybe it's better to have less than more than what you need.
219.	IN	**So are you satisfied with the existing setting, or…?**
220.	I1	I think they should have more, and make it clearer.
221.	IN	**Okay, more in regards to what kind of option?**
222.	I1	More options to like reduce your pictures. Maybe they can reduce, even if you don't want it on your timeline it will show up on your newsfeed and maybe take that away. Yes, just more options.
223.	IN	**So do you feel like these settings protect you from other users, right?**
224.	I1	Yeah.
225.	IN	**Third parties?**
226.	I1	That like, I don't have a say in that. Since I sign up for Facebook and put my information there and what's already there I feel like they can or are already using it. There is not going to be a setting where I can like say that they can't use my information for advertising purposes. That would be nice, that would be ideal. But they wouldn't do that because that's how they generate their revenue I think.
227.	IN	**So you feel like you are more protected from the other users?**
228.	I1	Just so that I can customize what I want to share.
229.	IN	**So for the future you said some more settings about photos, so anything else you have to say about the settings in the future?**
230.	I1	Hm, I don't know. I don't think kids these days use Facebook because they don't think it's cool. So I don't know where Facebook is going.
231.	IN	**But if you had more control, would you disclose more information?**
232.	I1	Probably not. Well maybe. If there was like a filter or something. Where I put people I haven't talked to in forever I could de-friend those people or like actually I used to do that for a long time. I used to have close friends and…
233.	IN	**You created?**

234.	I1	Different friend lists, yeah. And if I chose to post anything they could only see it and they could only see the pictures that I been tagged in.
235.	IN	**So why are you not satisfied with this? Is it because you need to try hard to customize which one can see your posts? And also do you need more settings that would make it easier?**
236.	I1	I think I just change a lot of what I want to share and yeah. At the time I just felt to share with these people but now I think differently. And those friends have also stopped sharing so much on Facebook as well, that makes me not share as much either. I think a lot of people have stopped being active and posting stuff. Some people are but those are not my close friends.
237.	IN	**And for Instagram, Pinterest and LinkedIn you said you don't need more options, right?**
238.	I1	Yeah, not really.
239.	IN	**Thank you very much for your participation in this interview!**

Appendix I2: Transcript of interview 2 (I2)

Row	Per-son	Interviewee2 (38:27 minutes)
1.	IN (Inter-viewer)	**Your information regards only the scope of this thesis and your personal data will not be used further. Your identity will not be revealed. If you feel uncomfortable during this interview you can just say that you don't want to answer the question and we will continue with another question. Also, in one part of this interview we will ask you to log in to your personal SNS accounts and describe your privacy settings. It will be totally private, you will be the only one that will have access to the laptop and you can delete the history after this task, in order your personal information to be deleted. You also have the ability to approve the transcription and change something in regard to your answers, if it was something that we have misunderstood. Are you comfortable with this?**
2.	I2	Okay, I trust you guys.
3.	IN	**Please give us your gender, age and academic background.**
4.	I2	My gender is male, my age is 25, my academic background is a master's in information systems. I have 3 years experience in software consultancy.
5.	IN	**Bachelor?**
6.	I2	My bachelor is information systems.
7.	IN	**Which are the social networking sites that you actively use today? Please explain the reasons why you use each one of them and what are your main actions in them.**
8.	I2	I actually use Facebook, Instagram and SnapChat. And the reason behind that is to check some updates about your friends, family members. Since everyone, I'm not living in my homeland I just need something to communicate or just see what's new or just something about them. So that's the easiest way, to use a social platform in order to communicate with them. Did you have any more questions?
9.	IN	**Yes, is it better to communicate in this sort of things than a telephone?**
10.	I2	I think it's a mean in order to reach as many people as you can, because you will not be able to reach that number of people using the phone. Plus, I can't talk to each of my friends, but I can scroll Facebook by using the homepage and get some updates though the pictures they post or

		the statuses they post, like they get married or whatever they do. I can just have a brief idea just scrolling down the homepage, which actually I can do because I have 700 friends so I can't just do it through my phone. So just like calling everybody, that's impossible.
11.	IN	**So, you mean by using this networks you have some benefits, right?**
12.	I2	Exactly, they are many benefits using networks.
13.	IN	**Can you mention some of them?**
14.	I2	I said like reaching friends, just having a brief idea like what are they doing in their life. Do they have any like a new job, new relationship. You can easily check it by not even calling them and wasting a lot of time.
15.	IN	**So informing yourself, keeping you updated?**
16.	I2	Yeah, exactly. It's like being updated. Especially when living abroad, I think it's a good mean to stay updated.
17.	IN	**How much time do you spend daily using social networking sites? Please explain and for how long do you use them?**
18.	I2	I think I stated using social networks in 2007, when Facebook started to boom at that time. And sometimes, it depends on how much time I have. If I have work, I can't spend that much time on Facebook. But I still think I use it between 1-2 hours per day. So much, sometimes I can't even control myself. But this is how it works.
19.	IN	**Do you use them by, though your phone or your computer?**
20.	I2	*Mainly by my phone*, because I get the notifications and everything on my phone and computers now day is not very fancy to use. Everybody is connected to his phone, so you don't need to have, to hold a heavy computer or something. Although we have to, but I think like phone is more than enough to get connected though those social media. *You don't need the computer anymore*.
21.	IN	**How important would you characterize the use of social networking sites in your life? Please explain why.**
22.	I2	I think it's very important, not like I can't live without it, but as I just said in the beginning. I'm living abroad, I'm far away from my family, far away from my friends. And most of my friends have actually migrated for their masters, so everybody is in a different country right now. So, that one of the best ways to just keep in touch with them. Yeah, so I think it really important.
23.	IN	**So, have you ever considered your information privacy when using these networks?**

24.	I2	Yeah, actually I do consider my information privacy. I just limit my information privacy, most of them, like Facebook I only limit it to my friends or my contacts on the Facebook. So no third party can access my data. Although, I'm not sure about it, it depends on Facebook, they might use my data to sell it, they might… Actually they sell it, it's very well known, but you can't control it because the first time you sign into Facebook you have "turns and condition" and you agree on them. To be honest I haven't read them, but every now and then Facebook might change the turns and conditions and you are forced to accept them, other views you can't proceed with it. So, yeah, there are any privacy concerns that we have to consider when having social media and you can't actually control it but all you can do is weigh the benefits and costs. If you think that the benefits are really higher then you must just move on like, you have to use it.
25.	IN	**Your concerns are about whom?**
26.	I2	My concerns are actually about who can see my data and what do they do with my data.
27.	IN	**So, you mean third parties?**
28.	I2	Yes, exactly. Because there is no clear vision to me as a user who uses that data. And how do they use it? Can they manipulate it, is it used for manipulation? Is it used for as discrimination? Is it used as a, you never know. Like advertisement, we all know that they use if for advertising but like security and privacy, I doubt it. I doubt that there is any privacy anymore.
29.	IN	**What about the other users? Do you have the same concerns about what they can see on you profile, how they will use it?**
30.	I2	You mean my contacts?
31.	IN	**Yeah.**
32.	I2	No, I don't mind actually. What I post is what I want them to see. Other views I don't post anything that I don't want other users to see.
33.	IN	**And the other people, that are not you friends?**
34.	I2	No, no. my profile is limited to my friends.
35.	IN	**How did you do that?**
36.	I2	Thought the security, you can do it one Facebook. There are some security options where you can select that only, just give permission to your friends to see whatever you post. So it's limited to that. Other than that, I really. From taking it from a trust perspective, I don't trust anybody in this field. I don't trust the providers, like Facebook or Instagram, I don't

		trust them. You can't even trust them. Like, we are in the department of informatics and we know how they think. And even now days when the technology of…Have you seen Amazon Eco?
37.	IN	**No?**
38.	I2	This technology it works like Siri, and it's like a speaker that you have in your house and you can communicate with it where ever you are. You can just ask her like, it's called Alexa. Like: "Alexa, what's the highest mountain in the world?" And it would answer you. And they say that this machine will not hear what's happing unless you call her by name. Like you have to call her by the name Alexa in order for *her* to start hearing you. But I don't trust it because like, even if sometimes you are talking about something and you have your phone next to you and suddenly you have like a popup ad, about the same thing that you were talking about.
39.	IN	**Has it happened to you?**
40.	I2	Yeah, it has happened. And I was even discussing it with one of my colleagues from the masters and he said like: it has happened several times to him.
41.	IN	**How do you feel about this?**
42.	I2	It's scary actually. You can't describe it, like big data is heading towards… I can't describe it.
43.	IN	**Do you feel like it is more likely to happen something bad, I mean some of your personal information to be stolen or?**
44.	I2	Actually, it's a concern that it might be stolen but still like I just said you have to weigh the benefits and risks. Like I'm having a free platform to communicate with my family and friends which would cost me hundreds of dollars if I wanna use the phone to call each one of them. So weighing the benefits and the costs, I would rather go for the free communication than having to pay for the communication. So, it's always risks, especially technology, there are risks of your data being stolen or losing your data or someone hacking in to your profile. And even changing it and you will not be able to even access your own profile. So they can even manipulate your own data.
45.	IN	**So what kind of information do you disclose in these networks?**
46.	I2	Actually, I have basic information about myself, like pictures. And I check into the planes I go in, because I was thinking about that one day I would be able to a visualize a map. But recently, I knew that Facebook had banned that so I can't even map them into in another software.
47.	IN	**Why do you reveal this information?**

48.	I2	It's a good idea to just remember one day that I passed through this country and this specific date, because I think it's hard to note it down and now you have this platform. Plus, you can tell your friends that you are in that specific city and if they are available there they might join you, so it's the easiest way to check in to that specific area. Telling your friends that you are there and if someone else is please join me.
49.	IN	**Other kinds of information?**
50.	I2	Other kinds of information, pictures, I don't think I have videos.
51.	IN	**Do you consider all this information as private data, or no?**
52.	I2	Private to me and my friends not like other parties. Like, I don't like third parties to go check my data without my acknowledgment. In some ways it is private to a certain circumstance. Like this circle of my life can access it, and I fine with those people accessing it.
53.	IN	**I mean, do you consider them as personal? Is it personal information to you?**
54.	I2	If it was very personal I would not have posted them. But it depends. If you think that getting into a relationship is personal I might post that, think it's personal but I might post that just for my friends that I'm in a relationship now, for example.
55.	IN	**And it is personal information for you?**
56.	I2	Yeah, I think so. Being in a relationship is personal.
57.	IN	**So you don't have some concerns about this?**
58.	I2	No.
59.	IN	**Why?**
60.	I2	Like I don't feel: "like what of people know about it", like who cares?
61.	IN	**So you don't feel like there will be a consequence to you, your privacy or identity by disclosing your relationship?**
62.	I2	No, no. actually, every time I want to post something I make sure that I'm not really concerned about it, like from privacy perspective. Otherwise I don't post it.
63.	IN	**Okay, but when you post it. What are your benefits?**
64.	I2	When I post it? Actually, it's to update my friends that in a certain peace or that I'm in a relationship. Because I can't tell everybody of my friends

		that, I just said that I have more the 700 friends, so that's the easiest way to inform the bulk of number or people.
65.	IN	**So, you said you try to control or would you say protect your privacy?**
66.	I2	No, actually it's not protected. Because there is no one protected when you talk about this kind of technology, but is more about controlling who can access your data. I only have like family members, university friends, colleagues. Other than that, someone that I just know for a couple of hours I don't add them on Facebook, even if they request that. I prefer not to have them on my Facebook page.
67.	IN	**So, you do this by using the privacy settings, right?**
68.	I2	Yeah, I do use the privacy settings, for both Facebook and Instagram. Actually I think SnapChat already has privacy setting or…
69.	IN	**Have you any other way to control your privacy except the privacy settings, or do you just use the settings for this?**
70.	I2	Actually, I only use the settings and the only thing I just do is for extra value like post things that I don't really care if people know or not. But if I can limit that to my friends I would be better, if I can make sure that is only limited to my friends that would be better. Although, I know I won't. I won't be that secure.
71.	IN	**When you use the SNS, are them useful?**
72.	I2	From my perspective I think it's really useful, really useful.
73.	IN	**I mean the settings?**
74.	I2	For sure they are useful.
75.	IN	**How often do you use them or when did you use them last time?**
76.	I2	The settings I used them a year ago, I made sure that only my friends and only the once I have accepted as friends can access my profile. Other views no, I have not made any changes, and it was like two years ago. Plus, if anyone wants to post anything on my wall, I just have to confirm it before it's posted there. Because, like I don't like to have any data or any… I don't know, I don't accept anything, like *some stuff I don't accept it on my wall*. That why I have to confirm it before being posted.
77.	IN	**So you said that the last time was one year before? So why have you not changed sense then?**
78.	I2	Yeah, I believe so. Because I don't think I need more than that. Security that is what I need, my family, friends and my colleagues.

79.	IN	**Do you think it's hard to navigate the different settings?**
80.	I2	No, I don't think so. And Facebook I don't think so. And Instagram is way easier.
81.	IN	**Can you log in to your accounts, first to Facebook then to Instagram or SnapChat? Describe the current settings, and see the first one and say: I have it like this for this reason for instance.**
82.	I2	Okay, I don't remember the security setting, but we can just go over them.
83.	IN	**Yeah.**
84.	I2	Who can see your future posts? It's my friends.
85.	IN	**Why do you have this setting?**
86.	I2	Because I just want to limit my social media to my friends, I don't want anybody to just go in to my profile and see. Because even some of my family members I don't want them to be in my circle. So this is how I limit it, so only them I accept as a friend can access my data. Other views no, I don't want everybody to go in and check my data. Review all posts and things you are tagged in? Yes.
87.	IN	**Is what you said before?**
88.	I2	Yes, I just mention that.
89.	IN	**So, what is your benefit for doing this?**
90.	I2	Because I don't think that everything that my friends can see, they think it suits me can be posted in my profile. But I have my own opinion on what can be posted on my profile and what can't be posted on my own profile. So that why I think this is a useful setting.
91.	IN	**So you don't feel like, for example that you have a picture with all of your friends when you had a trip and you will miss it on your profile?**
92.	I2	No, because then I will confirm it and it will be on my profile. And because maybe I don't want it on my profile. Because sometimes I don't want my friends to know that I was in this specific trip, so confirming it would be better for me, form my own perspective. The second one is limit post with friends or public. I have not done anything on that, because I don´t usually post audience. Limit post by audience?
93.	IN	**Nobody understood that one** *(this specific setting).*
94.	I2	I didn't get that one.

95.	IN	**Is this a new one?**
96.	I2	I think so, because I have not used it before, like between one and two years. It's something like that.
97.	IN	**Is it difficult to be understandable or?**
98.	I2	Yeah, I actually didn't get it from the first one. Maybe if I just Google it, I would be easier to find the functionality behind it.
99.	IN	**Okay, let's go to the next one.**
100.	I2	Who can contact me? And who can send you friends requests? Everyone.
101.	IN	**For both?**
102.	I2	Yes, they are actually the same line.
103.	IN	**Okay.** **Why do you have it like this, everyone can send you an invitation?**
104.	I2	Because sometimes you might have friends that you haven't added, they might add you, so why not? I can't add everybody. So, why just not let it, for everyone who knows me, they can just search me and add me. I might accept or reject them as a friend, sense I have this functionally to accept and reject, why not?
105.	IN	**So, you mean again that you have the choice to reject someone, so?**
106.	I2	Yeah, so even if they add me I can just accept him or reject him.
107.	IN	**So you want to keep the opportunity to have a new friend?**
108.	I2	Exactly. Plus, even if he adds me and I don't confirm he can't access my data. So, I'm still secure to some extent. Who can look me up? Everyone.
109.	IN	**Why?**
110.	I2	Because I'm not hiding.
111.	IN	**Can you please explain further?**
112.	I2	Yeah, I can talk about it. I just said, you can't just add everybody to your circle of life or whatever you call it, your social life. Because sometimes you are so busy and you might forget about it and you meet so much people every day and especially when you work I becomes so difficult to remember everybody. So why not just give them the opportunity to search for me on Facebook?

113.	IN	**Do you feel like you have a benefit of this?**
114.	I2	It depends, because sometimes knowing so much people is a public relation in itself and you might have so many benefits that like benefits in seeking jobs. Knowing more people. I have a friend of my who is a big data geek, he's one of the top 100 big data influences in the world and he made a study about Facebook relations. And he got to know that the furthest relation between any two people on earth is only 3 people. So if you wanna reach for example Obama, there are only 3 people between you and Obama. So I don't know.
115.	IN	**So you feel by having this setting like this, you can have…**
116.	I2	At least I'm giving them the opportunity to search for me. But still, privacy views and security views.
117.	IN	**Why do you want to give them this opportunity?**
118.	I2	Why? Because I might not be able to think about everybody that passes through my life, like everybody is busy, everybody has so much to do, I might forget that I know this specific person and that he might know me. So why not give him the opportunity to add me?
119.	IN	**Okay.**
120.	I2	But if everybody would put the functionality of you would never find friends on Facebook. Because you are not able to add them. The second one, who can look you up using the phone number you provided? Everybody. Because I think everybody that has my phone number, to some extent, is someone who knows me.
121.	IN	**So, have you provided your phone number or Facebook, or no?**
122.	I2	Yeah.
123.	IN	**And it's to friends?**
124.	I2	Only friends. So, everyone who has my phone number on his phone is able to find me using my phone number on Facebook.
125.	IN	**Yeah.**
126.	I2	Did you get me? Like, if he has my phone number on his phone, he can find me on Facebook. Like if I have provided my phone number to someone, it means that I trust that man or whatever.
127.	IN	**So, the phone number is only to search you on Facebook or can be obvious to all of your friends?**
128.	I2	No, only to search me. Like he can sign in to his Facebook and search with my phone number. Like he goes into his contact list and checks

		who has Facebook. Some can just find me easily though my phone number. But sill, I'm still, like secured because he can't access anything until I give him access my own profile.
129.	IN	**So have you ever considered that someone can find your mobile number and use it to have more data?**
130.	I2	He can't access, because then I just reject him. He can't access, he just has the opportunity to add me more easily. Because he only has my phone number. But still…
131.	IN	**So, you don't feel like this is possible to happen? For someone to…**
132.	I2	If he's a hacker everything is possible, I can't be totally secured. Like the 3 of us is in the field of technology and I think that we all know that security is zero when you are talking about websites, social networks. There is no security. So why worry about it if I have it?
133.	IN	**Okay, the next one?**
134.	I2	Do you want search engines outside Facebook to link your profile?
135.	IN	**And you have it…?**
136.	I2	No, I don't have it or want it. Maybe I did not choose this functionality, but I just don't want search engines outside of Facebook to be linked to my Facebook profile. Unless I confirm it, because sometimes you use it to sign up for a new application which is so much easier then instead add you email and all that stuff. But still, you know that Facebook, when you are sign into Facebook and you are using the same engine to search something else. Facebook records everything you search. Did you know that?
137.	IN	**Yeah.**
138.	I2	So that means that there is no privacy. Like everything you just type in the search engine and you have Facebook logged in.
139.	IN	**So since you know that, why do you have this setting to: No?**
140.	I2	This one?
141.	IN	**Yeah.**
142.	I2	I don't know. **I feel a bit safer**. Maybe I did not put this setting specifically. It might be a new one, I just confirmed it to use Facebook.
143.	IN	**What do you mean? You mean that…**
144.	I2	No, I mean that whenever Facebook updates their terms and conditions, and if you can to use Facebook you are forced to accept those terms and

		conditions. There is no other way. You activate you Facebook account and you have to accept them to proceed. So all I do is that I just confirm them without going through the details. Without even reading sometimes because like, I'm not saying I can't live without Facebook. But it thinks it's a bit hard to get out of Facebook, because I have been using it for a long time. Sense 2007, its ads up to approximately 9 years.
145.	IN	**Almost a decade.**
146.	I2	Yeah, almost a decade. So, just getting out of this like this (snapping his fingers) is not going to work.
147.	IN	**What about Instagram, do you have an open or closed account?**
148.	I2	It's closed. That's closed.
149.	IN	**Why do you have it closed?**
150.	I2	Because it's like the same reason, I just don't want. I just want people I know as friends and family members just to see what I post, other views I don't. However, I do hash tags, and I know when you do that they are just published to public or to whoever just clicks on the hash tag.
151.	IN	**I think if you have a closed account, no.**
152.	I2	You think so?
153.	IN	**Yes, I think so.**
154.	I2	Do you trust it?
155.	IN	**No.**
156.	I2	Nobody trusts it. Yeah.
157.	IN	**So is it anything else you have in your settings?**
158.	I2	I don't know. If you have anything specific, you want to talk about.
159.	IN	**So you talked about this one, Instagram and SnapChat?**
160.	I2	I use SnapChat. But I have not got in the security in SnapChat, because I recently started using it. I barley put stuff as "My story" even if I know who can access it, I just send to targeted people because I think it's the easiest way to send pictures on SnapChat. You don't want them to save on their phones. I prefer getting pictures in SnapChat then in any other mean because my memory is full actually. So I think it's a good way to keep some space to you.
161.	IN	**Do you have any privacy concern when using SnapChat?**

162.	I2	You mean privacy concerns?
163.	IN	**Yeah.**
164.	I2	Since I don't trust any technology or social company. I don't trust anybody. But whatever I post I don't care whoever sees it.
165.	IN	**Okay.**
166.	I2	I'm fine with it.
167.	IN	**Whenever you have changed a privacy setting, have you got the expected result?**
168.	I2	Yeah, I think so. I think so. Unless I'm not aware what is happing around me. But I think so, I'm happy with my results, at least on Facebook. I know that some third parties, not third parties but some people can't access my profile. Even though some of them might be my family members. But I just don't want them to know where I'm going, what I'm doing or where actually am I, so I'm satisfied with that.
169.	IN	**Are you satisfied by the existing settings? I mean, are them easy to used?**
170.	I2	I think it's very clear. And so easy to access it, you only have to press two buttons to access the security.
171.	IN	**So you understand them?**
172.	I2	Yeah, and even for specific posts, you can so easily limit it to just one user right from the post by clicking two or three buttons. So that is really beneficial and helpful for whoever is concerned about his security.
173.	IN	**Do they meet your needs? Or I mean, do you feel something is missing from them?**
174.	I2	From a security perspective?
175.	IN	**No, you can say whatever you want. Anything that you would like to include in this.**
176.	I2	I think if they are more clear about how third parties manipulate or use my data and who actually has access to my data. Because I'm pretty sure those enterprises and many others can access my data when paying a specific amount of fees. So I think if they can be more clear to the uses how data is being used or transferred or whatever is being done to that data. That would be much better for the users themselves.
177.	IN	**So you are talking about a privacy policy?**

178.	I2	Yes, probably.
179.	IN	**What about the settings? Do you feel like the settings protect you from the third party?**
180.	I2	I don't think so. No, no, settings don't protect you from third parties because this is how Facebook and social platforms make money. And even by the way they access some, there is some companies, social media companies that assess some users as risky because they have so much privacy. So they are assessed risky to that platform because they think they can't make that much money of them.
181.	IN	**So, only from other users?**
182.	I2	Yes, not from businesses. Because this is their way of money.
183.	IN	**So, do you have any change for the future? More options or more control, would you want any of this?**
184.	I2	To be honest everybody wants to have more control over their data. But the future is not promising in that field, because we now that everything is becoming on the cloud. And data is becoming more open source data, so anybody can access it. And actually big data has so much impact but how will they use it? How will they manipulate How will we as uses benefit from it? I actually have no clear idea about it.
185.	IN	**But would you like to have more control over your data?**
186.	I2	I actually can't judge it, but from a technology perspective, I would love to know what would happen. I think I would be so interesting, so many fields would change. So many fields will be invaded. If I'm talking about data privacy, you know those wearable devices such as apple watch? They all collect your health data, like really accurate health data. Your heartbeat, sleeping patterns and even stress levels. They might use them for beneficial site, example providing them to your own doctor or hospital so he might assess your health. Like if you go to your doctor and he just looks into your data and sees if you are exercising 2 hours per day, which is so good and we can give him this medicine instead because he is so healthy or whatever happens to him. So it depends on the context, where and how is the data being used.
187.	IN	**So, as a social networking user, would you like to have something more from the setting or are you satisfied?**
188.	I2	I'm satisfied, as long as I know that only those specific people I have confirmed can access my data. Otherwise, I don't have any problems with it.
189.	IN	**You don't feel that you need other options?**

190.	I2	No, from my own perspective I don't feel like need more options.
191.	IN	**Thank you so much for your participation.**

Appendix I3: Transcript of interview 3 (I3)

Row	Per-son	Interviewee3 (36:19 minutes)
1.	IN (Inter-viewer)	**Your information regards only the scope of this thesis and your personal data will not be used further. Your identity will not be revealed. If you feel uncomfortable during this interview you can just say that you don't want to answer the question and we will continue with another question. Also, in one part of this interview we will ask you to log in to your personal SNS accounts and describe your privacy settings. It will be totally private, you will be the only one that will have access to the laptop and you can delete the history after this task, in order your personal information to be deleted. You also have the ability to approve the transcription and change something in regard to your answers, if it was something that we have misunderstood. Are you comfortable with this?**
2.	I3	Yes.
3.	IN	**Please give us your gender, age and academic background.**
4.	I3	Well my gender: female, age: 23. I'm studying, I'm doing my masters now in information systems. Should I go further with the details?
5.	IN	**Yeah.**
6.	I3	I finished my bachelor for business informatics.
7.	IN	**Which are the social networking sites that you actively use today? Please explain the reasons why you use each one of them and what are your main actions in them.**
8.	I3	My two main social media actives are Facebook and LinkedIn. I use Facebook mainly to keep in touch with friends and to communicate because it is necessary to keep your contacts and after I left, I felt the need to be more in contact than usually when I was back home. I could use the phone there and here it is a bit different. And I use LinkedIn a lot because I'm looking currently for jobs. So these are my two main.
9.	IN	**So, you feel like you have some benefits by using them, right?**
10.	I3	Yes, there are some benefits.
11.	IN	**Can you say some of them?**
12.	I3	Okay, let's take Facebook for instance: I know that a lot of people use it so if I need to contact someone and I need to get a fast response I know

		that this might be the fastest way for them to get back to me. And regarding LinkedIn, it's a good opportunity because companies have their official pages there and they also publish their news or something related with jobs so I don't need to check websites one by one. But in one network I can find the information that I need and I also can apply filters when searching.
13.	IN	**So do you feel this is something you couldn't do by other ways**?
14.	I3	No, you can do it in other ways but it will be time consuming, so this one is like in one place you can make a lot of things.
15.	IN	**How much time do you spend daily using these networks and how many years do you use them?**
16.	I3	Okay, I started using Facebook in 2011, and LinkedIn I think after I finished my bachelor's studies so I think probably 2014. What was the question?
17.	IN	**How many hours do you spend daily?**
18.	I3	Daily, I don't think I spend more the 2 hours, I don't like to stay for a long time checking but I check at least my Facebook once in a couple of hours just to see if there is any notification, someone tried to contact me or I need to use it for my own needs. Contact a friend or something.
19.	IN	**You said use it approximately 2 hours.**
20.	I3	Yeah. 2-3 hours, yeah.
21.	IN	**Though which device?**
22.	I3	I use the phone for example when on the bus I use the phone. Mostly the phone. But for LinkedIn I use the computer.
23.	IN	**We want to know how important you would characterize social networking sites in your life.**
24.	I3	They are important and it's not like they are important because I say so but because all this, the members of the society are connected to them and it's a trend that's going on and it's beneficial for you to get information faster or produce information or transmit information faster. This is why it's important. Communication today is one of the main things. So it is important from the point of view of accessing information and getting in touch with people or companies depending on the social network.
25.	IN	**Have you ever considered your information privacy when using these social networks?**
26.	I3	Yes. Usually I'm a bit concerned about my privacy and my data because once you upload something on their sites they might go public. You don't

		own your data anymore, if one day for example Facebook decides to pub-lish everything and let's say that you have an account then I wouldn't feel secure about that. On LinkedIn for example if you load up a profile pic-ture and you Google search your own name on Google images you have the picture you had on LinkedIn which is for me a little uncomfortable.
27.	IN	**So your concerns are about third parties or the social network pro-vider?**
28.	I3	I mean probably for the future it might happen with the data, you never know. They might happen like a cyber-attack and their databases can be affected and the data can be used for I don't know what.
29.	IN	**Have you ever considered or have you ever had concerns about other users?**
30.	I3	About other users, yes sometimes. But at least for Facebook which is more for personal use you have some tools to assure to be okay with that. If you don't want anyone to see your status, your updates or your pictures you can choose who can see those and who not. You can choose to be contacted or added or not, if someone can send you a message or not so they are some tools that from other users you are a bit more secure. But still are some things, like if someone knows your email address and have malicious intentions can hack your account. This stuff usually happened before high school but there is always a risk.
31.	IN	**Do you feel this is likely to happen?**
32.	I3	Well there a lot of people out there who knows what will happen and what intentions they might have. I would say why should I get worried that someone would mingle with me or my data or my account but…
33.	IN	**Do you trust the platforms?**
34.	I3	Well I think the platforms are there for a reason and that is to make money so they need to provide a good service at least to keep some standards in order to keep some people to continue using them so they can continue making money. So considering that they have to make a profit out of it I believe they have to take some measures in order to make people trust them and with trust in them I mean the intention to keep using later on.
35.	IN	**So in a sense you say you trust them?**
36.	I3	Yes, I would say that somehow I trust them.
37.	IN	**What about the other users?**
38.	I3	About the other users, I wouldn't say I'm totally indifferent to what the other users might do because let's say on social networks, let's say Face-book I have people that have access to my information or people that I

		have given access to so why shouldn't I trust them. But there is also the risk that my information might be used by the people I say that I trust and have given access to view my information can perform actions totally different from what I expect. For example, I don't know let's say I have a crazy picture and someone just makes a screenshot and then you know that you shouldn't have that on the social media. And probably the person is using it in another media and saying: "Oh, look I have proof." This might happen.
39.	IN	**What kind of private information do you share in these networks? Explain why.**
40.	I3	Private information, the usually require for the email address and sometimes for the phone number and sometimes the phone number is necessary for you to keep using the account because they say: "Because or due to security issues/reasons we want you to put the phone number so you can be safe." They want your birthday, the places where you live and where you are from, but they are flexible in that so it's up to you if you want to share the information or if you want to upload. I think the same applies to LinkedIn.
41.	IN	**What kind of information do you share on LinkedIn?**
42.	I3	LinkedIn, again you have the right to decide what you want to show and what not but the platform itself requires the basic demographic data, like age, country, gender and blabla.
43.	IN	**What about the photos? Do you share photos?**
44.	I3	No, I don't. I don't share photos.
45.	IN	**Your photos, for example in Facebook?**
46.	I3	Yes, I share photos once in a while but not publicly only with my circle of friends.
47.	IN	**So, do you have concerns about this data that you share in these social networks?**
48.	I3	For the instant no, for what might happen next probably.
49.	IN	**You have some concerns, right?**
50.	I3	Yeah.
51.	IN	**For the future but you still share some information, why?**
52.	I3	Yes, this is the issue because let's take Facebook, you need to be in touch with other people. They even ask you what you are doing, what are you up to? Where are you living now, it was a long time ago since I see you. Probably you have this tendency to post something and even friends can,

		share a photo or make a tag of you. This is something that happens and you can't really avoid even if you don't want to share information. But once in a while, voluntary I share.
53.	IN	**So, if some of your friends or someone tags you and make you feel uncomfortable why should you continue having your account?**
54.	I3	If they share something that makes me feel uncomfortable?
55.	IN	**Yes, I want to know what makes you still use this networks and disclose information besides even the concerns that you have.**
56.	I3	Well it's even the place that everyone is there so if it would be up to me, I would probably prefer to have face to face conversation and meet people rather than social media but there are a lot of factors that affect my decision to continue using them. Because I need to reach people fast and I need to be in contact with them and the information there is updated very frequent. So it's a medium that provides you quick and fast information. I can't say that it's always accurate but depending on the pages and persons you can distinguish.
57.	IN	**Have you ever felt that you need or have you tried to manage your privacy in these networks?**
58.	I3	Yes, I have done that. For example, if someone tags you on a photo I don't allow it to immediately show on my timeline but I need to approve before it can be shown or not.
59.	IN	**How do you do that? How do not allow people to tag you in a photo?**
60.	I3	No, no. People can tag me, as far as I know there is a privacy setting where you can probably show to be tagged or not and who can see your information data etc. But the part of giving consensus to or giving approval to a post to be published in your timeline, people can do that. But no one can see it, unless I approve it to be on my timeline.
61.	IN	**So you try to manage your privacy by using the privacy settings?**
62.	I3	Yeah. I have done that, it's not that I do it really frequently I done it once in a while and then it's totally okay to continue using it.
63.	IN	**When you say once in a while, when was the last time?**
64.	I3	A long time ago, like 8 or 9 months ago.
65.	IN	**So, did you find them useful?**
66.	I3	Yes, they are useful, sometimes they are useful. Probably because the ones owning the platform, the platform are trying to improve the service

		to give the people an idea that they can have more control over the information that they receive and they share. But still the data is not yours.
67.	IN	**Can you log into your accounts and describe us your current privacy settings and the reasons why you have them the why you do?**
68.	I3	Okay, start with LinkedIn. You can usually check what information is visible to the public by the options "view as". I use it to see what information is public, and see what people can see and then judge if it's okay information to share or if I should be more restricted, should I provide more information based on the people who might be interested. For example, if I'm on LinkedIn probably you have to be more keen on sharing information about my background, my experiences, my skills, my voluntary experiences, what kind of opportunities I'm looking for etc.
69.	IN	**Are you satisfied how you profile looks like finally?**
70.	I3	Yeah, I am satisfied with that.
71.	IN	**So you didn't change anything after looking at this?**
72.	I3	No, I don't think so. No, I would not change anything on LinkedIn. I don't think I even uploaded my phone number. I haven't done that. That is usually because of, at some point you start receiving notifications or messages and I don't want to get bothered with that. Also and why should I put my phone number in every platform that I login to, even though they say if for security reasons? So I am satisfied with what the public can see on my profile. Regarding Facebook, let me log in.
73.	IN	**So you are finished with LinkedIn?**
74.	I3	Yes, I don't know what else to say about LinkedIn.
75.	IN	**Okay, we will ask you some more.** **Do you have your account open or closed?**
76.	I3	What do you mean?
77.	IN	**Can all people see it, or?**
78.	I3	Yes, all people can see it. You can do a Google search and find my LinkedIn profile on Google search. Because often when you make it closed people cannot find it outside LinkedIn.
79.	IN	**So, why do you have it open?**
80.	I3	Oh, well.
81.	IN	**You are not afraid of your information?**

82.	I3	Since this is a professional network and I might have applied to many jobs people might be interested to look for my profile. Why make things difficult for them?
83.	IN	**So you want this opportunity for someone from a job to check your profile?**
84.	I3	Exactly.
85.	IN	**But what about all the others, because you said if you Google you can maybe see it?**
86.	I3	On LinkedIn, in order to appear professional, you need to upload a picture, right? I can't upload a picture of a flower or anything. It need to be professional and the only thing I don't like is that when you check for Google images your profile picture comes up. I'm totally okay to have it on Google search but when it comes to images, because things are linked together, you find your profile picture there.
87.	IN	**Okay, so you said if we Google your name now we can see your profile, all the information?**
88.	I3	Yes.
89.	IN	**But you are concerned about the pictures that are available on the images, because you feel like all your information are linked together?**
90.	I3	Exactly.
91.	IN	**So, how do you feel about me for example, I'm nor working for a company where you search for a job, but I'm an individual and I Google your name?**
92.	I3	Yes, but the information that you see is only the information that I want you to see. Unless you are a contact or have a contact in common with me you cannot see all the information. You can only see what I have chosen you to see, which is only strictly professional.
93.	IN	**Okay, what about the Facebook?**
94.	I3	Well, usually all my post and all my updates can be seen only by my friends. I usually don't share information in public and the other things is that I can…
95.	IN	**Why do you want it just for your friends?**
96.	I3	I think it more about the private circle, why should I make information available about me for other people?

97.	IN	**It makes you feel more comfortable to disclose information only to friends?**
98.	I3	Yeah. And the other thing is that I can review items before they can be shared on my timeline.
99.	IN	**So if someone tags you in picture you have to approve?**
100	I3	Yes.
101	IN	**Why do you have this setting?**
102	I3	Well, not all the information that, the pictures or updates people make for my point of view are necessary to be shown to everyone, even with all my friends. Not everything is appropriate, according to me, to be shared there, so I choose to have it a bit restricted. And I think that other people apply this setting also.
103	IN	**Do you feel that you have more control by doing that?**
104	I3	Somehow. The information that depends on me to control I have the tools to manage it.
105	IN	**Let's continue with the settings.**
106	I3	Let me check, I haven't done this in a while.
107	IN	**Is there something new?**
108	I3	No, there is not anything new but it has passed a lot of time since I last changed, during this time I use Facebook only for messaging, that's it. Or see some news from some pages I'm following.
109	IN	**So you use Facebook to keep updated?**
110	I3	Yes. For example, there are some pages and websites like TechCrunch or Business Insider or The Economist but I would spend more time if I would go to their website and here I just get the update and I can check for information if I'm interested or not. Okay, I don't have anyone blocked. About notifications, okay privacy: Who can see my stuff: Friends, who can contact me: Everyone. Who can look up me: Friends and the part of that if you want search engines to link to your profile I have said: "No".
111	IN	**So can you explain each of the further, for example why you want just your friends to see your posts?**
112	I3	Well, since I own my account and the people I have in my groups I have met all of them in person, I can say that I trust them and wouldn't mind sharing information with them, this is why I have it: Only friends.

113	IN	**Do you want to share more information to…for example strange people, but because you don't trust them you don't? Or are you just fine with sharing with friends?**
114	I3	I'm just like fine, I'm fine with that. I don't see it as necessary to share with someone else that I don't know to see my stuff. Who can contact me, I set it to everyone. Because when you go to a totally different environment for example when I came here in Lund and I would have my privacy setting to only friends of friends can send a request, no one could add me unless I go and add them. So I don't think this would be a good approach. This is why I put it like everyone can contact me. When you have the control again to accept or deny then it's totally okay. And the next thing is who can look you up with the email address you provided and the phone number you provided? I set it again to friends, I don't think this information should go further with other people.
115	IN	**Why?**
116	I3	I see it like, you put some boundaries and this is mine. Do you want search engines outside of Facebook to link to your profile? Here I said no.
117	IN	**Why?**
118	I3	Again I don't want people to search for my name and my account would be connected with the search engine. That would be, I don't see it to be necessary to be a public account. That's what I decided. That's why I think it's totally okay to have it like this.
119	IN	**Why you don't want to have a public account, like there are some people you want to check your profile?**
120	I3	No, I don't want people to check my profile. If they are members or if they are part of the community, they can use the search engine provided in the platform. Plus, I think if you make your account available to be searched in the engines, the same thing I was concerned about before, like photos and other things that you might have commented or I don't know, liked, can be also available. Which is part outside out the community and I don't think it's necessary for outsiders to have that information. Plus, it's my information, why should everyone have access on it.
121	IN	**Again for Facebook I will ask you: The changes that you have done to your settings are you satisfied with them? Have you got the expected results? Do you want to change something about them?**
122	I3	No, I don't I think I want any change. Compare it to what it was before, they didn't have so many tools to manage your account. Now I think it perfect, it meets my needs, my requirements.
123	IN	**Were they easy to understand and to use?**

124	I3	Well having a background in informatics and probably being used to technology and social media for a long time. It's becoming more and more intuitive how to use, where to search and how to deal with the tools and the settings so I don't think there is an issue for anyone.
125	IN	**All the settings meet your needs or do you need something more?**
126	I3	You mean the provider? Like Facebook?
127	IN	**Yeah. And LinkedIn.**
128	I3	For now, I don't have any idea for what I would suggest to do any other changes. I think that's it for what I need for now.
129	IN	**Do you feel like the setting protects you from third parties?**
130	I3	What do you mean with third parties?
131	IN	**Like advertisers.**
132	I3	No, not really. It does not protect you from advertisement because I worked in a marketing department and I know very well how it works for advertising and I see the difference. And I see like based on demographic information, like gender, age, country, even the preference in what you have liked or disliked. Everything creates your profile and when companies wants to make advertising campaigns they have the opportunity to choose some criteria's for their target audience. And this is the part that your information is being used, your information from Facebook, that you have provided in Facebook is used by Facebook to facilitate businesses to reach their audience easier and faster.
133	IN	**Do you want for example the future settings to protect you more from this kind of use? To give you more control maybe?**
134	I3	I see. Sometimes the advertising can be relevant for me let's say and you might have captured a really good opportunity by checking a post from advertisement but sometimes they can even be annoying when they are not so near your preferences. Probably, let's say the company chose a very wide base I don't, I'm not properly a target or I would prefer other services this is the part where I get annoyed. But if it were a setting where you could choose to receive any or see less ads I would say that would be an improvement.
135	IN	**So what about the other users? Do you feel like these setting protect you from the other users?**
136	I3	It's not like you are facing like a really huge risk from other users, at least I don't have this impression. They might be cases where you have to be worried about what other users might do to you. But until now I totally

		think it's okay with the settings towards the other users. But if you have any suggestions I can comment on it.
137	IN	**If you have for example, last question, more options for these settings is this something that would make you feel more comfortable to disclose more information?**
138	I3	If I would have more tools in my disposal to share more information?
139	IN	**Yes, if you had more options in the settings. To control better your information sharing, would you disclose more information?**
140	I3	No, I think the information that I share, I don't think having those tool would make me more motivated to share more information. This is something that is good to have and then it's up to you how you use them. And it's also a part when you use them if you feel like you have more control about something you start feeling more comfortable. This is for first sight like, being superficial but what happens behind I don't know.
141	IN	**So until now you feel satisfied for the information that you share and the control you have in these platforms?**
142	I3	Yeah, I would say that it's good enough for my needs.
143	IN	**Okay, thank you very much.**
144	I3	You are welcome.

Appendix I4: Transcript of interview 4 (I4)

Row	Person	Interviewee4 (41:43 Minutes)
1.	IN (Interviewer)	**Your information regards only the scope of this thesis and your personal data will not be used further. Your identity will not be revealed. If you feel uncomfortable during this interview you can just say that you don't want to answer the question and we will continue with another question. Also, in one part of this interview we will ask you to log in to your personal SNS accounts and describe your privacy settings. It will be totally private, you will be the only one that will have access to the laptop and you can delete the history after this task, in order your personal information to be deleted. You also have the ability to approve the transcription and change something in regard to your answers, if it was something that we have misunderstood. Are you comfortable with this?**
2.	I4	Okay.
3.	IN	**Please give us your gender, age and academic background.**
4.	I4	25 years old and male. I have a bachelor's degree in computer science and business and the same masters in information systems as you.
5.	IN	**Which are the social networking sites that you actively use today? Please explain the reasons why you use each one of them and what are your main actions in them.**
6.	I4	Facebook, I think I joined Facebook because of the photos, people were putting up photos. And I kind of wanted to see the photos of me. And the thing I do most days on it is to use their messenger service. I don't post very regularly, yeah, that's why.
7.	IN	**So you use it in order to communicate?**
8.	I4	Communicate with people on messenger.
9.	IN	**So why do you choose this way and not the phone for example?**
10.	I4	I use a mixture of Facebook and WhatsApp and I don't really use the phone anymore. I think it because everybody else is using Facebook and I have no preference for one or the other. I think I use Facebook, and I don't have some people's numbers but I have them on Facebook so I talk to them that way.

11.	IN	**So you feel like if you don't have an account there you will be excluded?**
12.	I4	Yeah, yeah absolutely.
13.	IN	**So, any other one?**
14.	I4	Yes, I don't use many. LinkedIn is the other one, I guess. And that one I don't use daily, more weekly or monthly or something like that. And I suppose that is just to create connections with people you think may be able to further your career.
15.	IN	**So do you think you get a benefit by using it?**
16.	I4	Ehm, I think some people do. I have not gotten any yet but yeah, I think it can be done. I think I'm doing it because it looks good from a carrier's perspective to have a LinkedIn. So even if you are not getting anything tangible out from it, you are still better of having one than not having one.
17.	IN	**How many hours, how much time do you spend daily using social networking sites and how many years have you been using them?**
18.	I4	Since probably 2009, I think I was I bit late to it. I think most people have used it a bit earlier than that. So about 6-7 years. And how often do I use it, if we are talking about how often I'm on the messenger it is probably between 1-2.5 hours each day.
19.	IN	**2,5 hours?**
20.	I4	Yeah, probably. Because when you are thinking about it and you just scroll down Facebook a few times a day. Maybe 2 hours, maybe 1, I don't know. It's hard to say, because it just messenger and you are just sending messages.
21.	IN	**So you use it from your mobile?**
22.	I4	Yeah, yeah.
23.	IN	**So that's why you have it all day then?**
24.	I4	Yeah, exactly. So if you add up all that time I will probably come up to 1-2.5 hours a day.
25.	IN	**Before the mobile and the use of apps how many hours?**
26.	I4	Without the use? On my desktop, not very long. You are talking about 5-10 minutes per day. I just have a quick look. I don't post to many things. Just check updates, seeing what other people are doing. I just have a quick look now and then. So very little time, 10 minutes.

27.	IN	**So when you see what other friends do, what do you feel? Is it something useful for you?**
28.	I4	Ehm, is it useful for me? No, I suppose it just to see or keep up with people and see what they are doing. You see, I don't think I use it as much as other people use it for. I think other people go around and look at their friends Facebook pages to see what they are up to. I don't really do that, I just have a quick look though, yeah, the newsfeed, and also to see, I case like it's also if you have not check the news or have not checked something you can keep up with not only what your friends are doing but also site guys, do you know what I mean with the site guys?
29.	IN	**No.**
30.	I4	It's like the feeling of the times, you can Google site guys. It's like what's happening today, I guess. The feeling of what's happening. So if you have not looked at the news you can see what people are saying, some articles and stuff.
31.	IN	**Do you use it to present yourself?**
32.	I4	To present myself? I don't know but if someone posted a specific story, you get informed currently. Because if someone has shared a specific story and I have not heard about it or if someone just have written about it. I might not read what they have written about it but, I will be like: "Oh somebody is talking about that so I should go and have a look on a proper news site."
33.	IN	**Is it fun for you to use them?**
34.	I4	I think it's just habit, you know what I mean, it was fun when I first joined in 2009 and I was new it seemed as it was fun cause there wasn't, or I mean it was social networks that were kind of like it that people was using but I don't think that they were such advanced. When I think about now, I think it's just habit. You know, it's just a case of you doing it for 5- years, checking in and having a look though. You do it without thinking, so I don't think I'm getting, I'm not sitting there like: "This is really fun". I'm sitting there more like: This is what I do.
35.	IN	**How important would you characterize social networks in your daily life?**
36.	I4	The messenger, the phone or the desktop or either?
37.	IN	**Whatever.**
38.	I4	For messaging and keeping in touch with people, yeah, I would say that that pretty important alright.

39.	IN	**Why?**
40.	I4	Just as a method of communication really, just to talk to people. To what's happening. But then again if Facebook went. Or if there was not social media doing it, how should I put it. The definitely touch about something, because they are offering something that people always used, like you been able to text before, they are just doing it in a new way. It's free and you can have, you know, group messages and stuff like that. So they have actually improved upon something that was important.
41.	IN	**Mhm, about the other one, LinkedIn?**
42.	I4	LinkedIn, how important is that? No, yeah, it's important to have one for my career I suppose. Sometimes its look like you is looking for jobs if you have a LinkedIn. So if a recruiter or a company says:" Does he have a LinkedIn, oh yeah, he does." You just come of a little more professional and a little more serious. I don't do a whole lot with it, and I don't think the functionally and what you use is that important to be honest.
43.	IN	**So have you ever considered your information privacy when using these networks?**
44.	I4	Yeah, yeah. I mean, you don't want, it personal and private. It's public and private. I definitely thought about that I would not want that other people that I'm not friends with coming on and having a look though, because I don't really know them. But have no problem sharing the things that are up there with friends that I know. There is nothing there that is really private that I would put on Facebook, but I suppose the creepiness factor of someone you don't know coming in and looking though what you are doing day to day is a little bit off putting. So I definitely try to hide it from people I'm not friends with.
45.	IN	**So you have some privacy concerns you mean, right?**
46.	I4	Do I have privacy concerns? No, I don't think so, I do and I don't. I think the functionally that Facebook offers is that you can fix all of the fears that you might have. But if it was official to everybody and everything that you put up there could be taken by everyone I would have a few fears. But because you are able to set it up in a certain way I'm not that fearful.
47.	IN	**So let's say your beliefs or concerns I don't know, are related only to the people you communicate with as you said before, or third parties or the platform?**
48.	I4	Oh, the third parties, yeah I mean to a certain degree you do but I don't think it's enough to stop using it. You know what mean, like in, also I think everyone knows now that your data is being taken. I don't think it is surprising to anybody, that your digital footprint or your data is being taken and used in some form or another. I would ask me what I would

		prefer them not to take it, yeah, of course I would prefer that they did not use it but does it have such an impact on me that I would not want to use it? Not really.
49.	IN	**So, you feel like it's likely for them to use your data?**
50.	I4	Oh yeah, big time.
51.	IN	**Or do you feel it's not so possible?**
52.	I4	I say that the probably could, I'd say even with the setting involved I´d say there is companies out there that are able to get your data. It's defiantly traces.
53.	IN	**So why don't you think about the privacy issue? Do you maybe have trust to these networks or the others that you communicate with?**
54.	I4	No, I don't really trust them, I don't, there is also only so much they can do with my data, and you know what I mean. They can sell it and use it for marketing purposes and a number of different things but not, I don't trust them with it but I don't think they can do much with it. I think they are limited in what they can do.
55.	IN	**Do you speak for both people and third parties, right?**
56.	I4	Yeah, that terrifies me.
57.	IN	**What kind of information do you disclose in the networks?**
58.	I4	In Facebook I mostly disclose, as in my profile or though messages or?
59.	IN	**Whatever. All the information that you reveal there.**
60.	I4	Guess I got education and work on LinkedIn and age and gender and all the rest of it. I I'm sure that they can find out what you like, I don't know how it works with the messages but I know WhatsApp have inscriptions so no one can read it. But they can probably find out your interest, I mean I'm sure they are able to build profiles on you. Even without that data, the can look though "likes" and stuff like that they be able to build a profile on what they think you are like. They would be able to say, this person is probably this age, this gender. You see Google do it as well, Google can actually build your profile as though your searches, they can guess what age you are. I'm guessing these companies can do the same with whatever data I put up there.
61.	IN	**Yeah, what about photos?**
62.	I4	Yeah, photos yeah.

63.	IN	**Do you think that all this information that you mentioned is not as much private and don't feel like someone can do something with it?**
64.	I4	They can't do anything that affects me, they can do stuff with it but as I said before. They can sell it and use it in a certain way, but not in a way that affects me personally, in my life. Like I said I´d prefer if they didn't take it and didn't use it but you kind of know now when you are signing up for something that somebody somewhere is going to take this data and as long that it's not impacting on you it's not the big of a risk. You get the enjoyment out of using the service more than you would have a risk of them using your data than it impacts on you.
65.	IN	**Yes, but what kind of information do you think you don't want them to have about your identity?**
66.	I4	I would not put my bank information online, I'm not gonna put my tax number online. I'm not going to put my phone number; I don't think my phone number is up there. There is a picture of you and your name, you know theoretically you could probably steal someone identity however for like, if they wanted to take anything from me, if they wanted to commit identity theft, when they actually use your name to take out loans and use you in some way. I don't think they can do that from the data, despite the fact that they have my name and my picture and my birthday and I think there is a number of fails safes that would stop them from taking someone's identity. Maybe back in the 90s or 80s you could probably if you had all that information you could steal an identity but I think now it's a lot trickier. So it's not that much of a worry.
67.	IN	**Have you ever considered to control or protect your privacy in these networks?**
68.	I4	Yeah, just though the settings, like I said before, making sure that people, I'm sure that there are tricks around it but just setting that people that you are not friends with cannot see your data. At least that is how I think I have set it up.
69.	IN	**So you have used the settings, right?**
70.	I4	Yeah.
71.	IN	**Did you find them useful or hard to use? Have you changed them many times?**
72.	I4	I have not changed them in a while.
73.	IN	**Since when?**

74.	I4	You are talking every once a year maybe. Or even once a year. But I think they have a nice, do they still have it? They use to have a preview button. Where you could preview what your profile would look like.
75.	IN	**Yes, they do.**
76.	I4	Okay, you do still have that. Because I think that a nice feature. Cause then you can see, you can change your privacy settings and then check the preview and see exactly what you are sharing. So you know that's a nice feature, I think.
77.	IN	**So why you change or look at them once a year and not more often?**
78.	I4	Yeah, good question. I suppose, you think you set it up correctly then you don't think about it that often. You know, I don't think about it that often, that somebody might look at my profile. It happened to me recently though, where my mother boyfriend said something to me like: "Oh I saw you were doing this and this" and I said "I don't have you on Facebook, how did you figure that out?" and he was like "Your mother told me" and I said "I don't have my mother on Facebook". Then I realized that my mother had been stalking my Facebook and my setting had not been set up correctly. So when you hear stories like that you go…
79.	IN	**So she has your password do you mean?**
80.	I4	No, no. she just searched my name and went to my page. But she was not friend of mine.
81.	IN	**So, she could see some things about you?**
82.	I4	She could see some things even if she was not a friend and not connected with me, she was still able to see some things.
83.	IN	**So, what did you do?**
84.	I4	That when I went to my privacy settings and changed it.
85.	IN	**So did you have your profile open to everyone?**
86.	I4	Yes, I think because. In mot sure exactly how it is but I defiantly got in there before and thought I had set it up correctly in that "nobody could see anything it they were not friends" obviously I had not so I changed it. And though those, if I have set it up correctly now, I'm judging from the preview script, it possible that it's not set up correctly still and that why I will probably go back into it again.
87.	IN	**So how did you feel like when you realized when you found out that some of your personal data was available out there without you knowing it?**

88.	I4	Haha, how did I feel? I was a little surprised, because I thought I had it all protected.
89.	IN	**So why do you believe you were protected?**
90.	I4	I had previously changed the settings.
91.	IN	**So you had changed them?**
92.	I4	Yeah.
93.	IN	**Or did you have trust to the default settings?**
94.	I4	No, no. I had changed them, then I heard about this and realized that I have not changed them the way I wanted them. I probably changed them and made some mistakes and they did not end up exactly how I wanted them. So I went back and changed them again.
95.	IN	**Do you feel like you haven't got the knowledge to do that or the settings was not so well written?**
96.	I4	I think it could be improved. Maybe they have improved them since the last time I changed, I don't know. I know they have different options like, show your friends, show your friends of friends. But if they had, maybe they do have this but just have lists of absolutely everything that these people can see and then you can choose. Maybe they have it.
97.	IN	**What will you gain by this?**
98.	I4	Then you will know exactly what you are sharing and what you are not sharing to these people. Do you know what I mean? Like if it says your friends can see your photos and this, this, this.
99.	IN	**Why would this be good?**
100.	I4	Because is think it just much clearer, it's a lot clearer. Like I was just like just one list and I was just alright okay, these are the settings I want and what I want to show. Do you know what I mean? Maybe in mot explaining it right but if you have like a list and list settings and like Option 1: nobody can see anything apart from your friends. Option 2: friends can see everything and friend's friends can see this. Option 3, just like different things. Or even custom settings. Yeah, custom settings are probably better. Then you can choose exactly who sees what. Maybe they have that at the moment, I don't know.
101.	IN	**So again, why do you want to choose specifically who can see your profile?**
102.	I4	Why?

103.	IN	**Yes, what would be the benefit for this?**
104.	I4	I think it's just, I trust friends with anything that I put up, do you know what I mean? I have no problem with it, there is no problem with big part of information about me or really important data there. So I don't mind showing that to people who I'm friends with. I think it's just the fact that you don't know the other people, you don't know a friend of a friend, you don't know people who are third parties or people outside there. So as I said, you prefer to not share with them and is not that you don't trust them it's just that you don't know them. So maybe you don't know if you can trust them or not. So that why I prefer to separate those two.
105.	IN	**So, if I have understood correctly, you want to continue disclosing information but with this better control you want to protect yourself at the same time?**
106.	I4	Yeah, yeah. That would be fair.
107.	IN	**And the reason is that you want to continue use this platform?**
108.	I4	Yes, the reason is that you feel like you have a bit more control over it. So if you are clicking yes to a friend request or to a friend you are also saying: yes, this person can also see my data. So that gives you some sort of a say on it. Different to, if you use this, everybody can see it. Or that you don't feel like you have that much of a say and anybody can just go in and look.
109.	IN	**Can you log in and describe us your privacy settings? First Facebook and then LinkedIn. Describe your current setting and for what reason do you have them like that.**
110.	I4	Yes. So, I have got, how can see my stuff: Friends. Review all your posts you been tagged in.
111.	IN	**Why do you have the first one as friends?**
112.	I4	Who can see your future posts?: Friends. Eh, just as I was saying earlier, just so you can have some control over your data. You know, I don't post that much anyway but if I was to post its intended for the people I know and not the people I don't know. Review all posts you´ve been tagged in, I think I have it on, it just says "use activity log". Is that one on? I think that one is that if someone posts something about me I have to accept it, and the reason I set that up to have a say, and I have had people post thing I want to negotiate. So you have a little bit of a say on what goes public with you as supposed to that anyone can post things about you, or I mean friends can post whatever, it's just to have control.

113.	IN	**So by changing this setting, what do you actually want to gain?**
114.	I4	The control, I don't think there is any other reason I would not want anyone to post something. So I can have a say about what goes up about me. Limit the audience from post you shared in the past? I don't know, I don't limit. I have no idea what that is, maybe that's new. The reset of them are: Who can send you a friend request, everyone. Who can look you up this the email address you provided? Everyone. Who can look you up using the phone number you have provided? Everyone. Do you want outside search engine outside Facebook to link your profile? Yes.
115.	IN	**Why do you want everyone?**
116.	I4	I did not think it was everyone. Ha-ha, I thought it was set to friends.
117.	IN	**Why did you think that? You thought it was the default setting and it was not to everyone?**
118.	I4	Yeah, maybe. Or I just thought I had changed it. Like gone in and switched these things.
119.	IN	**But how possible can it be that you thought you had changed all of them and none of them was changed?**
120.	I4	Maybe I left a few of them to Facebook to sort out. Yes, haha, I did not want it to be everyone. But apparently it is. But then again, it is not that much of a problem to be honest. Who can find me based on my email and phone number? I don't think I provided a phone number.
121.	IN	**You don't feel like this kind of information can harm you for example? Can harm your privacy or identity for example?**
122.	I4	I'm going to set this afterword's though, I'm going to set it to: You can't, right. But I'm one of these people who think that even if I set this to: you can't. There will be ways around it. Do you know what I mean, if you really, if you have my email address and really want to find me on Facebook and I have the setting to "No" you can still find me. Like, have you guy's coma across that website Pipl? P I P L?
123.	IN	**No?**
124.	I4	It's a bit of a creepy website actually, someone showed it to before. You go in and type in their name, location or email or any little bits of information it will scatter the internet and try to find you.
125.	IN	**The world over?**
126.	I4	Yeah, to try to find what social media accounts you have and anything like that. I have a feeling, I can be wrong but I have a feeling that if I click this to "No, I don't want people to find me on my email address"

		and put your email address in to one of these tools. It's going to be clever enough to find you any way. So I'm one of these people who think that I can change my privacy settings and I will, like after this, but if you really wanted to find me you could.
127.	IN	**So, you don't feel like these settings have such a big result though your protection?**
128.	I4	They do to the average person; do you know what I mean? If there was someone that was not really that interested in finding me and was like "I'm just trying to find *blank*, I have his email address", maybe they would not find me but if you really wanted to find me. If you really wanted to find me and you spent more the 2 minutes on it, then I think the privacy setting don't actually work, they won't stop you.
129.	IN	**So you feel you have these setting for the other uses? Or also for advertisers and other parties**?
130.	I4	Oh yeah, everyone. Yeah, yeah.
131.	IN	**So, you feel like these settings protect you from everybody?**
132.	I4	They protect me from everybody but people can get passed them. Do you know what I mean? So, everybody, third parties, advertisers and just random people and the wanted to find me and my information and this was private they can still find a way. I'm still gonna change it now from everyone to not everyone.
133.	IN	**So it was not your choice that you had them to everyone now?**
134.	I4	No, yeah. I'm gonna change that, it is currently now, but I am going to change that. Like I said, it's not going to make a huge different.
135.	IN	**Like, if you change it to: No one can search for your name, are you satisfied with this or do you think you would lose something?**
136.	I4	I think you can search my name, yeah. But this is about using your email address or phone number, so that little bit. Eh, do you know what I mean, does it make a difference? I don't know. Would I lose something if you could not search my name, yeah, probably a little bit? You would lose genuine friends who were looking for you and trying to add you, so you would lose a little of that. I would not get rid of that though, I would keep that you can search my name and find me. Plus, these a million "with my name (*name*)" you got to find the right one.
137.	IN	**I mean do you see a benefit having the privacy setting like this?**
138.	I4	For the email and phone number? No, I just did not know it was like this.

139.	IN	**So is there anything else you want to explain about your settings on Facebook?**
140.	I4	No.
141.	IN	**So have you checked your LinkedIn privacy settings?**
142.	I4	No, I have not checked my LinkedIn privacy settings.
143.	IN	**So, why have you not change them?**
144.	I4	Why have not change LinkedIn privacy settings? Why have I not changed them? No real reason to be honest, I don't use it that often. And I don't out up, you know like when some people put up their whole CV, I don't do that. I put up like, a little bit. I put up like, I worked here, I worked there, I don't put up what I did.
145.	IN	**So that is why you have not changed them?**
146.	I4	Yes, I think so. I just don't think about it, is probably the honest answer. It's not like a conscious decision of: Oh I should check my privacy settings for LinkedIn. It's probably because it doesn't use it as often. I don't think about it.
147.	IN	**So is this the only reason you can think about this? Or maybe there is a difference between LinkedIn and Facebook?**
148.	I4	I suppose yeah, that the other thing. Facebook, you know, because it's a social profile the stuff there are a little bit more personal. While you think about it LinkedIn is works stuff, right? You are sending out CVs to companies, how many have you ever sent out for jobs? So even without the social media profile, you have already shared that information with loads of companies. So if someone is on LinkedIn and sharing that data, you are sharing that anyway, and you don't mind. So they are different types of data. I could talk you though all these settings on LinkedIn but there is no point because I have not gone on to it. The only thing I changed in here is where you know when you sometimes get those email about "*Blank* changed this on his profile" or added more connection, do you know them and such. So the only thing I have changed is that not send those emails to people when I changed stuff. And not for any privacy concerns more about that I sometimes I look at my LinkedIn and think "That does not sound right and I change that or I change something and I don't want it to send an email to someone telling them that I change something like that.
149.	IN	**So you mean you have it closed, to send notifications to people when you do some changes?**

150.	I4	Yeah, so that the only thing that I have changed on my LinkedIn. And it just because I don't think about that often. So, that's it. And that not for privacy concerns.
151.	IN	**So, you have read all the other things included in the privacy settings and you decided not to change anything else?**
152.	I4	No, because as I said, I don't really think about it. And if it is being shared between people it is stuff that I want to be shared. It's like: Oh he has done this, he has worked here, and he has achieved this. That's the point of it.
153.	IN	**So one other question is, whenever you changed the settings, have you gotten the expected results?**
154.	I4	No, I thought I had, but when my mother's boyfriend, you know.
155.	IN	**Yeah, so, how would you characterize these existing privacy settings? Complex or?**
156.	I4	I think they just need to be more customizable, I don't know if that is the correct word but like you should be able to show you exactly what you are sharing with who and with what groups.
157.	IN	**So you mean, provide you with more options?**
158.	I4	Yeah.
159.	IN	**Do you feel that these settings meet your needs? And I don't mean just about control or about the concerns. But like for benefits as well, to help you gain something by using the platform?**
160.	I4	Hm, I don't know, what could I get better?
161.	IN	**This for the customization, it that only for the concerns?**
162.	I4	Yeah, I suppose so you can get better benefits with that also. If you added a few more options.
163.	IN	**Do you have trust in the platforms you use?**
164.	I4	Do you mean, do I trust Facebook?
165.	IN	**Yes.**
166.	I4	I kind of said it before, they kind of taking my data but I don't like it.
167.	IN	**If you had more control, would you disclose more?**
168.	I4	That a good question. No, I mean maybe. I don't think me but I don't share that much anyway, if you know what I mean. But in average I

		think people would, if they had more control definitely I think they would.
169.	IN	**Thank you so much! You will have the power to approve this later.**
170.	I4	Okay, that's fine.

Appendix I5: Transcript of interview 5 (5)

Row	Person	Interviewee5 (51:25 minutes)
1.	IN (Inter-viewer)	**Your information regards only the scope of this thesis and your personal data will not be used further. Your identity will not be revealed. If you feel uncomfortable during this interview you can just say that you don't want to answer the question and we will continue with another question. Also, in one part of this interview we will ask you to log in to your personal SNS accounts and describe your privacy settings. It will be totally private, you will be the only one that will have access to the laptop and you can delete the history after this task, in order your personal information to be deleted. You also have the ability to approve the transcription and change something in regard to your answers, if it was something that we have misunderstood. Are you comfortable with this?**
2.	I5	Okay. I like that.
3.	IN	**Please give us your gender, age and academic background.**
4.	I5	So I believe I'm male so far, I am 24.
5.	IN	**Academic background?**
6.	I5	My academic background, so far I have studied computer science four years ago and right now I'm just doing a masters in information systems.
7.	IN	**Which are the social networking sites that you actively use today? Please explain the reasons why you use each one of them and what are your main actions in them.**
8.	I5	Alright, so right now I'm an active user of Facebook and Instagram. I'm not that active on Instagram but those are the two social media application that I'm using. And why I'm using that is because on Facebook for example most of my friends already use it and it's much easier to communicate with them over Facebook, because they are already available. It's mainly good for people that I just meet and who are still new when it comes to our relationship let's say all together. Facebook is much more free and doesn't feel like, although it stared out like this private social media, yeah you know. Even if it started as this private platform where everyone could put their own stuff, can have their own entourage. Today Facebook is more about just putting your acquaintances in to your circle before you actually add them to your private circle I guess at some point. That's why I'm using Facebook, it's just much easier to connect to everyone. When it comes to Instagram I mainly use it because of peer pressure. Also because, well I'm using Instagram because I don't like when people put their opinion on Facebook, because it's just enjoying at some

		point and I don't like to see, hear people whining, personal opinion. That is because Instagram is much more simple, you just have pictures and a few comments and it's just a lot easier. You don't have many buttons to check out, it's a very simple interface. You get to check up on your buddies, your friends without having to go thought so many ads and so many button clicks and, yeah. Without having to plow through a lot of meaningless text you see about the people.
9.	IN	**So you speak about communication with Facebook. So what about Instagram the benefits you gain when publishing photos?**
10.	I5	Yes, so Instagram is just more simple, all you have to do is put up a picture on the wall. Maybe share it with your friends and put like a small comment, that's it. It very quick, you don't feel like so many people are watching you I guess. At some point, you know, these days' companies are already using Facebook to get a little bit on your background. When I got Instagram, it was still fresh and companies was not using it that much. And also, it's much more easy interface. You just point and click and that's it.
11.	IN	**What's your benefit by using this?**
12.	I5	Instagram, what's my benefit? It's just like checking up on my buddies.
13.	IN	**Express yourself maybe?**
14.	I5	Yes, at some point. Not really express but more present what I'm doing now. Sharing my life moments with all my friends that I can't see every day. In a much simpler manner, that's what I like about Instagram.
15.	IN	**So you could say that you feel more free to express yourself on Instagram because of the reasons you mentioned before?**
16.	I5	Yes, I guess, at some point it does make me more free to express and just, I just feel safer at some point. You don't feel like you are being watched that much by other people.
17.	IN	**How do you do that in Instagram?**
18.	I5	Instagram views I know that hash tags are a recipe for people to check-out your picture, everyone. And besides the hash tags you have the, my profile, it can just put it on private and when it comes to people requesting to follow me I don't accept, I don't accept random people.
19.	IN	**So, you don't put hashtags?**
20.	I5	No. if I had to it would be like a very simple picture that's not really a sample of my life, probably a plant picture.

21.	IN	**How much time do you spend daily using these networks and for how many years have you been using them?**
22.	I5	Hm, it's been a while, I guess 15 years.
23.	IN	**15 years?**
24.	I5	No, why did I go there. I guess about 7-8 years. 7 years, yeah, that's makes sense.
25.	IN	**How much do you use them?**
26.	I5	These days not so much, because we are kind of stuck with our studies. I'm guessing, 3 hours a day.
27.	IN	**So how do you do that, through your mobile or through your personal computer?**
28.	I5	I do it though both, so what's ever is available right now. When it comes to a message I reply I use whatever I have.
29.	IN	**How important would you characterize the use of social networking sites in your life? Please explain why.**
30.	I5	These days' social media are super important. It's your doorway to communicate with so many people that you just meet. In the old days, for example, if you meet a person randomly, about 90 % of that time you are not going to see that person again. The nice thing now is when you are communicating with someone it's that you don't need to have that awkward stage when asking about a number or be a bit intrusive to come again to you party or gathering or whatever event you are having. You can just add them on Facebook, later on you can chat a little bit and then later on I can decide to see that person again or not. As a friend or as something more than that of course.
31.	IN	**Have you ever considered your information privacy when using the social networking sites?**
32.	I5	Yes, privacy is a big, big issue for many people today. The main reason that people start using Facebook, well I'm generalizing, but I had that idea. That I'm just going to share this information with my friends but Facebook is adding features to reunite more and more people. But with their expansion with those features you can now see the friend's friends and put a lot of access in that manner. So let's say you had a person that you invited by mistake at some point, because it happens, you get a lot of requests and it just one click of a button. It's nothing to reassure you, no are you sure? So if you had a private circle and you by mistake just add one person, this person can see everyone's pictures. Maybe not participant live but not commenting on most pictures. But this person can at least see the profile pictures of those people. Maybe know a little bit

		where they live at some point, which country they are in, and such things.
33.	IN	**Do you have such concerns about this or have you ever experienced something like accepting people you didn't know?**
34.	I5	Hm, I just a general concern. I mean, for example, yeah. It's just a general concern. I'm very careful around those things so far. I do my best to not let anyone, not even if I thought I knew them, if I know the person then fine. But I am usual strict about who enters my virtual friend list, just to keep it under control. But I pretty sure that other people don't do that.
35.	IN	**Do you think that this is likely to happen in social networking sites?**
36.	I5	Yeah, I mean, it's even common in conversation. I can even joking with my friend that I can probably see the famous person he's friends with for example. It's just a common concern that could happen.
37.	IN	**So your concerns are related to other users?**
38.	I5	It also goes back to me, I mean if I'm friends with someone then the other one's friends can also see my profile, maybe not a lot but at least the general things.
39.	IN	**Have you ever considered your information privacy in relation to the platform or third parties, like advertisers?**
40.	I5	Well, yeah, that also that part. The fact that we are being tracked by third party companies and this pretty much annoys me, cause first of all it's a bit creepy, weird that if I show some interest in a product and I search it by mistake and the next the I notes that I get the ad I was discussing with the other person? It's kind of creepy. Its feel like you are contently being watch. So whatever I'm using I'm really careful about what I say. Even on WhatsApp I don't, I actually hate this app and the only reason I use it is because all my friends does. So its peer pressure, I'd rather use telegram because they are doing a lot when it comes to inscription and self-destruction messages.
41.	IN	**So is this a social networking site?**
42.	I5	Yes, it is a social network. But the people who make telegram their goal is to make it absolutely private as I should be. However, WhatsApp way of dealing when it comes to the business, is that you think its private but it is actually collecting some data from you. It's very uncomfortable. Even if you have to share your picture with someone on WhatsApp the fact that this picture is going it stay in their server for ever is kind of creepy. You have to think about everything you do at that moment because you can't just act stupid like now like when I have 13-14 you know, under those year with a funny picture. Later on when you are 30

		or 40 let's say you get a very reputable position such as the president of the United States. You are going to have people that are trying to find those pictures because they are not really gone. And a great example of that is actually president Obama where I had a very old picture where he was smoking weed as a teenager and you know back then there was no social media. So you can imagine know when, how long they can go, how far they can go with it. This is the uncomfortable part; you can't really be careless about whatever you do when you are communicating with technology. Maybe that even a bigger thing, but I'm gonna keep it to social media. You have to be very careful with whatever you do.
43.	IN	**Do you trust the platforms that you use?**
44.	I5	No, I don't trust that platforms, that's why I think twice about whatever I post, whatever I say and any pictures that I post.
45.	IN	**Do you feel the same regarding your friends?**
46.	I5	Unfortunately, no, I think this a major related issue. I think people who are majoring in fiends related to technology such as computer science, computer engineering and that sort those are the people who are general more concerned, but the know about what technology can do. whoever other, mainly from the business field, and I saying this out of my experience, out of my entourage they think that WhatsApp is safe and it's a private platform. But WhatsApp only recently opened their messaging encryption.
47.	IN	**You don't feel like you trust the platform, right?**
48.	I5	No, I don't.
49.	IN	**Do you trust the other users that you have as friends or followers?**
50.	I5	Well of course I trust the other users. But until what extent, do you mean from the technology views or the platform views or?
51.	IN	**Do you trust them to revile information to them?**
52.	I5	No, I think. This would be, it's more about a personal trust thing. Personally, the friends that I talk to I'm certain that they will not revile anything but let say any stupid pictures that I may post sometime. But it's not the users I don't trust, it's the technology itself I don't trust. The users I know will do everything they can to let's say hide a picture, keep our information private. But the technology is not under our control, I pretty sure the third party members, you know the stereotypical 16-year-old hacker I don't know. At some point, they may hack into the server and post al the pictures there. But I'm very skeptical to Facebook actually. Sony have had its turn, Apple have had its turn you know, Facebook you know it's a very famous company. People would like to know

		about the information its storing. We are putting all our trust in one company.
53.	IN	**So you don't feel so safe when using them?**
54.	I5	Of course not, when it comes to Facebook it's a very famous company and you know, being famous being famous has its downsides. Everybody knows about Facebook; people might be tempted to know what information Facebook have been storing.
55.	IN	**What kind of information do you disclose in your networks?**
56.	I5	General things.
57.	IN	**Can you speak a bit more about each one of them?**
58.	I5	Whenever I need to talk I imagine that there are people around me. Any subject that are taboo, let's say usually subject stuff that you don't share in public I don't share them on social media platforms. And not even the WhatsApp or others, I don't know if that is social media.
59.	IN	**You said before about Instagram, what information do you publish there?**
60.	I5	General information, I never publish personal information about where live or, I don't disclose my phone number, not where I live. Even the pictures that I take and you can GPS tag them, I don't tag them.
61.	IN	**But you are in the pictures, right?**
62.	I5	Yes, of course.
63.	IN	**So you don't perceive the pictures as so private?**
64.	I5	Oh, it is private information but it is a private information that I got used to letting go as private information. Because even in public when you take a picture other people are looking at you, this is my way of thought about posting on Facebook. But of course, in public you're not really comfortable when taking a picture. So I post, I pretend like I'm in public whenever I post anything. I never post anything that may hurt me in the future. That's it.
65.	IN	**So it's the same to Instagram, right?**
66.	I5	Yeah, it's the same thing. Same aspect.
67.	IN	**Do you express your thoughts on Facebook?**
68.	I5	I don't like expressing my thoughts on Facebook, I feel like I just force feeding people my thoughts then, so I don't post my thoughts there.

69.	IN	**So, you said that you have some concerns but you still disclose some information. But you do your best to control or protect your privacy, right?**
70.	I5	Exactly.
71.	IN	**Can you explain how you do that, like how you control or protect yourself in these sites?**
72.	I5	Well, the way I do it like I mention perversely is I don't intend to invite whoever, people who I barley know to Facebook. Accept. Unless it was some slight interest at least. Second, how do I control it, Facebook you have private pages so if I want to post something I make an album but I post it to those groups.
73.	IN	**So, do you have your friends divided in groups?**
74.	I5	Yes, I guess at some point. So it is that.
75.	IN	**So, you feel like you protect your privacy?**
76.	I5	It's not overly protected but of course it's more controlled. So when I put it out there in public any person can see them but when I choose my people to see it on Facebook. Let's say this picture leaked out, let's say I had a very obscene picture I would know which one of my circles did it. So this is what I think of before posting. To controlling my privacy, I now where my pictures I going, who is taking picture. Who is getting my pictures. Let's say I was a really important picture and I only had Facebook to show them the picture I would make sure I only send the picture to those I know will not be leaking it out.
77.	IN	**When you said to all people, do you mean all the friends that you have on Facebook and not your closest friends?**
78.	I5	The friends in the group. Close friends. This is what I do, I pick the people I want to see my picture and I send it to them. I don't send a public picture like that.
79.	IN	**Anything else you do?**
80.	I5	When it comes to Instagram, I can personally send a picture. But I reserve Instagram for the people I really know well at least. So I don't need to be very careful on Instagram.
81.	IN	**Have you ever used the privacy settings?**
82.	I5	Facebook, yes, I have checked it out. It was a long time ago, and I only checked it out to make sure it confirms that it works. So my pictures go where they are supposed to go.

83.	IN	**How long ago was this?**
84.	I5	Maybe a year ago, I think. But the good thing is when Facebook change their privacy they announce it and I get to check it out.
85.	IN	**Did you find them useful?**
86.	I5	Yeah, the good thing is that they have some extra features to hide my pictures more, make them more constricted. So I did actually find the useful at some point.
87.	IN	**Now we will ask you to log into your SNS and describe us your privacy settings.**
88.	I5	Sure.
89.	IN	**So, say something like, "I have this one like this… for this reason...". Or "I have not changed it for this reason…".**
90.	I5	Okay, first things first. If I wanted to log in with my Facebook on other computers I make sure that I open the page in private mode, so I don't have my picture showing as ("*name of the owner of the laptop"*). So this is how I deal with Facebook and how I control it.
91.	IN	**In order to protect yourself?**
92.	I5	Exactly.
93.		**(…Problems with logging in, not finding the right keys on a Swedish keyboard…)**
94.	I5	Alright. Yes, so where were we.
95.	IN	**Your settings. Could you describe them to us?**
96.	I5	Who can see my future posts? Apparently only me.
97.	IN	**So whatever you post only you can see it?**
98.	I5	That's weird, I should probably fix that. That makes so much sense, why people don't. I posted like for someone to help me, but, it was terrible.
99.	IN	**So you were concerned about not getting responses?**
100.	I5	I was concerned about nothing. Alright, now I put it like friends can see my future posts. Review all post and things you are tagged in?: Okay, how can send me a friends request?:
101.	IN	**No, do you have to review everything you are tagged in?**

102.	I5	Here?
103.	IN	**Yes, the second one.**
104.	I5	Yeah, but usually then a friend takes a picture of us I usually ask him if he is going to post it on Facebook or not. This is why I don't really check out the tags.
105.	IN	**So you have it: No? So, you don't need to approve it?**
106.	I5	Yes, I don't think I need to approve it. Limit the audience to the post you shared in the past?:
107.	IN	**Have you ever check this setting, is it a new one?**
108.	I5	I think they changed it again. Who can send you friend request?: Right now it everyone.
109.	IN	**Mhm, why do you have this setting like that?**
110.	I5	What is that anyways?
111.	IN	**Who can add you and send you a friend request.**
112.	I5	Oh, okay, I keep this for everyone. Because keeping it private it's just weird I mean. Doesn't make sense.
113.	IN	**What do you mean by that?**
114.	I5	To: Who can contact me.
115.	IN	**So, you have it to everyone.**
116.	I5	Yes, it's to everyone because it just a public profile for people to know, to at least find me. I mean in the end I'm not the only X in the world. So, when it comes to weird persons or whatever, to persons who just want to stalk my pictures are not really going to find me. The information that I have, I don't think I would be relevant for others, since I keep everything private when I comes to view my actual posts. They can just see my profile picture, and that's fine I guess, because I don't really put a weird picture as my profile picture. Usually it's just a little professional or casual. Who can look me up?: I keep it to just friends who can look me up. Look me up using the phone number you provided?: I don't think I provided my phone number. That's s trick question.
117.	IN	**So, what is your setting here?**
118.	I5	Its friends, as usual just keeping it in my circle. Do you want search engines outside Facebook to link to your Facebook?: No, I don't want that.

119.	IN	**So, you have it "No", why?**
120.	I5	Because some people for example you just look up their name on Google and you can just see what the posted previously. Personally, if I had choice I would not allow anyone to view anything about me, but since you know, these days we need to find a job and everything then some information I'm forcing to disclose for example my information on Linked In. People can see that I'm studding in Sweden and working and that sort.
121.	IN	**So have you checked the settings on LinkedIn also?**
122.	I5	LinkedIn I have not really gone through it for some reason.
123.	IN	**For what reason?**
124.	I5	I only put CV information on LinkedIn, they are pretty identifying. Mainly LinkedIn don't let you see other people profile unless you get invited or invite them to your profile. so that's good enough for me when it comes to LinkedIn. Because in the end I don't invite whoever. It's a professional network.
125.	IN	**So, what does that mean, professional network? Does it make you feel differently in regard for example to Facebook?**
126.	I5	Yeah, exactly. When it comes to you can't see anything about that person's profile unless you add them to your contacts and if someone did view your profile you would know that they view it.
127.	IN	**Do you like this feature?**
128.	I5	Yes, of course. When it comes to LinkedIn, is a professional network. Facebook is also good to have but maybe not.
129.	IN	**You said before that you don't trust Facebook, what about LinkedIn?**
130.	I5	LinkedIn, I trust it more. Because a person who view your profile you will know that this person viewed your profile. However, for Facebook you would not know it someone viewed your profile, you know. You are not sure who can see you pictures, who can see your post, not anything about that. Maybe Facebook would not have functioned if you were able to know who viewed your profile. This is why I like LinkedIn for example. When it comes to the things I post on LinkedIn, you know CV information, where I live everything I know who is seeing this information.
131.	IN	**So, you disclose private information but you feel like it is safe there, right?**

132.	I5	Safe' ish, of course. It's about social extended theory. You have to check out the cost and you have to check out the benefits and you have to weigh those two see if it's worth it or not. When it comes to LinkedIn the cost of disclosing my privacy is a bit less than the benefits of potentially getting job offers, which makes it a bit worth it.
133.	IN	**Have you ever used the privacy setting in LinkedIn?**
134.	I5	Mm, I don't think so.
135.	IN	**Because of the reasons you mentioned?**
136.	I5	Yeah, because LinkedIn informs me who seen my profile.
137.	IN	**You have an open account?**
138.	I5	It's not an open account, they still need to add me to see my profile. Yeah, pretty much. And other people who can see my profile are actually people who pay LinkedIn to be a part of those users who can see other profiles at some point. But it's not a feature that random people are going to buy.
139.	IN	**So, if you Google your name X and LinkedIn. What kind of information of you LinkedIn profile can someone see?**
140.	I5	So apparently I'm on eniro.se, I'm not sure who that person is.
141.	IN	**Everybody who's written in Sweden are.**
142.	I5	Are on eniro.se, really?
143.	IN	**Yeah.**
144.	I5	Isn't that I little creepy, you can find out where I live. Has anyone agreed to this?
145.	IN	**No.** **You said that you had your profile closed, can you check it?**
146.	I5	Yeah, just let me close the window and open another window. They should not be able to see me.
147.	IN	**Just to check what's actually there for you.**
148.	I5	So, they have my profile. But beyond that I doubt that we are going to be able to see anything but I can be wrong.
149.	IN	**So, how much information can you see, everything?**
150.	I5	Ha, interesting. Everything. I shall probably review my privacy settings.

151.	IN	**You can log out from everything and give us the computer to continue with some more questions.**
152.	I5	Ops, I closed down everything.
153.	IN	**No, problem. Easily fixed.** **So, whenever you have changed your privacy settings have you gotten the expected result?**
154.	I5	No, haha.
155.	IN	**Please explain your experiences?**
156.	I5	I guess I should have paid more attention to my privacy settings on various platforms, such as LinkedIn. Which are going to receive a very bad complain, I hope from many other people.
157.	IN	**So, more people can check your profile and you don't' get a notification from it.**
158.	I5	Mm, that's true. I should probably check that out.
159.	IN	**How would you describe the existing privacy settings, are you satisfied? Are they understandable? Ease of use?**
160.	I5	In which platform?
161.	IN	**All of them.**
162.	I5	The problem such as LinkedIn let's say, they don't really warn you about the information that I might disclosing to the general public. Such as LinkedIn, so this is what I don't like about those social media websites. I could be intentional or unintentional. I'm not sure but maybe in the future they should give out clear warnings like Facebook is doing right now. Facebook, whenever they change anything about privacy they send out a notification for everyone.
163.	IN	**So have you ignored these notifications? Because you said before that you haven't checked the privacy settings before?**
164.	I5	Yeah, so I probably ignored it at some point, I was busy or something. Or maybe I have just taken a very quick view on over it at least.
165.	IN	**So, these settings meet your needs, or no?**
166.	I5	For Facebook, at some point.
167.	IN	**So you are satisfied?**
168.	I5	Yes. LinkedIn however I'm totally not satisfied.

169.	IN	**So what more do you expect?**
170.	I5	For them at least announce who can see, like make a simple tutorial. You know whenever you start using a website they show you all the things that it can do, they should do it about what other people can do with your profile.
171.	IN	**What about the protection of the privacy settings, do you think they help you control your profile in regard to other uses? Or to third parties as well, have you ever think about it?**
172.	I5	It's mainly both, when it comes to third party I know that the private information that I'm putting on my profile is being shared with third party companies. Facebook has been clear about, even Google.
173.	IN	**So you said both, so which setting can you use to protect your identity to third parties?**
174.	I5	I didn't say both. I said when I comes to the third parties I can't really complain much about it because Facebook and Google are pretty much clear about the information they are disclosing to other companies. And they are saying that it's pretty much not identifying information mainly, about demographic things. Like gender let's say, it's not about where I live or my phone number.
175.	IN	**So you don't feel like you need protection for this information?**
176.	I5	I feel like the only way to protect myself against this information is to create my own platform pretty much.
177.	IN	**If you had better control and more settings, would you disclose more personal information?**
178.	I5	No, I do my best not to disclose any information at all. To the course of I can do.
179.	IN	**Do you need more options on settings for the future?**
180.	I5	When I comes to the settings, I think applying Facebook settings, so far, right now because they have always been at the frontline of privacy. Other companies should probably stick to Facebook settings right now or apply more, such as Telegram. By saying: We don't share any information at all, to anyone, about anything.
181.	IN	**So you feel like Facebook has the setting that all the other should have?**
182.	I5	Yes, when it comes to uses settings at least. When it comes to third parties' settings I'm sure about how much that's going. But the less you show the better, of course.

| 183. | IN | **Thank you so much!** |

Appendix I6: Transcript of interview 6 (I6)

Row	Person	Interviewee6 (46:49 Minutes)
1.	IN (Interviewer)	**Your information regards only the scope of this thesis and your personal data will not be used further. Your identity will not be revealed. If you feel uncomfortable during this interview you can just say that you don't want to answer the question and we will continue with another question. Also, in one part of this interview we will ask you to log in to your personal SNS accounts and describe your privacy settings. It will be totally private, you will be the only one that will have access to the laptop and you can delete the history after this task, in order your personal information to be deleted. You also have the ability to approve the transcription and change something in regard to your answers, if it was something that we have misunderstood. Are you comfortable with this?**
2.	I6	Okay.
3.	IN	**Please give us your gender, age and academic background.**
4.	I6	I'm a girl, a woman. I study industrial economies engineering and I'm 22.
5.	IN	**Which are the social networking sites that you actively use today? Please explain the reasons why you use each one of them and what are your main actions in them.**
6.	I6	Facebook, I got because everyone was getting one. I have friends in all the countries and it easy to stay in contact. One in America and you can chat with that one and one, yeah everywhere.
7.	IN	**Is it easier than texting and by calling on the phone?**
8.	I6	Yeah, because you see the pictures and just everyday things they do. That is the main reason I have Facebook. I have SnapChat, yes, it's like sending pictures of myself.
9.	IN	**Why do you have it?**
10.	I6	Because it is fun, I like to take pictures of myself and show people. I have 100 days with a guy, and then you get a reward, we send pictures to each other every day for more the 100 days now that fun. That's why.
11.	IN	**Who are they, friends, celebrities?**

12.	I6	Mostly friends, I don't have that many celebrities. There is one like women account who publish more about women stuff and like this.
13.	IN	**What kind of stuff?**
14.	I6	Like political things. That good. I have Instagram, I don't post anything but I look at other people pictures.
15.	IN	**So the reason you have Instagram is to look at pictures? Not to send private message or something?**
16.	I6	Yes. I have Jodel as well, but I can't use in anymore, I don't know but something's wrong but it is fun to read what other people thinks.
17.	IN	**So these are the once that you use, right?**
18.	I6	Yes.
19.	IN	**How much time do you spend daily using these sites? And please tell us for how many years do you use the SNS.**
20.	I6	Since MSN, so like 3th grade. Seems like forever. 11 probably.
21.	IN	**So how many years it that?**
22.	I6	11 then, or something like that, over 10 years. What was the question aging?
23.	IN	**How many hours do you spend daily?**
24.	I6	Oh, I don't know. If a person sent me a message I answer that, but actively 2-3 hours. But I get a message I answer it.
25.	IN	**So you mean you use it on your mobile, right?**
26.	I6	Yeah, all the time on the mobile. Feel like 24/7. All the time.
27.	IN	**How important would you characterize the social networking sites in your life and why?**
28.	I6	I don't like calling people, I prefer to text them and then Facebook is the best. You can chat with you class mates and get an answer for a question and so for school it very good. I lived I the USA for half year, so it's good for staying in contact with them I guess.
29.	IN	**So why don't you choose to do it by phone, because you don't like it?**
30.	I6	Yeah, because it easier to ask one question. If you call on the phone you need to talk for a long time but if you text, it's just that one question.

31.	IN	**Okay. Have you ever considered your privacy when using social net-working sites? Please explain why and how specifically you have think of it.**
32.	I6	I don't think about it that much. I don't see me as a private…, I don't post anything on Facebook anymore. I maybe send private things to my friends but I don't feel like that they are super private so, it not like I would get harmed if I got out. Maybe it is a little private so I don't want people to read it but I don't think about it very much.
33.	IN	**So you say you do or don't have privacy concerns?**
34.	I6	I think I'm in the middle?
35.	IN	**So, why are you in the middle? You don't believe that something bad could happen in these networks?**
36.	I6	If I do something bad, I don't think I'm going to write it to someone. I maybe have to say it to my closest friends but then I rather do it face to face. But that is not because of the security thing I'm just that person who wants to speak face to face instead. So I don't think about it.
37.	IN	**So you mean you control the things you publish there and that makes you feel a bit safer?**
38.	I6	Maybe I'm not thinking about it, I don't think about it. I guess that is a better answer because I don't think about it. I don't send private friends because I'm afraid that the outside is going to see it, I just don't do it because of me, myself.
39.	IN	**Okay, but who will be the one seeing your private information when you don't care?**
40.	I6	Maybe an enemy? Somebody who don't like me. Maybe if I am getting a job in the future and someone else also wants it. That person can maybe hack in and see all the things and show the world.
41.	IN	**So your concerns are more about other people, right?**
42.	I6	Mm, yeah. That other people can hurt me because of the things I send to my friends.
43.	IN	**Okay. Have you ever thought if a third party or the platform can use your data?**
44.	I6	Oh yeah.
45.	IN	**Or the social network that you use can sell your data or use it inap-propriately?**

46.	I6	I see that if I visit a website I get a lot of commercials from that website on Facebook but yeah.
47.	IN	**Does that bother you?**
48.	I6	No, not really.
49.	IN	**Do you feel comfortable when using these sites, I mean do you trust them?**
50.	I6	Yeah.
51.	IN	**To reveal your personal information to them?**
52.	I6	I don't understand what they can do with it. They can show me more commercials but I don't feel like it is something, not that personal.
53.	IN	**Okay. So what kind of personal information do you reveal in the social networking sites? Please describe from each of them and how you do that. And for example how much information do you disclose in each one of them.**
54.	I6	Hm, for Facebook I don't post anything for my friends to see, I just chat with people.
55.	IN	**You used to publish?**
56.	I6	Yeah, yes but that was mostly like "had a test" or "100 days to school end" some it was not very personal things. We had a bachelorette party some weeks ago and then we published photos from it and that more like: see how much fun I have.
57.	IN	**So you use them in order to present your life and communicate with others or express your thoughts?**
58.	I6	No, not my thoughts. More about my image. Like: we did this today, it was fun. So that why I guess. In Instagram I don't publish anything, I think the last one was one year ago. No, 1-2 months ago.
59.	IN	**But why don't you publish things on Instagram?**
60.	I6	Because I don't have that much followers.
61.	IN	**So you would not gain something?**
62.	I6	Exactly.
63.	IN	**So if you had more followers what would be the benefits?**

64.	I6	The same as Facebook I guess. You upload thing because you want people to see but if no one sees it why would you publish it.
65.	IN	**So why do you still have your Instagram account?**
66.	I6	Because I want to see other peoples.
67.	IN	**Okay. What about the other social networks?**
68.	I6	SnapChat, I send a lot of people pictures because it is fun to take a photo. They have a lot of filters now, like dog eyes and ears and all of that.
69.	IN	**Do you have again friends that you share this information with?**
70.	I6	Yeah, you can send it to one person or everyone. But I mostly send it to specific people. But then I only have 5 people that I always send to, so that not that many. Yeah, that all of mine.
71.	IN	**Okay. So we can say that you have some privacy concerns but you still share your information in these networks, why do you do that?**
72.	I6	I don't send like what I'm thinking about or my home address, maybe I do, but does not feel like personal, personal information, just what I'm thinking about. Not like security number or something like that.
73.	IN	**You don't feel threatened?**
74.	I6	No.
75.	IN	**Have you changed your behavior? To feel more protected?**
76.	I6	No, I think I'm the same. I don't upload so many things anymore but I have not changed anything either.
77.	IN	**Okay. How do you try to protect yourself from all these concerns that you have?**
78.	I6	No, I have not done that many changes.
79.	IN	**So you still reveal your information without thinking about that?**
80.	I6	Yeah. I think so.
81.	IN	**So why do you do that? You don't believe something bad is going to be happened?**
82.	I6	The funny part is, it more fun to send pictures and all of that than not doing it.

83.	IN	**So it is more fun?**
84.	I6	Yeah, and I don't understand what anyone can do with the information. More than making me feel bad, what else can they do? That can't hurt me that much.
85.	IN	**So you don't see any threats?**
86.	I6	No.
87.	IN	**But you have concerns?**
88.	I6	Yeah, but I don't want people to know the things I'm thinking or see my chat with my best friend it would be like: Oh. More like embracing I guess.
89.	IN	**Have you ever used the privacy settings in these networks?**
90.	I6	Yes, sometimes. Because on Facebook you can see your page how I looks for people who are not friends with you sometimes I just check that. It was a long time ago I change anything on the settings.
91.	IN	**How long ago?**
92.	I6	Maybe like, 2-3 years ago.
93.	IN	**So you mainly have the default settings?**
94.	I6	I think yeah, I think I have the normal once that you get when you start.
95.	IN	**Hm, on Instagram do you have an open or a close account?**
96.	I6	I had a closed one but I wanted to have 100 followers and I lost one so I made it open again. So I think it is open now, I think. Yeah it's open.
97.	IN	**On which social networking site have you used the settings?**
98.	I6	Facebook and Instagram, but opened it 2-3 month ago and Facebook think I have like half security.
99.	IN	**So, on SnapChat?**
100.	I6	Yeah, on their you need to be friends with people you send pictures to. But you can also change to that everyone can send pictures to you.
101.	IN	**But you have it private or no?**
102.	I6	I think the normal setting is private and you need to be friends, yeah.

103.	IN	**About Facebook again, you said that about 2-3 ago you changed some settings, can you remember which ones and the reason you changed them?**
104.	I6	No, I only want the people who are friends to me to see.
105.	IN	**So you want to protect yourself?**
106.	I6	Yeah, more the pictures I upload. I don't want people who are not my friends to see them.
107.	IN	**Can you remember if you found the settings useful or not?**
108.	I6	Yes, they are useful.
109.	IN	**And since then you have not change them, right?**
110.	I6	I don't think I have.
111.	IN	**Can you log in and describe us your current settings? We want you to say why you have your setting the way you have them. What you can gain and what to protect. Okay?**
112.	I6	So, who can see the things I publish? It on my friends.
113.	IN	**Why?**
114.	I6	Like that just my friends can see it.
115.	IN	**It feels better?**
116.	I6	Yes, I want to control the things, even if I don't publish anything today people can still see the old things. I want to control the people who can see it, I thinks that why.
117.	IN	**So the setting is only friends?**
118.	I6	Yes. The next thing is about if you want to approve when you get tagged in things. And then I don't have anything, people can tag me.
119.	IN	**So you don't have the setting to approve what you get tagged in?**
120.	I6	No, people can tag me in whatever they want.
121.	IN	**So why do you have it like this? Because you don't care about other people tag you in a photo?**
122.	I6	I think you need to be friends for someone to tag me.

123.	IN	**So you feel comfortable when other friends publish photos you are in?**
124.	I6	Yeah. Guess so, and they can tag me in comments and for fun dog videos. It is fun. The want me to see it, it is fun when you get tagged in photos because they want you to see it.
125.	IN	**That makes you feel…?**
126.	I6	Happy, I like cute dog pictures. Who can send you a friend request, here I have everyone.
127.	IN	**Why?**
128.	I6	Because if I person I meet when I was out and don't have in common friends with that person he should be able to send a friend request to me.
129.	IN	**So you want people to have access to your profile?**
130.	I6	Yeah.
131.	IN	**So you want people to send you friend requests?**
132.	I6	Yes, and then I can approve it or disapprove it.
133.	IN	**So you mean that you have the control to approve or disapprove the request so nothing bad could happen here?**
134.	I6	Yes. Because you can't see my posts when you are not my friends. Then I say, who can search for you using your email address, here I also have friends. The same reason as the friend request.
135.	IN	**Are you not afraid that someone can use you email for other reasons?**
136.	I6	No, I'm not.
137.	IN	**Why?**
138.	I6	Because my Facebook wall is not that personal. And they cannot see anything if they are not my friends.
139.	IN	**But don't you believe that they can do anything from it? So you feel like if your email is published, anyone can see it right?**
140.	I6	No, only my friends can see it. But if you already have the email address from some reason you can search for me with it. So like if a company has my email address they can use it to search, but because they are not my friends they can't see that much anyway. And there is who can search with my telephone number, and is says everyone but I know that I

		have not posted my number on Facebook. But they ask me for it all the time.
141.	IN	**So why haven't you published it?**
142.	I6	I don't know why I should. The only reason is if you lost your password they can help, but I know my password.
143.	IN	**Do you feel it is too personal to give your number? Or is it a threat?**
144.	I6	No, if you know my name you can just Google me and you get my number for the yellow pages and stuff like that. So if you would like to get my number you can do it easily anyway. So if someone wants my phone number they have to work a little harder maybe. And the last thing if you want people to search for you outside Facebook?
145.	IN	**In the search engine?**
146.	I6	Yeah, and I have yes.
147.	IN	**Why?**
148.	I6	I have not thought about that. If people want to stalk me they can, and the first page is Facebook so that good for them.
149.	IN	**So, can you explain it a little bit more?**
150.	I6	I have not thought about it much, but if a person searches for me they want to get my information Facebook you can see my profile picture if you are not my friend.
151.	IN	**So you can have benefits for this?**
152.	I6	Yeah. Maybe a work wants to search for me and if they find my Facebook account and they see that I have fun profile pictures, they may want to hire me because I'm funny.
153.	IN	**But do you have any concern about this at the same time?**
154.	I6	No, not really.
155.	IN	**So, could you open your Instagram maybe to look at the settings on that?**
156.	I6	Yeah. My Instagram account is open. Because I want 100 followers.
157.	IN	**Why do you want 100 followers?**
158.	I6	Because it is fun.

159.	IN	**Okay.**
160.	I6	100 are not that much but it is an even number.
161.	IN	**About SnapChat, you told us that it only your friends, right? Have you ever checked your privacy settings there?**
162.	I6	I have that everyone can contact me.
163.	IN	**Why?**
164.	I6	If someone wants to be my friend, they can search for me and send me a request. But I don't have my real name or number there so you need to have my username to find me.
165.	IN	**Why don't you have your real name?**
166.	I6	It is because I got a lot friend requests from people I don't know. They are just random people, not like Swedish people, totally random. I don't think it going to be any different if I post my name.
167.	IN	**Do you accept them?**
168.	I6	No.
169.	IN	**So if I have understood correctly, you don't have your real name because maybe you want some new friends and in order to feel comfortable and be able to accept them you don't have your real name?**
170.	I6	Yeah, or no. SnapChat feel like more "Oh do you have SnapChat, me to" and then you add someone when you are face to face and not like Facebook when you are like "Oh I know this person, I will send a friend request". So SnapChat is more I want to talk to the people I'm friends with there. On Facebook it more like, I spoke to this person 10 years ago, then we can be friends on Facebook. And on SnapChat I only what people I'm friends with for real and I talk to.
171.	IN	**So in order to do what you want and have some more friends, you chose to not have your real name?**
172.	I6	Yeah, maybe. Something like that.
173.	IN	**That makes you feel more comfortable when reveling information and accepting strangers?**
174.	I6	SnapChat, it feels like SnapChat is small and Facebook is like big so Facebook has more control over the things. But if you think about it Facebook can do more, send more commercials, direct commercials. SnapChat is just pictures.

175.	IN	**Yeah, but again why do you have a false name?**
176.	I6	I don't know, I just have it.
177.	IN	**It not a way to feel safer?**
178.	I6	No its more like if you want to be friends with me on SnapChat you have to talk to me first. To really get my username because I don't want people that I don't talk to be on SnapChat.
179.	IN	**So you chose to have a special name on SnapChat in order to have control over who knows about it and can add you?**
180.	I6	Yes, exactly.
181.	IN	**Okay. Now I got it.** **Whenever you have changed your settings, on Facebook or somewhere else, have you gotten the expected result?**
182.	I6	Yeah, but I would like to click in who could see a specific picture on Facebook and not just all friends. I don't think they have it.
183.	IN	**You mean to divide in groups?**
184.	I6	Yeah, like for my closest friends. I have like four people there and when they post something I get a notification.
185.	IN	**So you want it, but you have not search to see if it is available in the setting?**
186.	I6	No, because i don't publish anything and if I do I want people to see it. All the people. And if I don't I just send it to the people I want to share it with on the chat.
187.	IN	**So what is your opinion about the existing privacy settings? For each one of the networks, for instance do you understand them? Are they easy to use, easy to handle or useful? Do you need more options?**
188.	I6	No, like it. Like celebrities can post it to everyone.
189.	IN	**Which one?**
190.	I6	Facebook, they can publish like everybody can see it and like companies can do the same.
191.	IN	**So what about your opinion about the existing settings?**
192.	I6	I think they are good.
193.	IN	**Are they useful?**

194.	I6	Yeah.
195.	IN	**Easy to understand?**
196.	I6	Yeah.
197.	IN	**So why have you not used them in the last 2-3 years?**
198.	I6	Because, the one I have no is the one I want to have.
199.	IN	**Have you only used the settings to protect yourself?**
200.	I6	Yeah. Protect is not the right word, it more like I don't want outsiders to see maybe. Not to protect, more like I just don't want it.
201.	IN	**You mentioned that you wanted to have just specific friends to see some posts, would you like to have this setting in the future?**
202.	I6	Yeah, maybe. Its more if I publish a photo, but then I have Instagram and most of my friends would see it there also. Yeah, I don't know. I have other ways to do it instead but if Facebook would do that maybe I would use it.
203.	IN	**What other ways?**
204.	I6	Like SnapChat.
205.	IN	**So, do you think that the privacy settings are there not to protect you but to…?**
206.	I6	To just like make the people I don't want to see something not see it.
207.	IN	**Control maybe?**
208.	I6	Yes, control is better.
209.	IN	**To control from whom?**
210.	I6	Yes, like my friends, friends' friend. Like why would they want to seem like why?
211.	IN	**So, you mean users?**
212.	I6	Yeah.
213.	IN	**So, have you ever considered to control your privacy from third parties like advertisers or the platform provider?**
214.	I6	No, no, not that much.

215.	IN	**Why?**
216.	I6	I don't know what they can do with it, they can sell me more direct things. And sometimes that is good because I like black dresses and such. And then I don't have to see all the pink once and of that. It's a faster way for me to shop.
217.	IN	**So you like that?**
218.	I6	Yes.
219.	IN	**Is there something in the future you would change about the setting I order to have more control?**
220.	I6	If the whole of my Facebook would turn in to advertising, that would not be good but it like after 10 posts it comes one. But I think it is okay now.
221.	IN	**For Facebook, do you feel that the setting should include something else?**
222.	I6	The one with the specific friends seeing specific post. Now you need a group first. And I want to click in the people.
223.	IN	**Like when you invite people to an event on Facebook?**
224.	I6	Yeah, exactly.
225.	IN	**What would you gain by this?**
226.	I6	Then I could publish for only those people.
227.	IN	**Would you publish more if you had this control?**
228.	I6	I don't think so, no. But it's good to have if I want to.
229.	IN	**What about the other social networks? Because they don't include so many settings. Instagram for example is more like "open or close". Do you feel that you would like to have more options about controlling your privacy?**
230.	I6	Yeah.
231.	IN	**Do you want or expect the same things from them?**
232.	I6	For me it's like Facebook is the big thing and the others are small and I don't have that many friends on those and on Facebook I have everyone. It is more like I just, in Instagram I used to have my close friends and the same on SnapChat it is only my closest friends and on Facebook it is all the others.

233.	IN	**So you mean that in Facebook you need it more?**
234.	I6	Yes, exactly.
235.	IN	**So you need to have more control but you don't know if you have concerns you said?**
236.	I6	Yeah. Nothing has happened yet, so I guess that's why.

Appendix I7: Transcript of interview 7 (I7)

Row	Person	Interviewee7 (38:41 Minutes)
1.	IN (Inter-viewer)	**Your information regards only the scope of this thesis and your personal data will not be used further. Your identity will not be revealed. If you feel uncomfortable during this interview you can just say that you don't want to answer the question and we will continue with another question. Also, in one part of this interview we will ask you to log in to your personal SNS accounts and describe your privacy settings. It will be totally private, you will be the only one that will have access to the laptop and you can delete the history after this task, in order your personal information to be deleted. You also have the ability to approve the transcription and change something in regard to your answers, if it was something that we have misunderstood. Are you comfortable with this?**
2.	I7	Yes, sure.
3.	IN	**Please give us your gender, age and academic background.**
4.	I7	Yes, I'm 22, study mechanical engineering. I'm a man.
5.	IN	**Which are the social networking sites that you actively use today? Please explain the reasons why you use each one of them and what are your main actions in them.**
6.	I7	I use Facebook, I'm not that active. I don't upload stuff but I check up on my favorite sites and read articles and such. And I use YouTube, I watch a lot of videos I think that is it.
7.	IN	**Do you chat with your friends on Facebook?**
8.	I7	Yes, I use messenger a lot. I don't use Instagram or twitter even if I have them.
9.	IN	**So that is basically Facebook and YouTube?**
10.	I7	Yes.
11.	IN	**Why do you use these networks?**
12.	I7	I keep updated, see what my friends are doing, if you include the chatting part, there is where we plan things and stuff like that.
13.	IN	**Do you consider all these as benefits that you get by using the SNS?**

14.	I7	Yeah, I enjoy it, it is beneficial.
15.	IN	**How much time do you spend daily using social networking sites? Please explain. How long do you use them?**
16.	I7	Actively I probably use them for an hour a day, both of them together. YouTube might be playing videos in the background for music and stuff but I don't count that. I think I have had Facebook for six seven years. And YouTube I had since I was a kid, since it started basically.
17.	IN	**So you use them for many years, right?**
18.	I7	Yes, I do.
19.	IN	**How important would you characterize the use of social networking sites in your life? Please explain why.**
20.	I7	Compare to what?
21.	IN	**As a part of your life. How important you think they are?**
22.	I7	They are not that important, they are alternatives to phone and text messages, news magazines online. So not very important at all, I can live without them.
23.	IN	**Have you ever considered your information privacy when using the social networking sites?**
24.	I7	Yes, I have not read the agreements or anything but I don't want them to sell my information so I get spam from random companies. I'm okay with them keeping it inside their own company and to maybe display advertisement that I search for a lot.
25.	IN	**So do you feel that you have some concerns about your data when using these networks?**
26.	I7	Yeah, of course. I don't want them to use it however they want and make money out of it. I want them to keep it to themselves and respect my privacy.
27.	IN	**So your concerns are more about the third parties with advertisers and so?**
28.	I7	Yeah, I don't want them to steal my identity. Some information that I type in such as personal number I don't what them to display that.
29.	IN	**What about your friends, are you afraid?**
30.	I7	Yes, I don't want them to see that.

31.	IN	**Okay, hm, the platform? Do you trust the platform?**
32.	I7	Yes, I trust them.
33.	IN	**But not your friends?**
34.	I7	You know as I said, companies can't do just whatever they want I guess but you know friends, and friends that I added on Facebook I have not many of them for several years. I don't know what they are capable of and how they would use that information.
35.	IN	**How likely do you believe it is that something bad could happen like threats or damage to your information?**
36.	I7	I did not get that; can you ask again?
37.	IN	**How likely do you consider to be that someone could take advantage of your information?**
38.	I7	Like steal my information?
39.	IN	**Hmm. But anything, not only information. But privacy at large.**
40.	I7	Small risk, I guess.
41.	IN	**All of them?**
42.	I7	Yes. Mostly Facebook though I guess. I don't share a lot of information if not Facebook does it for me. So it up to Facebook if they display.
43.	IN	**So what do you mean with that?**
44.	I7	I don't expose my own identity myself. If it would be expose it would be Facebook's fault.
45.	IN	**So why do you feel that you don't expose your own identity by yourself?**
46.	I7	You know my password and my ID.
47.	IN	**What kind of information do you disclose/ reveal?**
48.	I7	What I reveal?
49.	IN	**Yes.**
50.	I7	You know when I type in my information when I create an account but most of my information. Not my billing information but my address and it is a lot of information there.

51.	IN	**Do you feel like the photos you may upload is not personal information? Or write down your thoughts; do you consider that personal information?**
52.	I7	No, I don't care. If I chose to upload stuff I don't care of the privacy of that. Is only when I create an account, that the privacy I'm concern about.
53.	IN	**So why you do not care about the private data that you upload? Do you feel like nothing bad will happen right?**
54.	I7	I would not upload stuff that I don't want other people to have access to. So I don't really care about that.
55.	IN	**Have you ever thought about who can see your private information apart from your friends? And how someone can use an innocence photo that you have uploaded?**
56.	I7	I don't care, they can use it however they want.
57.	IN	**Okay. You said that you have privacy concerns**?
58.	I7	Yes, about people stealing my identity.
59.	IN	**But you said that you protect yourself and be careful about what data you reveal?**
60.	I7	Yes, exactly.
61.	IN	**Okay, so do you have any other strategy in order to protect yourself or that you have used before?**
62.	I7	I don't know, I don't think I have any strategies, before I upload a photo for example if I don't want anyone to use of see it I would not upload it. It very incents photos like personal but not that personal.
63.	IN	**Okay, not that personal but you upload them for one reason. What is that reason?**
64.	I7	To share.
65.	IN	**And that makes you feel?**
66.	I7	Yeah, that is the point of social media. To share your life.
67.	IN	**And what are the things you take from this, for your life?**
68.	I7	If I was on a trip maybe, when I went to Dubai for example I posted a couple of photos for each day. About what we did, I wanted to share.

69.	IN	**And that for example helps you develop new relationships? Or maintain the existing or is it just for fun?**
70.	I7	Maintain the existing, and it is fun. I like to see photos from other people so I feel kind of responsible to upload my own.
71.	IN	**Have you ever thought about using the privacy settings?**
72.	I7	Oh I don't think so.
73.	IN	**So you have the default privacy settings?**
74.	I7	I think I might have used it once. I have changed it so people I have not befriended cannot see the photos I have uploaded. But I think that may be a default.
75.	IN	**Did you find them useful?**
76.	I7	Yes, they are easy to navigate.
77.	IN	**So why haven't you used them?**
78.	I7	I don't see, I don't know what I want to change. I noticed a setting from a random person's page where I could not see their photos so I wanted that also. I think that is the point of it.
79.	IN	**So you have changed the settings but the result was not what you wanted?**
80.	I7	I changed it to the way I wanted it to be.
81.	IN	**So you are satisfied and the result is what you thought it was going to be?**
82.	I7	Yes, but I think it can be hard to use those settings because you don't really know what is going to get changed when changing them.
83.	IN	**So why don't you know what to change?**
84.	I7	I have not explored that part. I don't look in to it that much.
85.	IN	**Can you explain why?**
86.	I7	I don't really care. I trust Facebook to take care of that part.
87.	IN	**So you trust Facebook and try to protect yourself by your own. So the settings are not necessary?**
88.	I7	I don't know, maybe if you want to change something there should be there but I don't use them that much.

89.	IN	**Okay, did you use them when you felt you had to protect your privacy?**
90.	I7	No, I kind of use them to expose myself more I guess. I made it possible that every account on Facebook can see my photos not the other way around.
91.	IN	**You may now log in to see what setting you have. And some questions will come. We want you to explain what you have and why. Like I have it like this for this reason.**
92.	I7	All right. So there is a privacy shortcut that Facebook displays that they want you to have the option to safe. At this point I have the setting that only I can see what I upload, that is for Face-rape purposes. So if I leave my account open and someone tries to be finny writs something nobody but I can see it and I delete it after. So when I want to post something I change that for just that picture.
93.	IN	**So why do you have this setting?**
94.	I7	If someone get access to my computer if I have not logged out or something and if they decided to make a post no one will see it. Of course they can change it but I don't think they will think about it. Where do I review photos or text I have been tagged in? I have it like I have to accept it if someone posts a picture of me before my name will not be a link.
95.	IN	**What do you want to gain by this?**
96.	I7	Control, there is a lot of spamming on Facebook. People try to sell stuff and tag everyone they have on their contact list but then I will not be in it because I have to accept it first. I guess I changed a lot of privacy setting what I not thought about. Who can contact me, I have that to everyone, but I guess that that is default so have not changed that.
97.	IN	**So why haven't you changed that?**
98.	I7	I guess that's the point of social media that anyone can find me and add or send a message to me if they want to.
99.	IN	**So by having it like this, you still feel like you have all the benefits that SNS bring?**
100.	I7	Yeah, I do. The last one is: How do I stop someone form bothering me. It is that you can block someone, but I have not done that. Everyone can send me friend request, who can look me up by using the email you provided.
101.	IN	**Why do you have it like this?**

102.	I7	I guess I have not changed this, but not everyone can see my phone number. I know there are a lot of people trying to sell stuff by phone and I don't want them calling me.
103.	IN	**Why do you have that everyone can send you a friend request and email?**
104.	I7	That the point of social media I guess, if I don't want to accept I decline. Email, this is the one I'm currently thinking about changing. I don't want spam on my email and I don't see the point of my friends knowing my email when they can just send me a message directly on Facebook. Who can look you up using the phone number you have provided. Its friends right now.
105.	IN	**So you have your phone number on Facebook, right?**
106.	I7	I'm not sure, let me check. I thought I changed that so it was only me, so maybe i will change that now. Yes, I have it in my profile.
107.	IN	**So why do you want to remove that?**
108.	I7	I don't see the point of it being there. People can just access me as easily one Facebook. I don't use my phone that much, I never text. Messenger is the steady message app I use.
109.	IN	**You said earlier that you have friends that it has been years without speaking them, so do you feel like it is a good choice to have your phone number up.**
110.	I7	No, I don't. I want I to be nobody, I don't trust all my friends I have and most of them I have not spoken to in years.
111.	IN	**What about if someone wants to contact you after this year?**
112.	I7	Then they can write a message on Facebook is the idea I guess. I'm not sure why Facebook would want to have my phone number because they can just access me directly. Do you want search engines outside Facebook to have access to your profile? Sure. The settings are currently yes, that's okay. The result is the same to search on Facebook.
113.	IN	**What do you want to gain by having it this way?**
114.	I7	I think this is the default setting so I have not change it but the idea I guess is that friends can find me more easily. My name is very common so if you search for my name you will get a lot of people, but I you are additional information it may be easier. I don't mind people using Google to find me.
115.	IN	**Do you feel that you can have let's say any cost by having this last setting?**

116.	I7	I don't think this will bring negative effects, I don't know what you can find using Google my Facebook account. And then you can only see my first page and you can only see that I have given you permission to see. I don't see the negatives, but scam companies may use it to steal identity's and that I want to be as protected as possible. So my personal information I don't want them share but photos and such I don't care as a said earlier but not my phone number an email. So I will change those settings now to on one.
117.	IN	**What about the YouTube? Is it the same?**
118.	I7	Your profile is not as complete on YouTube, just my username an email. So people will not find a lot of information about me there. I have created a list but that is as so that other people can enjoy it also. So my friends can find the new good songs I found.
119.	IN	**Anyone or just friends?**
120.	I7	Anyone.
121.	IN	**Why anyone and not only friends?**
122.	I7	I never thought much about it, but I have not created the music just the list so it is not the personal to me. I don't really care about random people finding my list, they can use it however they want.
123.	IN	**Have you ever considered if someone can see your information, like a photo from Facebook and something from YouTube that maybe can create a better understanding about you?**
124.	I7	I never really thought about that but that can be an idea if someone wants to steal my identity, but I don't see the point of knowing my taste in music.
125.	IN	**So what about third parties, such as advertisers?**
126.	I7	Yeah, I use ad block so I don't see a lot of the advertising but I don't mind angled advertising. So if I searched for cars a lot and the display cars that just good, I don't mind. But I don't want them to sell my information such as my phone number and my address.
127.	IN	**But you still have your email address public, right?**
128.	I7	Yes, apparently I do. I will change it. That to private, but I can fix that for myself.
129.	IN	**Do you find the settings easy to understand?**
130.	I7	Yes, but maybe they should be more settings I guess. There is only seven.

131.	IN	**About what?**
132.	I7	I'm not sure but this is about your private information.
133.	IN	**So the existing setting, how do you characterize them?**
134.	I7	They are enough, but I don't know if they have information about me that I don't know about.
135.	IN	**So for the future, what would be important to add to the settings?**
136.	I7	I found everything I wished for, they are always kind of shady about the information they collected. I read articles on that, but I'm not so informed about that.
137.	IN	**But would you share more personal things if you were more protected by the settings?**
138.	I7	No, I would not.
139.	IN	**Even if you had more control like who can see your things? To divide your friends?**
140.	I7	No, because I don't share a lot to being with but I can imagine that people who do would benefit from that. But if I could click in which friends could see a specific photo that could be a thing.
141.	IN	**Now you can logout.** **One more, from who do you think the settings protect you from?**
142.	I7	They protect me from people who want to steal my identity, people I don't know, I could be people I do know. I feel protected, but you never know.
143.	IN	**So people you may communicate with?**
144.	I7	Right.
145.	IN	**What about the third parties?**
146.	I7	Yes, mostly them. I don't want companies to have my information I have not provided it myself. But I trust Facebook if that matters, but if they sell it is not much I can do about it.
147.	IN	**Have you ever tried to find a setting that protects you from advertisement?**
148.	I7	No, I have not.
149.	IN	**Do you think there is such a setting?**

150.	I7	No, I don't think so. Maybe there is some paragraph in the user agreement that they are allowed to use everything you type in whatever way they want.
151.	IN	**Is this important?**
152.	I7	Yes, but I trust Facebook. But they could sell me out.
153.	IN	**Do you use social networks mostly from your phone or from your computer?**
154.	I7	Mostly from my phone, but my computer also.
155.	IN	**Thank you very much for your participation!**

Appendix I8: Transcript of interview 8 (I8)

Row	Person	Interviewee8 (34:02 minutes)
1.	IN (Interviewer)	**Your information regards only the scope of this thesis and your personal data will not be used further. Your identity will not be revealed. If you feel uncomfortable during this interview you can just say that you don't want to answer the question and we will continue with another question. Also, in one part of this interview we will ask you to log in to your personal SNS accounts and describe your privacy settings. It will be totally private, you will be the only one that will have access to the laptop and you can delete the history after this task, in order your personal information to be deleted. You also have the ability to approve the transcription and change something in regard to your answers, if it was something that we have misunderstood. Are you comfortable with this?**
2.	I8	Okay, I'm pretty chill about it. It's fine.
3.	IN	**Please give us your gender, age and academic background.**
4.	I8	Female, 22 and I have a bachelor's degree in environmental policies and economics in the UK. Master in environmental management, I'm finishing my second year of my masters now.
5.	IN	**Which are the social networking sites that you actively use today? Please explain the reasons why you use each one of them and what are your main actions in them.**
6.	I8	I use Facebook and Instagram, SnapChat. Yes, basically Facebook, Instagram and SnapChat I go every single day more than once.
7.	IN	**LinkedIn?**
8.	I8	Yeah, but not from my phone, not very often. Just sometimes when I need to look up someone but not on a daily basis at all.
9.	IN	**We will include it, it's interesting.** **So what are your main actions when using them?**
10.	I8	Well Instagram which is my favorite one, I just follow accounts about what I'm interested in. So for example like food or restaurants kind of places. Just to follow those and maybe find recipes or something. Then I follow like fashion pages as well on Instagram. So just because I'm interested in that stuff Instagram is like the perfect thing for that kind of stuff. And then I post photos but not that regularly and yeah that's what I do on Instagram. So on Facebook I'm not an active user, like I don't post stuff on a regular basis but every once in a while I post a photo or I

		share an article or something. Usually I just go on and scroll on the newsfeed and there is actually where I learn about most of the world problems or like news or like because I follow like BBC and those pages as well. So I get a lot of news from Facebook which is very cool and that's why I use it a lot. I feel like Facebook has kind of become like that now, it's no longer about like: "Oh I'm going for a walk today" like it used to be, sharing what you are doing but sharing news and articles, yeah.
11.	IN	**To keep you updated?**
12.	I8	Yeah, yeah. And then SnapChat I just send photos with my friends.
13.	IN	**It's for fun mostly?**
14.	I8	The SnapChat? Yeah, yeah. And Instagram too.
15.	IN	**So you have some benefits by using all these sites, right? It's for communication, updating and for fun? Other benefits? To communicate, why don't you use your phone instead?**
16.	I8	I think Facebook is great for communicating especially with international network because I have lived in so many different countries and I have friends all over the world and I think Facebook is the easiest way to communicate with people. So I use that a lot, like to communicate with my friends the states or from the UK or from Italy. I use it more than WhatsApp and its like quicker because it's on the computer and stuff. Yes, I didn't say that before but I actually use Facebook for communication a lot and even with our university we have a group on Facebook and we post stuff even related to what we are studying. So we use it also for academic purposes if you want to say so.
17.	IN	**How much time do you spend daily using these networks and for how many years do you use them?**
18.	I8	I have no idea when I got Facebook, but probably on Facebook you can see when you got it, like on your account. I have no idea. But maybe like 8 years ago, when it first started. And Instagram I got probably 5 years ago and SnapChat I got 2 years ago when it came out as well. How much time I spend, Instagram probably, because I don't have time I just look at it in the morning when I wake up and at night when I go to bed like I don't spend my whole day in Instagram. And SnapChat also, I just use it when someone sends me a photo or something. Facebook I usually always have it opened on my computer even when I min studying like in the background.
19.	IN	**So you use it only though your computer or?**

20.	I8	Well, usually I'm always on my computer because I'm studying all the time but if I don't have my computer and I'm like traveling or at the part or something I look at Facebook on my cell phone as well.
21.	IN	**How important would you characterize the social networking sites in your life?**
22.	I8	I think they play a pretty big role, more than you would think. More than I would probably think, because I'm like always on them and like depend on them for many things. But I think I could live without social media so it's not like death choices but it's for sure important. Because I use it so often.
23.	IN	**So have you ever considered your information privacy when you reveal personal information in these social networking sites?**
24.	I8	Yeah, like on Instagram sometimes like I'm not too confident to post a photo and the location, just because its, I have an open profile on Instagram so anyone can see my photos an even if it was a closed Instagram account people can still see my photos and see exactly where I am and I just find that a bit creepy. Because then they could come where I am or something and the same thing for Facebook. So I think about it but sometimes I maybe wait until I left the place and post it later when I'm not there or something like that. What was the question?
25.	IN	**If you have ever considered, your privacy when using these sites?**
26.	I8	Yeah, and for Facebook I have considered it but I know there is a lot of information about me on Facebook which I don't necessary love but I also don't care enough to block Facebook and get rid of it.
27.	IN	**Why?**
28.	I8	I don't know like.
29.	IN	**Does the use of them have more benefits than costs according to you?**
30.	I8	Yeah, I guess and now days I feel like people, even if didn't have Facebook people could get information about me somehow. I don't like post super personal things on Facebook, like the year I was born or like or where I'm living I don't post that. Or my email or my phone number, I don't post that, I don't have that stuff in Facebook and I don't want to put it on Facebook for people to see. But like, I don't mind people seeing that I follow this music band or that I was at the Valborg with my friends on Saturday or yeah, I don't mind.
31.	IN	**So you have some privacy concerns, right?**

32.	I8	Yes.
33.	IN	**And these concerns are related to whom? To other users or third parties?**
34.	I8	Yeah, more for like I think about who could be like using my information? I think about a hacker or like a creep who´s trying to trace me down and rape me. I think about those kinds of things, not about my friends who use my, like the people I have, the friends that I have on Facebook like maybe 700 friends or something I have on Facebook, I don't mind. I'm aware that when I post something they are going to see it and its there for them to see and they can go back and see it or whatever. But is more like third parties, not the platform Facebook itself.
35.	IN	**Do you trust the platform?**
36.	I8	I mean not necessary but I don't have anything to hide or I don't have any super important information on there. I don't mind that they have that information but I wouldn't go and post like super private confidential information or if I was hiding something I wouldn't, I´d be scared to use Facebook.
37.	IN	**So in this way you try to control this, by not sharing that much information?**
38.	I8	Yeah, I mean not necessary controlling, I don't feel the need to share that information it's not like I have stopped myself from doing it because of that. I don't actually have any information, like private information to share like.
39.	IN	**Do you trust the other users that you have like as friends?**
40.	I8	Like my friends on Facebook?
41.	IN	**Yeah, to share this information?**
42.	I8	Um, like if I think they would use that information for something else?
43.	IN	**Yeah.**
44.	I8	Probably. I'm pretty sure people, yeah, they do. I'm pretty sure people stalk me on Facebook.
45.	IN	**Do you believe that this is likely to happen?**
46.	I8	I think it happens for sure, and there's has also been some cases like that you hear about in the news sometimes, like people use confidential information from like hacking social media websites and then using that information. But I don't think that would happen to me, because like I said I don't have, I don't think I'm a target for anyone. Like I don't have any valuable information or anything that I think people

		would use. So I don't think, I hope it doesn't happen to me personally. Because no one can get anything out of it kind of. But for sure it happens.
47.	IN	**What about advertisers, don't you think you are a target for them?**
48.	I8	Yeah I am, yeah actually they all, cause on the side you always get the commercial popping up from sites that you visited or thing that you are interested in. So they do use but that is more like your history on your computer, I'm not sure how that works. It's not like what you like on Facebook it's like external websites. But other, I wouldn't mind if advertising websites use the information that is on my Facebook because I would be, if they were to use it, it would be like the kind of music I listen to or what kind of pages I like or groups that I'm in. which is nothing, like I wouldn't be bothered if they used it.
49.	IN	**So would you like to have an advertisement similar to your interests? For example, would it be like beneficial to you?**
50.	I8	Like if an advertiser like uses my information and then advertises something that I'm interested in?
51.	IN	**Yeah.**
52.	I8	If it's spamming me, no. If it like done in a proper way then yeah, I don't mind. Like sometimes when I have on the side, the commercials popping up I sometimes actually go in them. Because they are actually things that I have researched before or that related to something that I researched so it's usually something that interests me, so I actually sometimes use that. Although it's kind of annoying because it's popping up everywhere especially now days.
53.	IN	**What kind of information do you disclose on these sites?**
54.	I8	Well on Facebook, like my profile or like on a daily basis what I post?
55.	IN	**General. From all these years you used them. What kind of information do you reveal in each one of them?**
56.	I8	I reveal where I live, where I been. Where I'm traveling, because I actually use them more when I'm traveling. Because maybe I post photos or something. The school actually, my university I put it on Facebook and like photos with my friends basically. And sometimes I share articles or like YouTube music and stuff. So I guess I reveal what my hobbies are, what my interest are. And Instagram is the same, I usually post photos of like traveling photos or like food photos or like that kind of stuff.
57.	IN	**So, you have some concerns, right?**

58.	I8	Yes.
59.	IN	**About your privacy. But you still disclose information in these social networking sites, why?**
60.	I8	Because I don't think, I don't mind posting that information on Facebook. Like I do have concerns but I would have concerns if I had posted my address of where I live or like my phone number, like super detailed information that people actually could use. But I think that I have studied at Lund University or something like that I don't mind.
61.	IN	**So haven't you revealed that kind of information like number or where you live? Don't' you feel like the information you have revealed is private enough to harm you?**
62.	I8	The one that I reveal, no. Like I'm conscious about the privacy thing but those things I just don't post. Like those I don't want to share so I just keep them for myself, but the ones I post I'm fine, if people know where I have studied or something. And that's assuming that only my friends and the people I accept their friendship can see. Of course I'm not super comfortable with like a hacker seeing all of that information. Because there is still information about me even if it's not super confidential.
63.	IN	**Have you ever thought to manage your privacy in these networks?**
64.	I8	Yeah, in the privacy settings in Facebook I have.
65.	IN	**So you have used the privacy settings on Facebook, right?**
66.	I8	Yeah, like I think I can't remember but I did something about friends of friends can't see your photos or something like that. I can't remember now what my setting is on.
67.	IN	**How often do you change your settings?**
68.	I8	Not often at all. Maybe the last time was like more than a year ago.
69.	IN	**If you remember, did you find them to be useful?**
70.	I8	Yeah, I think like the one or even when you make like a post you can decide like for only specific people to see that post or you can like eliminate some people so they won't see that post. Like everyone but X, Y and Z can see your post. I think like that's a useful function and also on the settings menu I think it's useful can like limit, you can make groups of people so if you just want to share something with one group you can share it with one group. Or you can for example do the whole friends of friends can't see your photo or your information, I think that is useful.

71.	IN	**Have you ever used the setting for the other social networking sites?**
72.	I8	Yeah, on Instagram.
73.	IN	**Okay, why is your Instagram open?**
74.	I8	Because I find it annoying when people have closed Instagram accounts so I just want to keep mine open and I think it opens up your network on Instagram. Like your connections, like if you have an open account more people can see your photos and maybe comment and from there, it's a very. It's like a chain on Instagram. You from one profile until you find someone else's profile and on that profile you find another profile, so you can explore much more. So think it's kind of cooler, sometimes I post a photo and someone's like:" Check this blog out" if they post similar stuff that you could like then I get to know more posts and if my Instagram was blocked I wouldn't have that access, like that increased connection network.
75.	IN	**So it's a benefit for you to have it open?**
76.	I8	Yeah, I think so.
77.	IN	**So don't you have some concerns about the photos you upload?**
78.	I8	Hm, no.
79.	IN	**You mentioned the location thing.**
80.	I8	Yeah, that's something I think about but no. I think Instagram is less personal than my Facebook. I do post photos with me and my friends or my family or traveling photos or whatever but I don't like write, maybe I do put the location but I don't like you can see that this was posted 100 days ago but you can't see the day or the time, the location. And I don't write an extended description saying exactly what I was doing and that stuff are more general I think. Apart from the photo there is not much information there I think. There´s nothing, even in my description on my profile like I just put the countries that I´ve liked lived in. Like Italy, London, Sweden and America, that's it. There is nothing about my age, where I come from, nothing. So it doesn't bother me having it open actually.
81.	IN	**We are going to ask you to log in to Facebook now and describe your privacy settings.**
82.	I8	Yeah.
83.	IN	**About Instagram, you said you have an open account. So that's it with the settings? Or is there any other setting that you have changed?**

84.	I8	I was trying to think, Instagram is very simple there´s not many options on it. I don't think so.
85.	IN	**So (for Facebook) say like:" I have this privacy setting like this… for this reason…".**
86.	I8	Who can see my stuff/Who can see your future posts?: Friends.
87.	IN	**So why friends?**
88.	I8	What other options are they?
89.	IN	**Friends of friends, public, no one.**
90.	I8	Oh. For just like privacy like. Once again I have nothing to hide so I wouldn't mind if a stranger would have seen my photo I would show it to them but I just find it unnecessary. It's not any of their business so. Review all your posts and things you been tagged in?: There is nothing, I don't know why.
91.	IN	**So it's a default setting?** **Have you ever changed it or is it the first time you read it?**
92.	I8	No, I have changed them but I think before, like a long time ago so I think the layout was different on Facebook. Like before it was updated because I don't recognize this, I have never seen this.
93.	IN	**Okay. So the next one?**
94.	I8	Who can send you friend requests? Everyone. Because it should be accessible to everyone, just like if someone wants to find me and send me a message or, I think that's reasonable. Even for small stuff like the page "Sell by Lund", if someone wants to message me if i posted something or whatever or send me a friend request.
95.	IN	**So you want to be accessible?**
96.	I8	Yes, I think it's fair. Because if not I wouldn't be accessible to anyone. Then of course it's up to me accept it or deny it, so it's still kind of in my power. So I think its fine for them to see my profile and request it. Who can look you up using the email address you provided? Friends. I don't think my email address is publicly available on Facebook. So I don't know how that would work.
97.	IN	**So its public but you have it only to friends?**
98.	I8	No, I don't think so, no. I don't think my email is actually there, but we can check later. Who can look you up using the phone number you provided? It's says everyone but, I had the phone number because I had to, think Facebook required or something, to sign up or something. But

		then it's restricted, like only I can see it. So it says everyone but actually no one has my phone number.
99.	IN	**Yeah, but if I have your phone number for some reason I can put it in the search bar and find you.**
100.	I8	But you can't see it.
101.	IN	**No, but if I already have it, like you gave it to me. Not though Facebook.**
102.	I8	I'm going to edit this right away.
103.	IN	**So it's a searching tool and the same thing like for the email.**
104.	I8	I didn't even know this existed.
105.	IN	**So you thought you had it private but?**
106.	I8	My phone number is private but if someone like you said has it, not from Facebook, they can search for me with it. Then, Do you want search engines outside of Facebook to link to your profile? : No. it says no.
107.	IN	**Okay, why not?**
108.	I8	What does that even mean?
109.	IN	**Like if I Google your name will your Facebook profile shows up as a result. Your profile will pop up like a link on Google.**
110.	I8	I don't want to be on Google.
111.	IN	**Why don't you want to be on Google?**
112.	I8	Google is available to everyone, like to anyone can see. There is actually one photo of me on Google because I was in an article or something in high school and that annoys me a lot. Like if you put my first and last name on Google you can see this photo.
113.	IN	**So this setting was yes or no?**
114.	I8	It was no. And I'm going to leave it like that.
115.	IN	**So great, if you can logout and hand us back the computer.** **On Instagram is the same, right?**
116.	I8	It's open.
117.	IN	**SnapChat?**

118.	I8	SnapChat is, you can add people if you have their username or their phone number like in your address book. And it's kind of like Facebook, you have to send a request and it says like:" This person added you, do you want to accept?" so you do or don't. And there is no information on SnapChat, it's just your username not even your name, not even where you are from, nothing. You don't have like a profile it's just.
119.	IN	**So you need to give your name or your number to someone in order for them to add you?**
120.	I8	Yeah. Or now there is a thing, like the QR code, and you take a picture of it and it adds the person.
121.	IN	**How many friends do you have on Facebook?**
122.	I8	Should I check? About 700 I think.
123.	IN	**What about the LinkedIn, you said before that you have an account there but you don't use it so often, right?**
124.	I8	Like I don't use it on a daily basis, like as much as the other ones but my information is up to date. Like my profile is up to date and I maybe go on it like once every 10 days or something, something like that. And I look at like new connections maybe I find someone like I have heard about and connect with them.
125.	IN	**So why do you have it?**
126.	I8	LinkedIn? Because for professional like connections I think it's really, really good so once again on an international kind of context that I'm in it's really good to be connected with people from home. From when you searching for a job or for when you are searching for someone to interview for your thesis or stuff like that, I think it's really useful.
127.	IN	**So your account is open or close?**
128.	I8	Its open, everyone can find it. So I think if you Google my name, on Google my linked in thing comes up.
129.	IN	**Are you okay with that?**
130.	I8	Yeah, that I'm okay with, because it's basically my CV. Because on linked in you have everything that, like everywhere you studied and everything that you´ve done but I think that the benefits from it are greater than the possible costs of people hacking my profile or something. Also other people can come find me, I have received messages from people saying like: "I have seen your profile, you seem interesting blablabla" so it provides me with opportunities as well. So that's good.

131.	IN	**Have you logged out?**
132.	I8	Yes.
133.	IN	**Okay. We will ask you some more questions.** **So, whenever you have used the privacy settings, in general have you go the expected results?**
134.	I8	Mm, yeah.
135.	IN	**So are you satisfied with the current privacy settings?**
136.	I8	Yeah. I mean like if I restrict to just my friend of friends who can see my photos if that actually happened or not. But I think it's been affective. I think it works.
137.	IN	**It was easy to use them? Understandable? when you tried to customize them.**
138.	I8	Yeah, but I think now they are becoming more and more complicated with more and more details so it's kind of, like these questions we just read together on the profile settings some of them I didn't really. Like the phone number one, I was like: "what?" So I think because privacy is becoming such a big thing and the social networks are doing more and more to help you increase your privacy or manage your own privacy. I think because it becoming so developed its becoming more complicated as well, because there is like more details and more things that you need to manage stuff so. But it is good also, but it's also more confusing. You have all these small thing that maybe you didn't know existed, like the phone number thing or the email thing and stuff.
139.	IN	**Do you think these setting meet your needs or do you need something more?**
140.	I8	I never thought about that, no. on Facebook I think the privacy is pretty good. You have a lot of options and you can like even on a single post you can limit who´s sees it.
141.	IN	**About the other social networking sites?**
142.	I8	SnapChat is fine because there is no information, it's just kind of like WhatsApp but with photos. Instagram can probably be a little more developed, it's so, I actually think that's one of the cool things about Instagram. It's super simple and you just have one page and you scroll down it and there is your profile and it's just your username and the friends you have and the followers you have, very simple and stuff. But for the privacy settings, there are not many privacy settings. Maybe they could have done something similar with Facebook, like this post

		only this person can see. Or to choose who can see your post for example, maybe because one post is more confidential. Like one photo and don't want to share it with everyone.
143.	IN	**Do you think that these privacy settings protect you from all kind of threats?**
144.	I8	Well no, because I think like for Facebook for example I think hackers or illegally I think you could get my information anyway even if I said this is private. Because the information is on the platform, right. So Facebook owns it and in some way or another I believe they can get their hand on that information even if you said that I don't want anyone to see this, only myself. Like my phone number I said only I can see it but I pretty sure that there is a way to find my phone number on Facebook. Not for the average user but for a hacker of example.
145.	IN	**For third parties like advertisers?**
146.	I8	I hope not, like I hope that what we request to be personal is actually personal to everyone.
147.	IN	**So do you think the settings protect you from other users?**
148.	I8	Yeah. From average users yeah.
149.	IN	**From third parties like advertisers?**
150.	I8	I don't know, I guess I have some information on Facebook and apparently some of it is open for everyone so I guess that they could get access to it.
151.	IN	**For the future, if you could have more control would you disclose more information?**
152.	I8	No, I don't think there is anything that I would have to disclose like, no. I think the way I'm disclosing now is fine.
153.	IN	**Okay.**
154.	I8	There´s nothing like that I'm holding back that I would like that I'm waiting to post on Facebook or something.
155.	IN	**Great, thank you so much.**
156.	I8	No problem, I hope it was useful.

Appendix I9: Transcript of interview 9 (I9)

Row	Person	Interviewee9 (40:10 minutes)
1.	IN (Inter-viewer)	**Your information regards only the scope of this thesis and your personal data will not be used further. Your identity will not be revealed. If you feel uncomfortable during this interview you can just say that you don't want to answer the question and we will continue with another question. Also, in one part of this interview we will ask you to log in to your personal SNS accounts and describe your privacy settings. It will be totally private, you will be the only one that will have access to the laptop and you can delete the history after this task, in order your personal information to be deleted. You also have the ability to approve the transcription and change something in regard to your answers, if it was something that we have misunderstood. Are you comfortable with this?**
2.	I9	Yes, will I login to your computer and show you my privacy settings?
3.	IN	**No, not show, just describe them.**
4.	I9	Oh, okay.
5.	IN	**Please give us your gender, age and academic background.**
6.	I9	So I'm a female, 26 years old, right now I'm doing my masters in environmental management and policy and before that I did my undergrad in international political economy and English literature.
7.	IN	**Which are the social networking sites that you actively use today? Please explain the reasons why you use each one of them and what are your main actions in them.**
8.	I9	Okay, so the biggest social media platform I use is Facebook, I'm on it like all the time. It's like on my phone, I have it on the app so i get notifications regularly and I would say I use it because I studied in three different countries and outside of my country since I was 17 and that's like the biggest reason. It's a way connecting with my friends all over the world and also when I'm away with my family to certain extent I would say that I use it for keeping in touch with my friends and to keep up to date with their life. And I think social media, especially Facebook has involved to the point that you can really use it to get news about the world as well. So it has become, right now I use it just to get news about the world and you know, articles and actually I read a lot of information from Facebook now as well. So I would say to get new, to be updated about current events, updated about my friends and also for me to post personal stuff, like whether it's my opinion or what I doing

		daily or something like that. And I also use LinkedIn, so I use it specifically to get connections in a professional setting and I don't post stuff I just use it for my CV or something like that.
9.	IN	**So, you use these two social networking sites and you describe it like you feel like you have some benefits using them, right?**
10.	I9	For sure.
11.	IN	**Is it only for communication and updating yourself? Have you ever thought about other benefits from using them, for example you said that you can communicate better with people who are not in the same country as you, right?**
12.	I9	It's a way to be in the loop of my friend's daily life's kind of, it very instantaneous you know, instead of I guess you can write an email but the benefit Facebook is right there. You just, you don't have to write an essay of something, you can just write out something and you can be updated. With my personal friends and personal circle but on top of that is also getting news from the outside world.
13.	IN	**What about LinkedIn, do you feel there is a specific benefit by using it?**
14.	I9	Right now, honestly no. Because I haven't been using it to the extent that I could, I just have been like making connections with people in different fields. So I guess that in a way I'm, to have professional people all in one setting, I think that's good. Up to this day I don't really actively use LinkedIn to seek out jobs. So like companies, I haven't really used it to that extent.
15.	IN	**Why do you still use it, you see the opportunity for the future?**
16.	I9	Exactly.
17.	IN	**How much time do you spend daily using social networking sites? Please explain and for how many years you use them?**
18.	I9	Facebook I used sense 2007 and LinkedIn I opened it in 2013. 2012-2013. Yeah, it really depends like LinkedIn I would say o don't really use it. Like if someone add me I will go on to it and accept it and I would see some other people that I might know, I would like send a request and that's it. So maybe once or twice a week for a few minutes. And Facebook really depends, some days I don't use it at all and some days in on it for an hour, like when I'm procrastinating. I would say I go to Facebook way more frequently then I should. So I don't know, every 10 minutes. Sometimes I'm just checking, so I spend a great deal of time on Facebook. I can't really say exactly how much, but when

		I'm traveling I don't really use Facebook. I don't use internet or anything.
19.	IN	**How important would you characterize the use of social networking sites in your life? Please explain why.**
20.	I9	I would say that it is definitely playing a big role and I don't know if it's for the better or the worse, because I waste a lot of time on it. But it's definitely playing a big role in my life to the point that I'm using it a lot. So of course it's a part of my life so I would say it plays a big role, but I don't know if it's for the better or worse. Because of course I get these benefits of being connected to people around the world and being updated about world events. But on the other hand I'm also taking the time to be on it, like in a virtual world when I guess can be doing other stuff. But of course I would say that it's playing a big role in my life.
21.	IN	**So, have you ever considered your information privacy when using these sites?**
22.	I9	I would say that this has become more and more important when I get older. Like when I opened it, it was only for my friends from school. So I only had people I went to school with and I went to an international school, and we didn't really care about anything that we put and now when I can go back to your memories, sometimes when I see the stuff we were writing I think like: "OH my god, we would never put those stuff now." Because we come so concerned with privacy so I think as like we have progressed with Facebook, and over the years become more concerned with privacy. Like I use my privacy settings, I put some people on restricted so that they can't see all the information that I have on my wall. So these could be like employers or you know, people that I just not that comfortable with or have just meet once and maybe they want to add me but I don't really want them to see everything about my life. Because Facebook is a way to get inside somebody's life like you know, people post photos and post whatever. So I do put some people on restricted and then I put some people just in general. So it really depends and I don't add everybody like since a request to me as well, because I think Facebook is a personal platform. It's not like a professional platform, so if I don't really know someone then I would be like: Why do they need to see everything about my life? Because I do actively use my Facebook, so if it's somebody that I would be like: Okay, maybe. If it's a potential employer or something I would add them on restricted.
23.	IN	**So your concerns are about the other users who use the platform or the ones that you are friends with?**
24.	I9	Yeah, it's just like I don't want to share everything about my life or about my thoughts with everyone else. Because I use my Facebook

		pretty on a personal level, I use it to voice political views or like personal opinion so I don't want everybody to have the same insight into my life. Because I don't they should know.
25.	IN	**Do you feel like it's likely a bad thing to happen when using these sites? I mean the concerns you may have about your privacy.**
26.	I9	It's not really like I feel that something bad is going to happen it's just that I like to keep, I don't like everybody to have insight into my life. I like to have some kind of boundary. And also, like I said, I use Facebook to share my political views and maybe it's not something that I would feel computable to share with everyone. Like in my context, if I would post something about my government or something about a world issue or something and if somebody does not agree with it and I don't feel like they should know about it then I don't really care. I don't think they should know about it, something like that. Like in general I think like it's my Facebook I can post whatever I want, so most of the time I don't care and it very few people I say that I don't want them to see this.
27.	IN	**So your concerns are more about the other users. Have you ever think about third parties for example?**
28.	I9	Yeah, I have thought about that but it's, when you say third parties you mean other organizations and data collection?
29.	IN	**Yes, like advertisers.**
30.	I9	Yeah, I have thought about that of course. But I feel like, part of it that you feel kind of helpless to this kind of third party organizations, you know, you feel like you can't really. If you want to be careful about every single thing then like, you can't keep track of every single third party because you know it's happening. Like an individual you kind of feel like you can't do everything by yourself to stop that. And if you do maybe you will have to not be as active on social media or, you know. So I don't really do anything address that but I'm aware of it. Because I feel kind of helpless, like what can I do as an individual, this is happening anyway.
31.	IN	**Would you say that you trust the platform in order to provide some information about yourself?**
32.	I9	Not all the time, sometimes there are some third party you know, other apps or organizations with just stupid quizzes and stuff. And if you want to do it you have to accept some of the things from third parties and if it's something like that I never accept it. I always just cancel it and cause sometimes I get when it says it retrieves all your information and all your photos so it that kind of case I'm like:"No." and I just don't accept it.

33.	IN	**Do you have trust to the other users, like your friends I order to disclose some information?**
34.	I9	I mean most of the time I would say "Yes" but they could be like sharing whatever.
35.	IN	**Do you have the same concerns about LinkedIn?**
36.	I9	Not really, cause honestly I don't know that much about it. I know that they are making some new features on LinkedIn because they want to engage more people, because one of my friends is working with LinkedIn. So I think they are going to make people not just use it for job seeking but also make people more interactive with it but I don't know that much about LinkedIn as I do about Facebook. Because there is more a hip about Facebook as well then for LinkedIn. So I would say that I haven't really thought about it, LinkedIn I that way.
37.	IN	**Is it because you don't use it so much?**
38.	I9	Yeah, and I don't have that much information and I guess, also people don't talk so much about LinkedIn selling your information. But people in general, I think talk about Facebook being used in that kind of way, to sell your information to third parties. So right now I have, Facebook keep changing their regulations and policies all the time as well, so right know I would say that I'm actually not sure, what are actually really able to do? So I don't actually know.
39.	IN	**Can you explain what kind of information do you disclose in these two networks? Like for Facebook for example, you mentioned political views?**
40.	I9	Yeah, on Facebook I post technically everything from simple status updates, pictures with my friends or something to like sharing like news that I see from different parts of the world and then I disclose my opinions on that matter maybe. And sometimes, I used to very active on that and I think that right now I'm less open and vocal about this, I use to be way more outspoken about issues on Facebook. But I have kind of stopped that now and on LinkedIn I have only shared my academic work experiences.
41.	IN	**Yes, you said before your CV and some information.**
42.	I9	Yeah.
43.	IN	**So you disclose some information but at the same time you have concerns about it, right?**
44.	I9	Yes.

45.	IN	**So, why do you do that?**
46.	I9	Because I know that, for example when people hire people for jobs they check your profile and maybe there is some people who don't agree with some of the political views that I have. You know I could be something very simple, like, maybe not simple but I used to post a lot about the Palestine Israel conflict for example and that is something that I think a lot of people, they are kind of, they have very strong different views on that. And I know for a fact that in some places, because I used to study in the US and I know that in the US if you have this very strong opinions, because it's a very sensitive issue there you could definitely be stopped from getting into jobs, getting into programs and getting in to this kind of things. So, I don't know about here but I know that those kinds of things I feel like you don't know. Usually I don't care whoever sees it because I feel like I'm entitle to my opinion but in some few cases it would be like: Okay, I don't also want to jeopardize whatever opportunity I have just because of that. And then when I was working in the Maldives which right now it is a political situation going, people have to be careful about voicing very sting opinions as well. Especially I you want to work in the government or for an international organization like UN or something then you can't actually voice your opinions that much. So in that way I would say I was kind of restricting myself a little bit but yeah.
47.	IN	**But still, you use it in order to express your opinion even if you have some concerns about how this information is going to be used or who can see this information, right?**
48.	I9	Yeah.
49.	IN	**Have you ever thought about or tried to protect or manage your privacy?**
50.	I9	Yes, always. I think after stared accepting more people, like 2008 - 2009 I have always used privacy settings.
51.	IN	**How often do you use them?**
52.	I9	I use them, like I have them all the time.
53.	IN	**So when where the last time you changed them?**
54.	I9	Like last year I think and I just left I like that.
55.	IN	**Did you find them useful?**
56.	I9	I guess, well because before you could control who could see things that was posed on your timeline and your photos and what you put and you could check to see like who could see them. So they wouldn't see that, but now actually I'm not sure because when you do that Facebook

		that:" People who is in your friend list, on your network can still see these photos or this post" or something from their newsfeed. I'm not sure how protected the settings are now even if I control them. For an example if I control something but if you (pointing at one interviewer) are on my friend list and you *liked* it and you (pointing to the other interviewer) who I didn't want to see it will still see that even if I originally made it like you couldn't see that you know.
57.	IN	**So maybe you found them useful but not enough, you need some more?**
58.	I9	Yes, I'm not sure how affective it is right now.
59.	IN	**So we are now going to ask you to login to your Facebook and LinkedIn accounts and describe us your privacy settings.**
60.	I9	Okay. Let me see if I can remember my password.
61.	IN	**Oh, I hope so.**
62.	I9	Because I always using my phone now.
63.	IN	**So you never use your computer?**
64.	I9	Rarely.
65.	IN	**Okay.**
66.	I9	Okay, it worked. So like who can see my stuff?: here it says friends.
67.	IN	**So why do you have that setting?**
68.	I9	Because now the friends that I have now I would say that are people that, most of my friends are like from university from every other school I have been to and a few people from my work and my family. So I kind of, I don't have like people that I don't know that much. Before I would have like selected people that wouldn't see but then it became too much and I was like "okay, I can't be bothered so much "so I just have, like I said I'm not as outspoken that I used to be and I'm not so concerned about my friends seeing them.
69.	IN	**So before you had it like to less people?**
70.	I9	Yeah.
71.	IN	**And now you have it to friends or friends of friends?**
72.	I9	Just friends.

73.	IN	**So before what did you have?**
74.	I9	Before I had like: of my friends some friends that couldn't see.
75.	IN	**Okay. Why did you change it to more people?**
76.	I9	Because either I removed them or something because I felt like they are not really my friends as in they don't really need to see. You know because sometimes you just see somebody and they want to add you like you have not even had a conversation with them, you know? So then like I removed them completely, I don't know.
77.	IN	**I mean why you changed this setting in order to make your posts available to all of your friends? What do you believe you would gain with this?**
78.	I9	Just with all of my friends, I don't know. Like the friends that I have now are people I feel like I know them so I don't feel scared and don't stop them to see something. As in I trust them, the people you have in your friend list.
79.	IN	**And by sharing some information with them makes you feel like you have for example more possibilities to communicate better with them?**
80.	I9	Not really, but I don't know. Because there are friends in all parts of the world so maybe because I use it so much to keep in touch with them, yeah maybe in way. So I have not thought about who to stop from seeing my post now. Did that answer your question?
81.	IN	**Yeah, because we want to understand why you had this team of friends that could see your posts and then making it a bit bigger.**
82.	I9	Yeah, but now I only have my friends that I actually consider as friends. Before there were just some people I added because I didn't want to make them feel bad and them I removed them.
83.	IN	**Okay. So now you only have your friends.**
84.	I9	Yeah, that I feel like actually comfortable to share with.
85.	IN	**So it's quit the same, before and now.**
86.	I9	Yes, I just removed the people that I was like:" Okay these are not my friends".
87.	IN	**So there was not a big difference.**
88.	I9	Yeah. Then it says, review all your posts and things you are tagged in?: And then it says use activity log. So can actually approve what goes on my

		timeline, like if somebody tags me then I have to approve it before it goes on my timeline. So if it's something I don't want to be there I don't approve it.
89.	IN	**So why do you have this setting?**
90.	I9	Like once again because I don't want everything to go on my timeline that other people can see. It might be anything, like a funny thing, a video or a photo or anything.
91.	IN	**That makes you feel that you have more control over the information you share?**
92.	I9	Yeah. Then it says, limit audience for posts that you shared to friends or public?: I don't, there is a limiting past post action and I think I have used that to either delete or hide from timeline and thing like that from a few years back. You know when Facebook introduced the timeline anybody could scroll though and see everything.
93.	IN	**So why have you used it?**
94.	I9	Just so to remove some of from many years ago that I didn't think was for everyone to see.
95.	IN	**And what was your gain when doing this?**
96.	I9	Like once again not letting, some people might not care that much but I have a very even in my everyday life I like to choose what I can share with people and what I cannot. And I don't want people to know everything about me either. So I try to maybe not letting them see things I did 12 years ago or something, so I just remove that. Because before Facebook introduced the timeline you were not able to see them now anybody who you have accepted even like somebody I meet last year they can still go down and see thing I done in 2012 you know. And I don't think that everything I did that day is necessary for them to see. Then who can send you a friend request?: There I have friends of friends. So they can send me friend requests.
97.	IN	**So why do you have it to friends of friends?**
98.	I9	Because I don't want everyone to send me the friend request, so friends of friends I don't know, I know somebody through a friend then I'm probably going to be speaking to them and you are more likely to meet friends of friends and that's okay, then you are probably going to meet sometime and in like social setting or something and you are probably going to be okay like: Its fine.

99.	IN	**So maybe is the same reason you mentioned before like you have friends just because they sent you a friend request and then you delete them, is that why you take your measures now?**
100.	I9	Haha, yeah. Then it is: Who can look you up using the email address you provided: And that is friends. Okay this one I have to change because I don't know why it says that, it says: Who can look you up with the phone number you provided: And it says everyone. So that is something I have missed, so I need to change it.
101.	IN	**So have you provided your personal number?**
102.	I9	No, it's an old number but I need to change this and I didn't like check this before and it also says everyone so that's really bad. And then it says do you want search engines outside of Facebook to link to you profile? And I said no.
103.	IN	**Why?**
104.	I9	I don't know, I don't actually know what that really means.
105.	IN	**It means that if I Google your name, your Facebook profile will show up. But you said no, so it won't.**
106.	I9	Then okay, no. I guess I saw certain thing and I just said no.
107.	IN	**Do you want to move on to LinkedIn?**
108.	I9	Yeah. So what should I do?
109.	IN	**If you can go to your privacy settings and describe us them the same way you did with Facebook. Have you changed any settings in LinkedIn?**
110.	I9	I'm not sure. I'm like never been in this.
111.	IN	**Why have you never been there?**
112.	I9	It seems like I have 3 email address, I don't have a phone number and it seems like have not changed like my name, location. Or no I have, when I moved to Sweden I changed it. And then it says show profile photos, choose to: Show profile photo with other members: And it says everyone.
113.	IN	**Why do you have it as everyone?**
114.	I9	Because I think, if you like in a professional setting like most people say like: it's always better to see who you´re dealing with, and then the photo is really important. If you send a CV as well, people want to

		know like if it's a man or a woman, especially with my name. Nobody knows if I am a man or a woman anyway. So I think it's easier for people to connect with you if they see who you are. Should I go to the third parties one?
115.	IN	**Yes.**
116.	I9	I'm not connected to twitter on this LinkedIn, says that I have 4 connected apps. I don't know, maybe, let me see. I have like no idea. It says like authorized to 4 external applications.
117.	IN	**And you didn't know about this?**
118.	I9	No.
119.	IN	**Are you okay about it being this way?**
120.	I9	I mean, oh to external partner which you have granted existing (?,32:14) to your LinkedIn profile and network data. And yeah, I have no idea who these people are.
121.	IN	**Probably jobs you have searched for?**
122.	I9	Okay, it's says external business edition. Like I don't know what that is.
123.	IN	**Do you want to change that maybe?**
124.	I9	Yeah, I have to look in to it. I don't know what that means. Like what is SISC (?,32:35) and then is says rechecked (?, 32:38) settings and I'm not connected. I don't have the premium and yeah.
125.	IN	**Have you an opened or a closed account?**
126.	I9	Like if it's opened to everyone?
127.	IN	**Yes. Me like a random person, can I go in and see all your data?**
128.	I9	I don't know actually.
129.	IN	**If you open a tab and Google your name and LinkedIn, and… Logout before. Do you see your whole profile with all the data?**
130.	I9	This is very interesting because I never thought about it. Because I just assume like LinkedIn is a professional network you know.
131.	IN	**So because it's a professional network, you don't have the same concerns as Facebook?**
132.	I9	Yeah, also because it shows up.

133.	IN	**You can click the link to see if all your information is there or some of them.**
134.	I9	It's all the information.
135.	IN	**So everyone can Google your name and see the information that you share on LinkedIn. So how do you feel about it?**
136.	I9	Maybe it's not that good actually, if it's everyone.
137.	IN	**So you will change it?**
138.	I9	Yes, I guess. But I don't know, I have to look in to the setting first. I have not really checked how the settings work.
139.	IN	**You thought that it was a closed account or have you ever thought about it?**
140.	I9	I thought it was only people who has LinkedIn you know, could see it. I never searched my name like this.
141.	IN	**You said before it is because it's a professional network what does that mean?**
142.	I9	For me personally it means that I don't share like my personal stuff on there, they can only see my professional stuff and not my opinions pr anything, so it's safe. But now I know that anybody in the whole world can basically see everything is not like that safe either. Like because it means like literally anyone can see and maybe that's not such a good idea either, I don't know. Because basically the point of LinkedIn is to a very selected target to show your profile, right? At least not every-one, I didn't know that it was like public.
143.	IN	**Now you can logout from everything and delete the history if you want to.** **So you have changed some privacy settings, right? And when this was done have you got the expected result?**
144.	I9	Yes, most of the time I would say. Except this new thing that I'm still not sure about, even if you restrict someone from seeing your things on Facebook I'm not sure if they still can see them. Cause I think these photos can still appear on the newsfeed, because it says that" these pho-tos can still appear in newsfeeds and other places" or something and you are never sure what that means.
145.	IN	**So what is your opinion about the privacy settings, are they easy to use and were they understandable?**
146.	I9	Most of the time I would say that, it's easy to navigate around it but sometimes like it does not let you do everything that you want. Like

		sometimes you might want to, I don't know, like previously in the past I maybe just wanted to have just some people to see, like my bosses or something and then everybody else that I didn't care about. But sometimes it was hard to like to manage, make it very specific. I think that is what Facebook lacks. Like it's not very customizable, at least not the privacy settings. They have an options but it's not exactly still.
147.	IN	**So you would like some more options?**
148.	I9	Yes, of course.
149.	IN	**What kinds of options?**
150.	I9	Just to make it more customized, just more options.
151.	IN	**Do you feel that these settings will help you, the new ones you are speaking about I mean, would help you control your information privacy in regard to other users?**
152.	I9	I mean, I hope so. And even thing like now that Facebook has all the profile pictures public and that's something you can't change and that I think is really frustrating as well…before you could control it.
153.	IN	**So you would like to have more control to other parties as well?**
154.	I9	Yeah. Just in general I would like more control about what I choose to show.
155.	IN	**For third parties and the platform?**
156.	I9	Yeah. Overall.
157.	IN	**So if you had these options would you disclose more information?**
158.	I9	Yeah, if I had more choice to control I would maybe disclose more information for the people I select to and I would prevent others from seeing that. But maybe not as much as I do not anyway, but it would be nice to, sometimes now you have to think like: Okay, you can't always put everything. Like I think the older someone get the more frustrated you get, when you are younger maybe you don't care that much you are just like whatever. But the older you get you think like: They may be consequences you know. And there are always people that you don't want them to know what you are thing anyways because you just want to keep your privacy. So of course if they were more options I would like use them, totally.
159.	IN	**It's the same for LinkedIn, right? Not only Facebook?**
160.	I9	Yeah, yeah.

161.	IN	**And the last question. What do you think is the reason that you have this open profile on LinkedIn and you have not customized it in order to be closed?**
162.	I9	Yeah, I didn't actually know that.
163.	IN	**So unawareness?**
164.	I9	Yeah. I didn't know that I could make it, the first thing I would be public I only thought that LinkedIn users can see it. But now it seems like everybody can.
165.	IN	**So it's not like you tried to change it and you thought it was closed?**
166.	I9	Yeah, I didn't know, I didn't even know that I was like that. I didn't know that I was public.
167.	IN	**Thank you so much for your participation!**

Appendix I10: Transcript of interview 10 (I10)

Row	Person	Interviewee10 (28:56 minutes)
	Per-son	
1.	IN (Inter-viewer)	**Your information regards only the scope of this thesis and your personal data will not be used further. Your identity will not be revealed. If you feel uncomfortable during this interview you can just say that you don't want to answer the question and we will continue with another question. Also, in one part of this interview we will ask you to log in to your personal SNS accounts and describe your privacy settings. It will be totally private, you will be the only one that will have access to the laptop and you can delete the history after this task, in order your personal information to be deleted. You also have the ability to approve the transcription and change something in regard to your answers, if it was something that we have misunderstood. Are you comfortable with this?**
2.	I10	Okay.
3.	IN	**Please give us your gender, age and academic background.**
4.	I10	I'm a male, 25 years old, I came here as a master student to do an internship in the medical center of Lund. My master was about applied genetics and microbiology.
5.	IN	**Bachelor?**
6.	I10	About general biology.
7.	IN	**Which are the social networking sites that you actively use today? Please explain the reasons why you use each one of them and what are your main actions in them.**
8.	I10	I use the Facebook and I use it mainly for being updated about news, about my friend's actions and stuff. I also use the Instagram daily, I just saw photos, I didn't upload anything. And that the two I used today.
9.	IN	**LinkedIn?**
10.	I10	Yeah, but I didn't login today.
11.	IN	**But you use it actively?**
12.	I10	Yeah, I use it actively.

13.	IN	**So you have some benefits from using all these sites, right? It's for communication, updating and for fun? To communicate with friends?**
14.	I10	Yeah, for example I'm from X country and I study here, I think it's a very useful tool to keep in touch with my friends in X for example I'm from *X country* and I study here, And that's mainly Facebook than, the chat through Facebook.
15.	IN	**What other benefits do you get?**
16.	I10	From LinkedIn I think it's nice because you give your professional background and some employer may be interested in you or offer you something. It has never happened to me but I know people who found a job though LinkedIn.
17.	IN	**So you use it as a possibility for jobs in the future?**
18.	I10	Yes, I have it my description that I'm looking for something. So anyone who wants to contact me can.
19.	IN	**So what's the main reason you use Facebook? What's the benefits?**
20.	I10	Mainly for chatting with friends, you know see photos of my friends, check in's, that kind of stuff.
21.	IN	**So do you feel that this communication through Facebook is better than through your mobile phone?**
22.	I10	Yeah, I think it's better.
23.	IN	**Why?**
24.	I10	Because you for example you have a group chat with my friends from X country and it's much easier to communicate in this chat the other apps like Viber or WhatsApp because that requires the phone number. In Facebook you just have to be a Facebook user to use their chat.
25.	IN	**How much time do you spend daily using these networks and for how many years have you been using them?**
26.	I10	I have a Facebook account since 2007-2008. I'm not sure. I'm using it every day but I'm not sure for how long, how many hours. 2-3 for sure, 2 let's say 2.
27.	IN	**The others that you said, like Instagram?**

28.	I10	For Instagram I use only to login once a day to just see the newsfeed. See the photos and that's it for today so maybe 10 to 20 minutes.
29.	IN	**And for how many years have you been using it?**
30.	I10	I have had Instagram for like 3 years I think.
31.	IN	**LinkedIn?**
32.	I10	LinkedIn it has only been a few months; I've had an account since October I think.
33.	IN	**And how often do you use it?**
34.	I10	Not very often, most of the time I use it when I see a notification on my email for example, like if someone wants to follow me or someone accepted my following or something like that.
35.	IN	**How important would you characterize the social networking sites in your life?**
36.	I10	I think it's very important.
37.	IN	**Why?**
38.	I10	For communication, I would say only communication. And learning the news, for example you are a student abroad you can learn the news though your friends posts or though pages of your countries news and this stuff. So communication and be updated about the news it the most important.
39.	IN	**Have you ever considered your information privacy when you reveal your information in these sites?**
40.	I10	Yeah, most of the times.
41.	IN	**Can you explain it further?**
42.	I10	I usefully change my privacy settings when I don't want some people to see something. I don't have that many concerns about app use, I always read some stuff but when they have two pages of terms and conditions I never read it. I think my main concern is when I use an app Facebook is not to post things without my permission. That's what I look for.
43.	IN	**So you say you have some concerns related to the apps that run in the platform?**
44.	I10	Yeah.

45.	IN	**What about other concerns, in regard for instance to the information that you reveal? For example, you upload a photo. Have you ever think about some concerns related to?**
46.	I10	Yes of course. I have this setting that only my friends can see the photos that I upload and not to be available.
47.	IN	**And your concerns are related to the other users?**
48.	I10	Yeah, mainly so I want only my friends on Facebook, the people that I chose to see my profile to see my information.
49.	IN	**So have you ever considered, or have you ever had concerns about third parties that can have access to this information that you disclose in these networks?**
50.	I10	Yeah, I've thought about that but I don't think I did anything. For example, you mean like ads?
51.	IN	**Yes, like advertisers that can have access to your information?**
52.	I10	I don't think I did anything about it, I really don't mind, because sometimes I see advertisements that are interesting for me so it's not so bad.
53.	IN	**So you don't actually have concerns about third parties but you have some concerns about the other users?**
54.	I10	Yeah.
55.	IN	**What about the platform itself?**
56.	I10	I want to believe that they respect our privacy but of course I think if they want to see something they will see it, they run the platform so… Yeah.
57.	IN	**So would you say that you trust the platform?**
58.	I10	Yeah.
59.	IN	**And the other users?**
60.	I10	No, I wouldn't say that, most users have a database (?, 9:59) I don't trust. Because I you know.
61.	IN	**No, I mean if you trust the other users?**
62.	I10	About my...?
63.	IN	**Yes, about your information?**

64.	I10	Some of them yes, some of them no. You know when someone has for example have like 500 friends or something on Facebook it's impossible to know personally know each one of them. I mean you can say "Hello" and that's it, so you don't know what he or she would do.
65.	IN	**Okay.**
66.	I10	But I think for someone who has concerns they are the settings to for example you can choose a circle of friends to see what you want them to see. So for someone who is so much concern he can attach this.
67.	IN	**What kind of information do you reveal in each one of these networks?**
68.	I10	My hometown, my nationality, the languages that I speak, what else? My name of course, I have my real name, because some have nick names, what else? My birth date.
69.	IN	**Do you upload photos, update your status and such?**
70.	I10	Yes, sometimes not so much. I mainly upload photos on Instagram but not so much on Facebook.
71.	IN	**Thoughts, songs?**
72.	I10	Not so much now, before maybe, yeah but not now because I think that Facebook changes to nowadays. It's not so much like make a post about your feelings or a song, its mainly nowadays I think it's mainly for fun or news or stuff like that.
73.	IN	**So do you use it for fun?**
74.	I10	Yeah, of course I mean you know I visit sites like 9gaga so yeah.
75.	IN	**Okay, so what about the Instagram, you said that you upload photos there?**
76.	I10	Yeah.
77.	IN	**What other information?**
78.	I10	I don't think I have anything else on Instagram I have only my Facebook name.
79.	IN	**Do you have the location of the photo?**
80.	I10	Yeah, I do that because I like that map that Instagram does from where you take the photos.
81.	IN	**What do you expect by sharing this information?**

82.	I10	I think, do you mean about Instagram?
83.	IN	**Yes, and Facebook as well?**
84.	I10	What do you mean what do I expect? For example, when I upload photos on Instagram I expect for I don't know, for people to like it.
85.	IN	**So you have some friends there and you expect them…**
86.	I10	To like the photo.
87.	IN	**Or maybe to present some part or yourself, maybe?**
88.	I10	Yeah, maybe not, yeah it's a way to express yourself for sure.
89.	IN	**What about Facebook?**
90.	I10	Facebook I know I don't upload almost anything so I use it only for chat.
91.	IN	**So you have some concerns but you still use them and reveal some information, right?**
92.	I10	Yeah, for example in Instagram I have my photos I public so for someone to see my photos it does not require for me to approve it. Because I think that's better for Instagram cause it's an app to upload photos for people to see the photos so I don't see the reason to lock your profile on Instagram.
93.	IN	**And what about the concerns that you have? Don't have concerns about having public photos to everyone?**
94.	I10	No, that why I'm careful about what I upload.
95.	IN	**But do you gain anything by having it open?**
96.	I10	If I have any gain?
97.	IN	**Like if you gain anything, like is it beneficial?**
98.	I10	No, no.
99.	IN	**So if you don't have a benefit why do you have it open?**
100.	I10	Because it's enough for people to see photos, I can see photos from other users.
101.	IN	**So it's about principle?**
102.	I10	Yeah.

103.	IN	**Okay.**
104.	I10	I can see photos from other users and they can see mine.
105.	IN	**So you do it like because you get something from others so you feel that you should give something?**
106.	I10	Yeah, maybe like that somehow. I see it as a place where you can see nice photos, so I can see other people's photos and they can see mine.
107.	IN	**So you want your photos to be viewable when you write a hashtag?**
108.	I10	Yes, that's why I put the hashtag.
109.	IN	**So why do you want to have your photo there? Self-presentation, image?**
110.	I10	I don't know, maybe when you take a beautiful photo you just want to share it, you want other people to like it, that's why you upload it.
111.	IN	**So maybe you want to express yourself?**
112.	I10	Yeah, it's an expression.
113.	IN	**An expression about yourself?**
114.	I10	Yeah.
115.	IN	**Okay, you mention before that you have used the privacy settings in order to manage your privacy, right?**
116.	I10	Yes.
117.	IN	**Can you describe us if you find them useful and how often you change them?**
118.	I10	I don't change them very often but I think they are very useful because as I said at least in Facebook there are a lot of options in the privacy settings, things to change. So you can do almost whatever you want with your privacy. You can block people, you can upload stuff where only one person or only you can see it.
119.	IN	**When was the last time you change the settings?**
120.	I10	Maybe a month ago because I realized that some cover photos were public.
121.	IN	**You speak about Facebook now?**

122.	I10	Yeah, yeah some cover photos were public, some old cover photos. So I didn't want that so I changed it.
123.	IN	**So how did you realize it?**
124.	I10	I'm not sure, there is an option to see your profile as a stranger, as someone who looks at your profile so I don't remember who I got there but I saw my profile that way and saw what other could see, so that's how I realized it.
125.	IN	**What about Instagram, have you used the settings?**
126.	I10	No.
127.	IN	**Just to have an open or a closed account?**
128.	I10	Yes, I think that's the only setting in Instagram.
129.	IN	**What about your LinkedIn account?**
130.	I10	I have everything in public there I think that's the whole point for anyone to see who you are.
131.	IN	**What do you mean with public, if we Google for example your name we can see your profile?**
132.	I10	Yes, you will see my LinkedIn account.
133.	IN	**All the information you have?**
134.	I10	Mhm.
135.	IN	**So you said that you do that in order everyone can check it?**
136.	I10	Yeah. My resume.
137.	IN	**And you don't have concerns about it?**
138.	I10	No.
139.	IN	**Why?**
140.	I10	If I had any concerns about it I think I would not use LinkedIn, that's the whole point of LinkedIn, for other people to see who you are. And for you if you are an employer look for others.
141.	IN	**Is the kind of information that makes you feel more comfortable to share?**

142.	I10	Yeah, maybe because is about what you have done in your professional life so I don't think there is something bad about it.
143.	IN	**Can you please login to the Facebook and describe us your privacy settings and say like I have this setting like this for this reason.**
144.	I10	Everyone can send me friend request.
145.	IN	**Why?**
146.	I10	Because that's why Facebook exists, like everyone can send me and then I will decide if I want to accept it or not. Everyone can find me through my email address, if someone has my email they can find me on Facebook.
147.	IN	**So why did you choose this?**
148.	I10	Because if someone has my email I don't have a problem with them finding me on Facebook.
149.	IN	**But do you feel like it's difficult for a stranger to find your email?**
150.	I10	No, but I think it's easy to find me without.
151.	IN	**I think there is one about who can see your future posts?**
152.	I10	Yeah, my friends.
153.	IN	**So why just your friends?**
154.	I10	Because as I said those are the people that chose to have as friends on Facebook so I don't have a problem with that.
155.	IN	**So why not public?**
156.	I10	Because some things are only for friends, if someone for example want to send me a friend request and I reject him or she I don't want for him to see what I upload, so only my friends to have a kind of control for my profile. If, oh I didn't know about that?
157.	IN	**Which one?**
158.	I10	If certain changes (? 22.44) can lead to my profile, with my name. Like yes but I didn't know about that, I'm going to change it.
159.	IN	**You were unaware of this?**
160.	I10	No, I didn't know that.
161.	IN	**Have you tried to change the settings?**

162.	I10	No.
163.	IN	**No? It's the first time.**
164.	I10	No I didn't know about that that was an option.
165.	IN	**Okay. Is there anything else?**
166.	I10	Yeah, about my phone number, it says who can find you to the number you have given?: I have everybody but I had my, only I can see my phone number so I thought that was it.
167.	IN	**Okay, but this is different, it's like if we are friends and I have your phone number but not your Facebook I can find your profile with your number. Like put it in the search bar and find you.**
168.	I10	Oh, really I didn't know that.
169.	IN	**Yeah, that's what it means.** **So what do you feel about this?**
170.	I10	That's not good, let me change it.
171.	IN	**But you have it the same with your email though?**
172.	I10	Yeah, but I think my phone number is more private.
173.	IN	**Okay.**
174.	I10	I can give my email to for example a website from where I will shop some clothes, I won´t give them my phone number.
175.	IN	**Okay.**
176.	I10	That's all the options.
177.	IN	**I think there is one option about that you have to approve what people post about you, it they tag you in a post?**
178.	I10	Oh yeah, I have to approve it before it's on my Facebook wall.
179.	IN	**Why?**
180.	I10	Because sometimes some things, you know you can't control what you friends will upload about you. Sometimes you have relatives as friends and they, yeah, so you don't want them to see some stuff.
181.	IN	**Okay.**
182.	I10	Yeah. I have also recently changed about who can post on my wall.

183.	IN	So who can do that?
184.	I10	Right now no one, I changed it.
185.	IN	So why do you have it like this?
186.	I10	Because there was a post that I didn't want to be there and I couldn't delete it after that, for not to argue with the person who did it so it's better for no one.
187.	IN	So you had a bad experience about someone posting something on your wall?
188.	I10	No, it wasn't insulting or something but he posted something that I didn't want another person to see, so something like that.
189.	IN	Okay. Then after this you changed the settings in order…
190.	I10	So no one could post on my wall.
191.	IN	Okay. Is there anything else?
192.	I10	Not that I can remember.
193.	IN	So have you changed any settings on LinkedIn?
194.	I10	No, no.
195.	IN	Not at all?
196.	I10	No.
197.	IN	Okay, so you can logout and we have some more questions for you.
198.	I10	Okay.
199.	IN	So, whenever you have used these settings are you satisfied from the results?
200.	I10	Yeah.
201.	IN	It was easy to use them, understandable?
202.	I10	Yes, it was easy for me. What I was looking for I found it.
203.	IN	Do you think these settings meet your needs?
204.	I10	Yeah.
205.	IN	Or do you think they cover only a part?

206.	I10	No, no I think it cover all, what I can think about now.
207.	IN	**Do you think that these privacy settings can protect you from all the possible privacy threats?**
208.	I10	Not all.
209.	IN	**Can you explain that?**
210.	I10	I don't know, for example if a government agency wants to find out something about you, I don't think they would care about your settings. But I can, I think I can protect you from other people who want to find something about you.
211.	IN	**From other users you mean?**
212.	I10	Other users, yeah I mean.
213.	IN	**So what about you said about the government, what about the advertisers?**
214.	I10	I don't know exactly how that's works so I don't want to say something specific, yeah, I don't know.
215.	IN	**Okay. Do you have any suggestion for future settings?**
216.	I10	Maybe to put an option about advertisers, but I don't think that's possible because they get money from advertisers so yeah.
217.	IN	**Do you feel that you need more options?**
218.	I10	No, no I think it's okay. But if I had to say something I would say about the advertisers.
219.	IN	**If you had more control would you disclose more information?**
220.	I10	No, I don't think so.
221.	IN	**So you are totally satisfied?**
222.	I10	Yeah, I think that Facebook have whatever you need.
223.	IN	**Okay, thank you.**
224.	I10	You're welcome.

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