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Exploring Psychologists' Self Disclosure Practices and Privacy Management Strategies on
their Personal Facebook Profile.

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ABSTRACT

According to Mark Zuckerberg, founder of Facebook, the level of transparency that social networking sites has brought to the world will no longer support an individual having a personal and a professional identity; the two will become one and the same. This is a concern for those in the psychological profession, where self-disclosure of a personal nature is not only not recommended but is often considered to violate ethical principles of the profession, and could result in negative consequences for both the clients and the psychologists. This study explores how psychologists manage the balance between the self-disclosing nature of social networking sites with the need to protect their privacy online. Psychologists (n=99) from the New Zealand College of Clinical Psychologists and the New Zealand Psychological Society were asked to complete a survey indicating their self-disclosure practices and privacy management strategies on their personal Facebook profiles. Results suggest that psychologists are relatively consistent in the rules they have in place about who they share their information with and the strategies they use to protect it. Of the participants, 10% were found to have fully public disclosure practices, with the remainder having moderately or strict practices. While psychologists are engaging in self-disclosures on Facebook they appear to be doing so with some privacy protection strategies in place.

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Exploring Psychologists' Self Disclosure Practices and Privacy Management Strategies on their Personal Facebook Profile.

In Western society today, we are more aware of our 'right' to privacy than we have ever been before. Modernisation and the development of new technology have increased fears of privacy violations and made us more conscious of the need to maintain personal privacy (Jarvis, 2011). Our concept of privacy, however, has changed. Whilst privacy was once defined as "the right to be left alone", the new understanding is more akin to "being able to control who has access to our personal information" (Asay & Lal, 2014; Chen & Chen, 2015). This shift appears to have occurred alongside individuals' increasing desire for popularity and fame. The introduction of talk shows, reality television, and mass social networking have changed our understanding of privacy and left individuals with multiple identities to manage: our private selves (who we "really are") and our public selves (the sides of us we share with others) (Jarvis, 2011).

In the physical world, as opposed to the online world, what is private and what is public are often distinct; when people disclose in face-to-face situations they are able to determine exactly who they are talking to, the environment in which they are sharing, and can largely manage the presentation of their public and private selves more easily (Child, Petronio, Agyeman-Budu, & Westermann, 2011). In the online world, however, there are no such markers or measurements which clearly define the boundaries between the public and the private. The internet, at its core, is inherently public in nature (Walther, 2011). It is technology developed for acquiring data and dispersing information on a mass scale across the world. Individuals, therefore, are often unclear about exactly who they are sharing their public and private selves with. Some have even argued that the development of the internet and its many facets mark the end of privacy (Tubaro, Casilli, & Sarabi, 2014). Despite this,

many users of social networking sites still hold expectations of privacy when posting information in online forums.

The Privacy Paradox

So do social networking sites mark the end of privacy? Increasingly, individuals and organisations are expressing their concerns over the amount and ease of which personal information is made available to anyone with access to the internet and a search engine (Young & Quan-Haase, 2013). Despite this, individuals are still willingly posting personal information online with research suggesting that approximately 18% of the world's population had a Facebook profile in 2013 (Young & Quan-Haase, 2013). This phenomenon has been labelled as a 'privacy paradox': it suggests that even though people are reporting concerns about their privacy online they are continuing to engage with, and share personal information, on social networking sites. In particular, it has been suggested that individuals are becoming increasingly tolerant of the erosion of privacy within society, and social networking sites are often considered to be the main reason for the disappearance of privacy (Tubaro et al., 2014). This paradox between the public nature of sharing in social networking sites and the private nature of the information we share, has attracted substantial scholarly attention in recent years and begs the question: how do we manage our privacy in what is essentially a public space?

Risk-Benefit Ratio of Self-Disclosure Online

Self-disclosure is an essential part of social interaction (Taddicken, 2014). Individuals use it to express not only who they are through their thoughts, opinions and attitudes but also to describe their life experiences. The type of self-disclosure is dependent on the situation, context, and the audience of the information (Taddicken, 2014). Furthermore, self-disclosure is often determined by the perceived and anticipated benefit of disclosing that information

(Li, Lin, & Wang, 2015). Disclosure in face-to-face contexts can help build intimacy in relationships, share knowledge and experience across generations, and can give access to specific services and organisations (Taneja, Vitrano, & Gengo, 2014). Self-disclosure online can also have a number of perceived benefits (Li et al., 2015). According to some theories, people use social media to satisfy the need for enjoyment and distraction, to build social relationships, and for identity construction (Debatin, Lovejoy, Horn, & Hughes, 2009). They weigh these needs or benefits against the possible risks that can come from engaging in any type of media.

Research suggests that individuals choose to post personal information on social networking sites because of a risk-benefit consideration, where the benefits are believed to outweigh the risks of disclosure (Baek, 2014). Social networking sites require a certain level of self-disclosure in order to gain the full benefits of their features (Bergström, 2015). In fact, research has found that individuals tend to disclose more personal information on the internet and social networking sites than they would in face-to-face interactions (Chang & Heo, 2014).. Those who post daily photographs and status updates, for example, are likely to have more social interactions on their profiles because of people liking or commenting on the posts, than those who choose not to post daily content (Taneja et al., 2014). Furthermore, as with self-disclosure in face-to-face interactions, self-disclosure online helps to build and maintain relationships with others through the mutual sharing of personal information. Social networking sites also offer entertainment to its users, providing them with access to videos, advertisements, and photograph which are posted by other users and can cater to all different types in interests.

While it is beneficial for individuals to engage in self-disclosure online, it is not without some degree of risk. Compared to other forms of self-disclosure, information posted online is persistent in terms of availability across both time and distance and according to the

Concerns for Information Privacy Framework (CIPF) there are a number of ways that self-disclosure online can be risky (Fodor & Brem, 2015; Taddicken, 2014). For example: when the information disclosed online is accessed by someone it was not intended for such as an employer or client it can cause damages to an individual's reputation. This has been evident in news articles in which individuals have been fired for the information they have posted on Facebook. In 2009, a high school teacher posted photographs of herself drinking wine on holiday alongside the use of swear words in her comments. This was seen by the principal of the school who felt it was inappropriate behaviour for a teacher, and she was subsequently forced to resign (Lee, 2014). Issues could also arise when the information is used for a secondary reason, for example, identity theft. This highlights a need for a balance between self-disclosure online and privacy management strategies which allow individuals to protect their personal information from unwanted audiences and negative consequences.

Self-Disclosure and Privacy Management Strategies on Facebook

Currently the world's largest social networking site, boasting over 1.35 billion monthly users, Facebook, is often used by researchers when exploring self-disclosure and privacy management strategies online. Every minute 277,000 people log into their Facebook accounts to share information about themselves, their experiences, or to see what their "friends" are up to (Lee, 2014). Within the site, individuals are able to disclose personal information about themselves using a number of the site's different features including writing personal biographies, sharing photographs, liking pages which reflect their interests, joining groups with members of similar interests, and connecting with friends. It is estimated that users have on average around 135 friends connected to their profile, and together they share around 30 billion pieces of content each month, including 350 million photographs which are uploaded to Facebook daily (Jarvis, 2011; Kirkpatrick, 2010).

This huge amount of self-disclosure by individuals on Facebook raises the question of who we are sharing this information with and how are we attempting to avoid the unwanted risks that self-disclosure online can bring? Facebook has frequently come under scrutiny for its privacy flaws and the potential for personal information to be shared with unwanted audiences (Young & Quan-Haase, 2013). Privacy International, a human rights organisation with a specific focus on privacy issues, places Facebook second lowest in privacy protection; surpassing that of only Google in its attempt to protect its users from privacy threats (Debatin, 2011). In 2009, Facebook made updates to its website which made information previously restricted by privacy settings, available to anyone who viewed the profile without any prior warning to users (Lee, 2014). This indicates a need for users of the site to have their own rules and strategies to determine what they are posting online and the audience of the content rather than relying specifically on Facebook settings.

Communication Privacy Management Theory suggests that social networking users are not naïve in their disclosure practices (Young & Quan-Haase, 2013). It holds that individuals aim to strike an appropriate balance between revealing and concealing information from certain audiences using their own privacy rules (Child et al., 2011). Simply using the settings provided by Facebook has been shown to not always be sufficient to protect individuals from the negative consequences that self-disclosure online could bring. These negative consequences are labelled by the theory as privacy turbulence; defined as a breakdown in the management of privacy when the privacy rules individuals have in place for their personal information is not adhered to by others with access to the information. For example, issues have been raised about the fact that friends connected to a personal Facebook profile are able to save, share, and tag the individual's personal content, thus sharing the information with people not connected to the individual's profile. This is particularly true for Facebook because the term friends is an obscure one and can include anyone from family,

close friends, distant contacts or complete strangers; 25% of Facebook users have reported allowing complete strangers access to their personal information through friend connections to their profile (Debatin, 2011). Facebook users, therefore, have to determine their own set of privacy management strategies around who they accept as friends on their profiles and how they can control what those friends can do with the content. To date, however, there appears to be very little research into what these privacy management strategies are; more research is needed to see how users are managing to reduce the risks of self-disclosure online.

Psychologists and Social Networking Sites

Psychologists are one group of professionals who would benefit from research into specific strategies on how to manage their personal information online. Current research on the topic holds that psychologists are participating in social networking sites such as Facebook and LinkedIn, and creating personal profiles for the sharing of information with others online (Saeri, Ogilvie, La Macchia, Smith, & Louis, 2014). When used well, social networking sites can offer opportunities for psychologists to build networks, share knowledge, and maintain contact with friends and family. If used without adequate privacy management strategies, however, personal profiles on social networking sites have the potential to damage or destroy an individual's reputation, or could reflect badly on the psychological profession in general (Bernhardt, Alber, & Gold, 2014).

Psychologists are trained professionals who work with a variety of individuals to increase overall satisfaction and well-being in life. They work in a number of different contexts, including in schools to enhance learning, with individuals and groups to aid emotional and psychological difficulties, in the evaluation and treatment of disability, and with organisations to improve communication, productivity, and job satisfaction in the work place. As professionals and specialists in their field, they are often held to a higher standard

of behaviour both in the professional role and to some extent in their personal lives as well (New Zealand Psychologists' Board, 2013; Weijs, Coe, Muise, Christofides, & Desmarais, 2014). In particular, the choice of career means that psychologists are held to a standard of moral and ethical behaviour that would not necessarily be required of the general public. This standard can make psychologists vulnerable to the negative effects of public scrutiny; both in their personal online environment as well as their physical world (Weijs, Coe, Christofides, Muise, & Desmarais, 2013).

Perhaps most concerning is the online environment, which is largely considered public in nature, and which can provide access to information about an individual's personal life on a mass scale. Recent research conducted on New Zealand psychologists' personal Facebook profiles content and privacy, revealed that a large number of psychologists (63%) are using Facebook, and can be found using the Facebook search engine. Furthermore, 17% of those psychologists were deemed to have completely public profiles (Beaumont, 2015). The accessibility of psychologists' profiles has created unique concerns about their disclosure practices online. According to ethical guidelines put in place by the American Psychological Association, self-disclosure should be kept to a minimum for psychologists, especially when they are working with a client who is vulnerable or when the client lacks an understanding of appropriate boundaries (Kellen, Schoenherr, Turns, Madhusudan, & Hecker, 2014). This is particularly relevant for clinical, counselling, and educational psychologists whose roles require they work with vulnerable individuals such as young people, or individuals with emotional, developmental, or cognitive difficulties (BPS, 2002). Profiles which reveal a large quantity of self-disclosure could result in a number of issues including a loss of reputation, a blurring of boundaries with employees and clients, and threats to personal security.

Just as suggested by the privacy paradox phenomenon, psychologists are still utilising Facebook despite these potential issues. New Zealand psychologists share information such as their friends list (26%), current town (25%), family photographs (19%), and travel images (14%) publicly, whether knowingly or unknowingly, on their profile (Beaumont, 2015). These disclosures could result in threats to personal security such as stalking, or a blurring of boundaries where a client knows more than usual about a psychologist's home life. It is possible, however, that psychologists have variations in what they feel is appropriate to display publicly on their profile depending on the environment they work in. In particular, psychologists may have varying privacy management practices which allow them determine what information to reveal and conceal on their profiles. Little research appears to have been undertaken on this topic. Existing research often focuses on the ethical implications of psychologists maintaining a personal social networking profile, with very few, if any, providing specific strategies that psychologists are using to determine a balance between self-disclosure and privacy management strategies on Facebook (Haeny, 2014; Pham, 2014).

Research thus far suggests that psychologists may not be fully utilising privacy settings to maintain their privacy online. A study of doctorate students and American Psychological Association members found that 77% of psychologists were utilising a social networking site of some kind, however, 15% reported never having utilised the privacy settings at all (Taylor, McMinn, Bufford, & Chang, 2010). This highlights the need for a study which explores how psychologists manage the information they disclose on their profiles, and the strategies they use to maintain their privacy.

Aims of the Study

This study aims to explore psychologists' self-disclosure practices and within this, their relationship to the number of friend connections on psychologist's profiles. It will also

explore psychologists' privacy management strategies on Facebook, their experiences of privacy turbulence, and their personal motives for using the profile. Finally the study will look at the question of whether the privacy paradox exists amongst psychologists on Facebook.

Method

Participants

Participants were selected according to both their registration with the New Zealand Psychologists' Board (NZPB) and their membership to either the New Zealand College of Clinical Psychologists (NZCCP) or the New Zealand Psychological Society (NZPS). A total of 99 people participated in the study, with 12 males (13%) and 84 females (87%), three participants did not respond with their gender. Of these participants, the majority (88%) identified themselves as European. Other ethnicities included New Zealander or Pakeha (6%) Maori (1%), Asian (1%), African (1%), South East Asian (1%), Asian/European (1%), and Indian (1%).

The majority of participants in the study were registered with the NZPB under the clinical scope of practice (88%), followed by the general scope (8%), and the educational, counselling, and intern scopes (1%). The spread of organisations the participants worked for is displayed in Table 1. Table 2 displays the variations in the length of time participants have been registered as psychologists. Discrepancies in the total number of responses to the questions were due to non-responding from some participants.

Table 1

The Distribution of Participants Working in each type of Organisation

Organisation Type	Number of Participants	%
Private Practice	32	33%
DHB/NGO	50	52%
University/Academia	9	9%
Corporate	5	5%
Total Responses	96	

Table 2

The Length of Participant Registration with the New Zealand Psychologists' Board

Length of Registration	Number of Participants	%
Less than a year	6	6%
1-5 Years	29	31%
6-10 Years	19	20%
11-20 Years	30	32%
21-30 Years	11	12%
Total	95	

Design

The study consisted of a total of 43 questions delivered to participants via an online survey. Questions were both quantitative data and qualitative. The complete survey was expected to take around 15-20 minutes to complete. No personally identifying information was collected in this survey meaning all responses were made anonymously. A full copy of the survey is included in Appendix A.

The survey consisted of seven sections to which participants were asked to respond. Participants who did not have a Facebook profile, however, were only asked to provide reasons as to why they chose not to have a Facebook profile, and then ended the survey.

These sections were based on similar research conducted into information sharing and privacy using a number of different populations including university students, adults and adolescents, and professional groups, e.g. career veterinarians (Chang & Heo, 2014; Christofides, Muise, & Desmarais, 2011; Weijs et al., 2013). The sections were as follows:

Participant demographics: This section asked for information about the participant's gender, ethnicity, and work details, e.g. length and type of registration.

Facebook utilisation: The focus for this section was to get an understanding of if and how psychologists were using Facebook, including questions about their reasons for using Facebook and the amount of time they spend on the site daily.

Information disclosure practices: Facebook users are able to share their contact publicly, with friends connected to the profile, with friends of friends, using custom settings such as organising 'friends' into groups on the profile, or can use the option for 'only me', hiding the content from everyone but the user. This section focused on the content that psychologists were posting on their personal Facebook profile and who they were sharing it with to understand whether there was an agreement among psychologists about what was appropriate or not appropriate to share with certain audiences.

Friend networks: This section explored the friend connections psychologists had on their profiles, i.e. who they would allow to make a connection to their profile through a friend request. It also looked at how psychologists managed new friend requests to their profile.

Use of privacy management strategies: These questions asked psychologists about their familiarity with Facebook privacy settings, and looked at how often psychologists were utilising specific settings and strategies on their personal profiles. The aim of these questions was to understand whether psychologists had a set of privacy rules or strategies which they used to protect their personal information online.

Privacy concern: The final section attempted to explore whether a privacy paradox existed for psychologists in New Zealand. Psychologists were asked to indicate how often they felt concerned about certain issues pertaining to maintaining a personal Facebook profile, and to describe any incidents of privacy turbulence they may have experienced as a result of their profiles.

All participants who completed the survey were provided with the opportunity to enter into a prize draw as a thank you for their time. This was done via a separate online survey where participants were asked to indicate whether they wished to receive an informational brochure and/or enter into the prize draw (See Appendix B). Those who responded yes to either option were asked to provide either an email address or postal address through which they can be contacted. The responses to the second survey were stored in a separate data collection file than those of the first in order to maintain the anonymity of participant responses. Prize draw winners were chosen at random using the random number software on Excel and were contacted shortly after the close of the survey.

The method of distribution of the survey varied according to the policies of the organisation participants were registered as members with. Participants of the New Zealand College of Clinical Psychologists (NZCCP) received the survey via a direct email to the address they have registered with the organisation (See Appendix C). Participants from the New Zealand Psychological Society (NZPsS) received the survey in a monthly newsletter which was emailed to the participants (See Appendix D). Both groups of participants received the same information about the survey regardless of the method of distribution. Participants were also given access to the survey at the same time and were given a month to complete the survey. Due to the method of distribution, only the participants registered with the NZCCP were able to receive a second reminder email signalling the end of the survey, a week prior to the closing date. Data collection took place during August and September 2015.

Ethics

Ethical issues were considered at length before the commencement of this research project. Various types of literature were consulted including the Massey University Code of Ethical Conduct, and published literature around the topic of social networking sites and internet research ethics. For the purpose of this research, issues of informed consent and confidentiality were addressed to avoid any potential harm to participants.

Informed consent requires that participants are given all the information they require to understand the purpose of the research, what they are expected to do, and what will happen to the data they contribute. When participants clicked on the link to enter the survey, participants were provided with an information sheet giving participants all the details of the survey (See Appendix D). By entering onto the next page of the survey, participants indicated that they had read the information sheet and provided their consent to participating in the survey; consenting to the use of the data they provided for the purposes of this research project.

As part of the informed consent procedure, participants were told that the data they provided in the survey would remain completely anonymous. Whilst it was unlikely that participants would experience any harm as a result of the answers they gave in the survey, remaining anonymous gave participants the opportunity to answer honestly and to avoid any potential discomfort or harm that may come from answering the questions in the survey. Upon completion of the survey, participants were given the option to enter in the prize draw. Those who chose to enter were required to provide either an email or physical address. To maintain the anonymity of their responses, participants had to enter a second, separate survey to record their details. This maintained their right to confidentiality throughout the survey.

Finally, it is important to recognise the bi-cultural nature of New Zealand. Before the survey was distributed to participants, a senior lecturer who has expertise in Kaupapa Maori psychology, Natasha Tassell Matamua, was asked to look over the survey to determine if it would be appropriate for Maori participants. The feedback from Natasha included some changes to the layout and some additions of Maori language to the survey which were subsequently implemented. This research received ethical approval from the Massey University Human Ethics Committee: approval number 15/022.

Results

Facebook Utilisation

Results indicate that of the total participants (n= 99), 81% reported having a personal Facebook profile. The other 19% of participants (n=19) reported not having a personal Facebook profile, citing numerous reasons for this decision; a concern for the lack of privacy on Facebook (56%), a dislike of the nature of the site (22%), and a lack of interest or time for participating in social networking sites (22%). One participant did not give a reason for not having a Facebook profile. The remainder of the results pertain to those participants who reported having a personal profile on Facebook.

Exploring Participants' Self-Disclosure Practices

In terms of what content participants were choosing to post on their profiles, results suggest that overall the majority of participants indicated that they had posted content from each of the three sections, personal information, interests and groups, and photographs on their personal Facebook profile. In particular, most of the participants (n =75) indicated posting their relationship status, their date of birth, and their friends list on their Facebook

profile¹. Participants appeared least likely to report posting photographs displaying silly humour (n=65); their religious interests or groups (n=66), and photographs displaying alcohol (n=67). Table 3 displays the total number of participants who reported disclosing each piece of content on their profile.

Table 3

Total Number of Participants who Disclosed Specific Content on their Personal Profiles

Content	Total	Percentage
Personal Information		
Work	73	91%
Education	74	93%
Home Town	74	93%
Current Town	74	93%
Relationship Status	75	94%
Relationship With	72	90%
Date of Birth	75	94%
Political Views	72	90%
Friends List	75	94%
Family/ Whanau List	73	91%
Interests and Groups		
Healthy Behaviours	71	89%
Psychology	70	88%
Religious	66	83%
Charity	69	86%
Photographs		
Profile	71	89%
Travel	70	88%
Alcohol	67	84%
Partner	71	89%
Family/ Whanau	71	89%
Friends	70	88%
Silly Humour	65	81%

¹ Data may have some discrepancies as participants often choose the 'custom' option when reporting their disclosure practices to indicate that they did not disclose the information at all.

There are several levels of self-disclosure available on a personal Facebook profile. Users are able to decide both the types of content they wish to disclose and the audience of that content. The audience of the content can be any one of the following options available on Facebook: public, meaning that anyone with access to the internet can find and view the content; friends or those individuals whose profiles are linked via a friend request to the users profile; friends of friends, i.e. individuals with profiles linked to profiles of ‘friends’ of the individual; custom where the individual can choose who each piece of content is shared with; and finally ‘only me’ where the information can only be seen by the creator of the profile.

Participants were asked to report the audience they would choose for each piece of content on their profile. Overall participants reported favouring the ‘friends’ option when disclosing their personal information, interests and groups, and photographs on their profiles. Participants appeared to be least likely to choose the friends of friends option. Table 4 shows the breakdown of participants’ choice of audience according to each piece of content.

Table 4

Breakdown of Participants Willingness to Disclose Information According to the Audience of the Content.

Content	Public	Friends	Friends of Friends	Only Me	Custom	I Don't Know	Total
Personal Information							
Work	5 (7%)	28 (38%)	2 (3%)	28 (38%)	5 (7%)	5 (7%)	73
Education	3 (4%)	33 (45%)	2 (3%)	25 (34%)	6 (8%)	5 (7%)	74
Home Town	4 (5%)	39 (53%)	2 (3%)	23 (31%)	3 (4%)	3 (4%)	74
Current Town	4 (5%)	44 (59%)	2 (3%)	17 (23%)	3 (4%)	4 (5%)	74
Relationship Status	3 (4%)	40 (53%)	2 (3%)	24 (32%)	3 (4%)	3 (4%)	75
Relationship With	2 (3%)	34 (47%)	1 (1%)	29 (40%)	3 (4%)	3 (4%)	72
Date of Birth	1 (1%)	34 (45%)	3 (4%)	31 (41%)	2 (3%)	4 (4%)	75
Political Views	0	28 (39%)	0	29 (40%)	5 (7%)	10 (14%)	72
Friends List	3 (4%)	44 (59%)	4 (5%)	17 (23%)	2 (3%)	5 (7%)	75
Family/ Whanau List	0	33 (45%)	2 (3%)	27 (37%)	3 (4%)	8 (11%)	73
Interests and Groups							
Healthy Behaviours	3 (4%)	40 (56%)	2 (3%)	10 (14%)	0	16 (23%)	71
Psychology	1 (1%)	38 (54%)	2 (3%)	12 (17%)	2 (3%)	15 (21%)	70
Religious	0	20 (30%)	1 (2%)	19 (29%)	5 (8%)	21 (32%)	66
Charity	1 (1%)	32 (46%)	2 (3%)	14 (20%)	2 (3%)	18 (26%)	69
Photographs							
Profile	29 (41%)	34 (48%)	2 (3%)	2 (3%)	1 (1%)	3 (4%)	71
Travel	0	60 (86%)	1 (1%)	5 (7%)	2 (3%)	2 (3%)	70
Alcohol	0	45 (67%)	1 (1%)	10 (15%)	8 (12%)	3 (4%)	67
Partner	1 (1%)	48 (68%)	2 (3%)	10 (14%)	6 (8%)	4 (6%)	71
Family/ Whanau	0	57 (80%)	1 (1%)	6 (8%)	5 (7%)	2 (3%)	71
Friends	0	59 (84%)	2 (3%)	5 (7%)	2 (3%)	2 (3%)	70
Silly Humour	0	47 (72%)	1 (1%)	9 (14%)	5 (8%)	3 (5%)	65

In the personal information section, there is a split between participants as to whether the information was reported to be shared with ‘friends’ or using the ‘only me’ option. In terms of public disclosure of personal information, participants were most likely to share their work details (7%). The least likely to be share publicly was that of the political views and friends/whanau list, which also received the most number of participants who did not know who had access to the information (14%, 11%).

Within the interests and groups section, participants reported greater posting to friends networks overall. This section also had the highest number of I don't know responses for its content. Specifically religious interests/groups (32%) were the most likely to have an "I don't know" response from participants of all the content discussed in the survey. The content most likely to be displayed publicly in this section were the healthy behaviours (4%), although this number was very small (n=3).

Finally, photographs was the section which was least likely to be shared publicly overall. This does not include the profile picture, which across all three sections was the most likely, single piece content, to be shared publicly (41%). Furthermore, participants appeared least likely to use the 'only me' option, compared to the other two sections, when choosing the audience of their photographs.

Friend Networks

The ability to create friend networks on a Facebook profile is a main component in how users are able to share information with others, without sharing it publicly with everyone on the internet. Participants were therefore asked to report on the number and type of friend connections they allowed on their profiles. The number of reported friend connections varied significantly. Almost half (42%) reported having less than 100 friends on their profile, whilst only 5% indicated having between 400-599 friend networks. Furthermore, 27% reported having between 100-199; 24% indicated between 200-399; and finally 1% (n=1) reported not knowing how many friends were connected to their profile.

Results suggest that of these friend connections, only 14% of participants indicated that **all** the connections on their profiles were considered close friends, and 4% reported that **most** of their 'friends' were distant friends. Furthermore, 45% of the participants reported that **most** of their friend connections on Facebook were close friends, and 37% reported that

most of their friends were acquaintances. None of the participants reported meeting their friend connections on Facebook alone.

Participants were also asked whether they would accept certain groups of people as friends on their profiles. In response to whether they would accept colleagues or employers as friends on their profile, 23% of participants said yes, 22% said no, and 55% said that it would depend. Those who gave reasons for the response it depends can be categorised as follows: 74% said that they would accept colleagues if they were close friends and friends outside of work, 14% would accept colleagues but not employers, and the final 11% reported other reasons, for example, they would only accept colleagues and employers if they liked them.

In contrast, when asked whether participants would accept current or previous clients as friends, 97% of participants indicated that they would not, 3% responded that it would depend, and none said yes. One of the participants who indicated that it would depend stated that they would consider accepting a previous client as a friend “if more than 5 years have passed and they have connected through another way, e.g. mutual friends or children”.

Disclosure Practices and Number of Friends

In order to determine whether there was an association with the number of friends participants had and their self-disclosure practices, participants were given a disclosure practice score based on the amount of times they reported sharing each piece of content. The higher the score the more private the reported disclosure practices are considered to be. Each audience was given a value between 0 and 5, 0 being the “I don’t know” response; 1 public; 2 friends of friends; 3 friends; 4 custom; and 5 “only me”. For each participant the value was added together to create a score with a maximum of 100. Those with scores between 1 and 33 were considered to have public disclosure practices, between 34 and 67 had moderate disclosure practices, and between 68- 100 had private disclosure practices. With no current

research providing scores to Facebook disclosure practices, there was no research on which to base this scores. The scores were therefore determining by dividing the scores into three possible levels of disclosure practice. Those in the lowest third were considered to have public disclosure practices, as they were utilising the audiences with the lowest privacy scores most often.

Results suggest that over half of the participants' reported disclosure practices fell within the range of moderately private (52%). The rest of the participants had either private disclosure practices (38%), or public (10%). The number of friends participants reported having were then compared to their reported disclosure practice score. Table 5 displays the distribution of privacy scores according to the number of friends on the profile.

Table 5

Distribution of participant disclosure practice scores according to the number of friends on their profiles.

Number of Friends	Disclosure Practice Privacy Level						Total
	Public	%	Moderately Private	%	Private	%	
400-599	0	0%	4	100%	0	0%	4
200-399	1	6%	12	67%	5	28%	18
100-199	1	5%	12	60%	7	35%	20
Less than 100	4	13%	11	35%	16	52%	31
I don't Know	1	100%	0	0%	0	0%	1

Results from this comparison suggest that there was no obvious association between the number of friends and the score for disclosure practices. Those with less than 10 friends had the highest number of participants within the public (13%) and private (52%) disclosure practice scores. Those participants who reported having 200-399 had the most number of participants with moderate disclosure practice scores (67%). A Chi Squared analysis yielded

no significant results. The small number of participants in each group did not have sufficient power to detect any significant differences.

Participant Privacy Management Strategies

Familiarity with Privacy Settings. Within Facebook, there are a number of privacy settings that can be used or not used in order to make a profile and its content more or less accessible to others. Participants were asked how familiar they were with these settings provided on the Facebook site. Of the 73 participants who responded to the question, 93% reported that they were familiar with Facebook's privacy settings. Only 82% reported using them regularly to protect their profile, whilst a further 14% indicated that they used them on occasion.

Reported Level of Privacy. When asked to indicate the level of privacy they felt they were currently maintaining on their profile, 63% reported that they felt their profile could be considered private, 25% reported that their profile was moderately private, and 8% said that they would be considered to have public profiles.

Use of Privacy Strategies. Results suggest that participants were spread in how often they used certain privacy strategies on their profiles. Popular strategies included only allowing friends to post on their profiles (64%), blocking individuals who have violated privacy in the past (57%), reviewing content posted by others (53%), and limiting who has access to their profiles using external search engines (50%). The least used strategy appeared to be utilising group lists to determine the audience of a piece of content, with 53% of participants never using this strategy on their profile. Furthermore, 41% of participants reported never using Facebook's default privacy settings to determine the privacy of any of their content (see Appendix F for the full list of privacy management strategies and how often participants reported using them).

Privacy Turbulence

Privacy turbulence was explained to participants as the experience of minor disturbances or a full breakdown in the management of private information online, for example, when someone gains access to, or used, an individual's private information when they were not given permission to. Results suggest that, despite their use of privacy management strategies, 10% of participants who responded to the question (n=7) had experienced privacy turbulence of some kind. These experiences included violations made by clients, employers, and friends connected to the profile, or by Facebook itself. Table 6 gives examples of each of these privacy violations.

Table 6

Examples of Participants Experience of Privacy Turbulence

Privacy Turbulence	Participant Experience
Violation by Client	<ul style="list-style-type: none">• Patient or client adding them as a friend• Client commenting on individual's photograph• Mutual friends between individual and client
Violation by Employer	<ul style="list-style-type: none">• Employer looking up Facebook profiles before hiring an individual
Violation by Friend	<ul style="list-style-type: none">• 'Friend' connected to the profile tagging the individual in posted photographs or comments
Violation by Facebook	<ul style="list-style-type: none">• Change in privacy settings made previously private profile public

Motivations for use

In order to explore why participants would utilise a personal Facebook profile when considering the potential risks to privacy, participants were also asked about their motivations for using Facebook. Participants indicated engaging in a personal Facebook profile for various reasons. The two most popular reasons reported were to maintain family/whanau interaction (79%), followed by social interaction in general (70%). The least likely reason for

participants to maintain a profile was companionship (0%); explained to participants as meeting new people. Those who responded “other” indicated the following reasons for their personal profile: sharing professional information and curiosity. Table 7 describes participant’s reasons for utilising a personal Facebook profile. Participants were able to choose more than one option in response to this question.

Inferential comparisons of the participant’s motivations for use and their disclosure practices were planned using a chi squared analysis. Within the survey, however, participants were given the ability to choose more than response to their motivations for use. This meant a chi squared analysis could not be completed.

Table 7

Participants’ Reasons for the Utilisation of a Personal Facebook Profile.

Reasons for Use	Number of Participants	
Entertainment	31	41%
Information Sharing	27	36%
Social Interaction	53	70%
Family/Whanau Interaction	60	79%
Companionship	0	0%
New Trend	4	5%
Habitual Pastime	15	20%
Other	2	3%

Does the Privacy Paradox Exist?

Finally, according to the privacy paradox, individuals who maintain social networking sites are often inconsistent in the amount of concern they report for their privacy, and their behaviours to protect their privacy. Results of this study suggest that participants were most concerned about clients finding their Facebook profiles (26%). The least likely concern was that a colleague or employer would find out personal information about them using their

Facebook profile (4%). Table 8 shows the breakdown of participants level of concern for certain circumstances which would violate their privacy on Facebook.

Table 8

Participants' Level of Concern Surrounding Privacy Issues on Facebook

Privacy Issue	Always	Often	Sometimes	Rarely	Never	Total
I am concerned that others might misuse the information I post on my Facebook profile	10 (14%)	12 (17%)	27 (39%)	16 (23%)	5 (7%)	70
I am concerned that clients may find private information about me	18 (26%)	16 (23%)	18 (26%)	12 (17%)	6 (9%)	70
I am concerned that colleagues or employers might find out private information about me	3 (4%)	6 (9%)	16 (23%)	31 (44%)	14 (20%)	70
I am concerned about how others will perceive the information I post on Facebook	10 (14%)	14 (20%)	20 (29%)	18 (26%)	8 (11%)	70
I am concerned that others will post inappropriate content about me on Facebook	8 (11%)	9 (13%)	16 (23%)	33 (47%)	4 (6%)	70

Participants were given a total score indicating their overall level of concern for privacy on their profile. This score was calculated by providing each response with a numerical value; 5 being always concerned and 1 being never concerned. The total score had a range between 5 (not concerned) to 25 (very concerned). Of the participants who responded to the question (n= 70), 50% were moderately concerned about the privacy on their profiles, 29% were very concerned and 21% were not concerned at all.

In order to determine whether a privacy paradox exists for the participants of this research, participants concerns for privacy scores were compared to their disclosure practice scores. Participants were also scored based on their privacy management strategies and

compared to their privacy concern scores (see Appendix H for how the privacy management scores were calculated.) As there is currently no research from which to base this scores on, the scores were based the idea that the more often psychologists were using the privacy strategies, the better their privacy management would be. The scores were therefore equally divided into three sections, with those in the highest third considered to have the best privacy management strategies for a private profile.

Participants who were very concerned with privacy were the most likely to have strict privacy management strategies (60%), and had moderately private (57%) or private (43%) disclosure practice scores. Furthermore, participants who reported being moderately concerned about privacy were most likely to engage in moderately private disclosure practices (63%) and had moderate privacy management strategies (82%). Despite not being concerned about privacy, no one had profiles deemed to be open to privacy violations, however, 16% of participants (n=3) who reported being moderately concerned about their profile had public disclosure practices. Chi Squared comparisons of these scores yielded no significant differences between the groups.

Discussion

Since the development of internet technology, privacy, and how to protect it, has been an issue discussed throughout the research and wider communities (Bergström, 2015). At this time, research suggests that there exists a privacy paradox in which individuals express concern for potential privacy violations online, despite continuing to post personal information in what is inherently a public space (Baek, 2014). Those who wish to engage in social networking sites, for example, are left with managing the need to disclose personal information in order to use the sites, with the permeability and ease of distribution of information which occurs on these sites. This management is particularly important for those

in society who are seen to be held to higher standards of ethical and moral behaviours such as psychologists and other health professionals. The exploration of privacy management strategies is, therefore, relevant in understanding how to manage privacy online.

Facebook Utilisation

Results of this study suggest that 81% (n=76) of participants reported maintaining a personal Facebook profile. This is consistent with the results of two previous studies which found that 77% of American Psychological Association (APA) members and 69.3% of New Zealand psychologists were using the social networking site Facebook and indicates that a number of psychologists are engaging with Facebook to some extent (Beaumont, 2015; Taylor et al., 2010). The other 19% of participants stated a number of reasons for not having a Facebook profile, with just over half (56%) citing a lack of privacy. Responses in the survey, in particular, focus on this lack of privacy as stemming from the participants' roles as psychologists. Most were concerned that their clients would gain access to their personal information. This could be seen as a reflection of the current understandings of social networking sites, and the internet in general, which suggest that society is seeing an increasing erosion in privacy as a result of this technology (Tubaro et al., 2014). The concern that clients could gain access to their personal information is, therefore, very real and could result in a number of negative consequences, such as a breakdown in professional boundaries between the client and psychologist, if not managed properly.

Exploring Self-Disclosure Practices

In order to maintain a personal Facebook profile, users engage in some form of self-disclosure, and therefore, have to make decisions around what information they are willing to disclose and to whom. Results suggest that all of the participants reported sharing content on their profile, however, there were variations in the audience they chose for the specific

content they shared. Most participants (n=75) reported sharing their relationship status, date of birth, and friends lists to one of the audience options available on their profiles.

Participants were less likely to report sharing photographs displaying silly humour (n=65); their religious interests and groups (n=66); and photographs displaying alcohol (n=67). This is consistent with previous research on the topic which found that displaying alcohol and silly humour in photographs can be potentially damaging to a professional's reputation, and has, on some occasions, resulted in job losses (Lee, 2014). It could be suggested, therefore, that psychologists have a general understanding of what would be appropriate and not appropriate to share on their profiles and attempt to avoid posting any information that could be seen as damaging to their professional reputation.

Another way to manage the appropriate or inappropriate nature of self-disclosure is to determine the audience of specific content. Of the five potential choices of audience; public, 'friends', friends of friends, custom, and 'only me', overall results of the study suggest that participants favoured the 'friends' option when disclosing their personal information, interests and groups, and their photographs. Consistent with the most recent definition of privacy, this suggests that participants were in some way attempting to control access to their personal information by only allowing individuals they have accepted as 'friends' to have access to the content they post on Facebook.

Variations in the chosen audience did, however, exist across the different pieces of content shared. In the personal information section, participants were split between sharing the information with 'friends' and using the 'only me' option on their profile. This split may be viewed as an attempt by participants to manage their privacy online. By choosing not to disclose some personal information to any other audience but themselves, they are maintaining control over that information and, therefore, maintaining a sense of privacy on Facebook. What is interesting about this section, however, is the fact that the information

most likely to be shared publicly is that of the participants work details (7%). Whilst it is only a small number of individuals (n=5), this piece of content is the most likely to blur the boundaries between the professional and the personal by identifying a link between the personal information of the individual and their professional role as a psychologist. Any content posted in their personal Facebook could then be attributed to their professional role and, if considered inappropriate, could be damaging to their reputation (Bernhardt et al., 2014).

Furthermore, of the three sections, the interests and groups section had the most amount of 'I don't know' responses when it came to their choice of audience. In particular, the highest number of participants chose 'I don't know' when considering their religious interests and groups (32%). Not knowing who has access to this information could be potentially damaging for psychologists, particularly if the religious views are perhaps contrary to the expectations and values of a client or employer of the individual. Another possible explanation is that participants did not share this information at all. Throughout the questions on the audience of specific content, participants were not specifically given the option to respond 'I don't share this information' as such a number of participants may have chosen the 'I don't know response' instead. These results, therefore, may not truly represent the amount of participants who did not know the audience of their interests and groups information.

Finally, within the photograph section, overall results suggest that aside from the profile picture, participants were least likely to share their photographs publicly or using the 'only me' option. This may be explained by the very personal nature of a photograph which can often depict a number of details about a person's life including what they do, who they spend their time with, and where they go. Participants may, therefore, be more considerate of who they share this information with. That said, when an image is posted on Facebook it is

likely done so to share with someone else. It therefore makes sense that participants rarely choose the ‘only me’ option when disclosing photographs, instead choosing to mainly share this content with ‘friends’. In the case of the profile picture, however, participants had no choice over the audience because, at the time of this survey, the profile picture was public by default and could not be changed. It is unclear whether the participants were aware of this, however, as only 41% of participants reported sharing their profile picture publicly.

Friend Networks

It is clear from the results of this study that the majority of participants report sharing the content of their personal Facebook profile with ‘friends’ connected to the profile. Participants were, therefore, asked to report on the number and types of friend connections they allowed on their profiles. According to research, the average Facebook user has 135 friend connections on their profile (Jarvis, 2011). The majority of participants in the current study, however, appeared to have less than the average with 42% reporting have less than 100 ‘friends’ connected to their profile and a further 27% having between 100 and 199. This could indicate that the participants were more cautious about who they accepted as ‘friends’ on their profile. By accepting someone as a ‘friend’ on the profile, the user provides them with access to any information which has been specified for ‘friends’.

‘Friends’, however, is an obscure term on Facebook, and research suggests that 25% of Facebook users have reported accepting complete strangers as ‘friends’ on their profile at one time (Debatin, 2011). Inconsistent with these results, none of the participants of this study reported accepting people they met on Facebook as ‘friends’ although a number of participants (37%) did report that most of the ‘friends’ they had on their profile were acquaintances. This highlights the variation in self-disclosure between the online and offline worlds; where what an individual chooses to post on their profile may not be something they

would share with an acquaintance in a face-to-face interaction. This is supported by research which suggests that individuals often share more information online than they do in face-to-face interactions (Chang & Heo, 2014). What remains, however, is the question of how this variation in self-disclosure could impact psychologists. The more people that have access to the information, i.e. acquaintances online as opposed to only close friends, the more likely the information is to reach unintended audiences (Fodor & Brem, 2015; Kellen et al., 2014).

Unintended audiences could include that of clients, colleagues, and employers. Research has shown that personal self-disclosure to clients and employers can be considered inappropriate and could be potentially damaging to both the psychologist's reputation, and the professional relationship between the psychologist and client (Kellen et al., 2014). Participants appeared to be aware of the risks associated with these unintended audiences gaining access to their information as results suggest that 97% of participants would not accept current or previous clients as 'friends' on their personal Facebook profiles. There was less agreement, however, around whether it was appropriate to have a colleague or employer as a 'friend' connected to the profile. Results suggest that 23% of participants would accept colleagues and employers, 22% would not, and 55% felt that it would depend on the situation. The majority (74%) felt that they would accept the colleague or employer as a 'friend' connection if they were friends outside of work, whilst 14% said that would accept colleagues if they were friends outside of work but not employers. This could be explained by the fact that it is possible to develop a separate, personal relationship with an employer or colleague without it clouding the professional relationship in any way. This is less likely for clients. Who psychologists choose to be 'friends' with on their profiles is, therefore, likely determined by the current relationship they have with the individual, and the impact the creation of a secondary relationship may have.

Disclosure Practices and Number of Friends

In order to explore participant friend networks further, this research also looked at whether there was an association between the number of friends participants had on their profiles and their self-disclosure practices. Results suggest that over half of the participants (52%) had moderately private disclosure practices, 38% had private disclosure practices, and 10% had public disclosure practices. This is similar to the results of a previous study of New Zealand psychologists content privacy which found that 17% of profiles were considered to be public (Beaumont, 2015). Both studies show that the majority of participants are utilising strategies to avoid public disclosure, and inconsistencies in the percentages may be explained by the difference in sample size and the self-report nature of the current study compared to the actual observations of participant profiles in the previous study.

These disclosure practice scores were then compared with the number of friends participants had. Results suggest that there was no significant association between the number of friends and the disclosure practice scores. This may be explained by the relatively small sample size. It is possible with a larger sample size, and more of a spread of psychologists with public, private, and moderately private disclosure practice scores, the analysis would yield different results. Despite this, it would appear that who the user chooses to have as a 'friend' on their profile is an important consideration when protecting the privacy of their self-disclosures online. The ability to choose 'friends' as the audience of content can only help to maintain psychologists levels of privacy if they have control over who they allow to become 'friends' on their profile.

Privacy Management Strategies

Alongside the ability to control who becomes a 'friend' connected to the profile, Facebook offers a number of other privacy settings which give users the ability to control the

information they post. Results suggest that 93% of participants reported being familiar with these privacy settings, and 82% reported using them regularly. Consistent with the results of a previous study, however, a small percentage of users (14%) indicated only using the settings occasionally (Taylor et al., 2010). This may be explained by the complex nature of privacy settings on Facebook, which change often, and sometimes without warning (Lee, 2014). It is possible that participants did not know how to use the settings well enough to use them regularly, or they were happy with the information being public and, therefore, did not need the settings. According to the results, 8% of participants reported that they felt they had public profiles. Whilst it is beyond the scope of this research to look into participant's reasoning behind this, it is possible to suggest that they felt comfortable sharing their profile publicly as they did not share anything they deemed to be inappropriate. This is supported by research that suggests that psychologists do vary in the levels of privacy control they have over their profiles (Beaumont, 2015). It also suggests that one size may not fit all, and as such the need for knowledge of how to protect privacy will vary across different groups of psychologists and individuals.

Despite these variations between psychologists, it is possible to create generic guidelines for privacy protection on Facebook. Popular privacy management strategies reported by participants included only allowing friends to post on their profiles (64%), blocking individuals who have violated privacy in the past (57%), reviewing content posted by others before allowing it onto the profile (53%) and limiting the access of external search engines, such as Google, to the profile (50%). Each of these strategies allows the participant to not only control who has access to the information they post but also to control who is able to contribute to their profile. This control of the flow of information is explained by the Communication Privacy Management (CPM) theory. According to this theory, individuals create their own privacy rules to strike an appropriate balance between revealing and

concealing their private information (Child et al., 2011). It would appear that the participants, in general, had similar privacy rules and strategies for controlling their personal information suggesting they were not naïve to the potential risks that sharing personal information online raises. What is not clear from the results is whether psychologists are doing more than the general population to protect their privacy online. It would be of interest to establish if this was the case as it could suggest that psychologists' roles had some influence of the strategies they used on their profiles.

Privacy Turbulence

By utilising privacy management strategies on their profiles, psychologists are better able to manage the privacy of their personal information. Privacy is important to ensure that psychologists can maintain an appropriate balance between their professional and personal lives, without the expectations of one imposing restrictions on the other. Privacy turbulence, however, is a breakdown in privacy and a threat to this balance. Results suggest that 10% of participants (n=7) had experienced privacy turbulence of some kind. These experiences included violations where clients or employers had accessed personal information or attempted to make a 'friend' connection between the profiles; and where Facebook settings or the actions of 'friends' on the profile, had changed the accessibility of the information, making it available to unintended audiences. Each of these violations had the potential to lead to difficult situations for the psychologists, however, all of the reported incidents appear to be relatively small incidents. This, paired with the small number of participants who experienced privacy turbulence, could suggest that psychologists are less likely to experience major breakdowns in privacy because of their personal Facebook profile and instead should focus on how they would deal with minor instances of privacy turbulence should they occur.

Motivations for Use

With the potential risks that can come from self-disclosure online, it is important to understand why individuals continue to maintain and post on their personal Facebook profiles. Results of this study suggest that the majority of participants utilise their Facebook profiles for two main reasons; family or whanau interaction (79%) and social interaction in general (70%). These results are consistent with the previous results on participants' self-disclosure practices. If participants are using the sites to interact with family and friends, they will likely not require public profiles, or disclosure practices which cater to any other audiences. They can connect with family and friends using the 'friend' connection feature of the website and then share any information they post under the audience of 'friend'. This suggests that the reasons psychologists use the site will have some influence over the information they disclose, and the audience they disclose it to. Attempts to explore this idea further, however, were not possible with these results as participants were able to choose more than one reason for using the site, meaning inferential statistical analysis could not be completed.

Does the Privacy Paradox Exist?

After considering both the risks that self-disclosure online can pose when privacy turbulence occurs, and psychologists' motivations for using the profile, the question remains as to whether the privacy paradox exists for psychologists. According to this phenomenon, individuals will report being concerned about their privacy online, but despite their concerns continue to post personal information about themselves on social networking sites. Results of this study suggest that psychologists are concerned about their privacy online. In particular, the participants reported the most amount of concern that a client would find their profile (26%). The least likely reported concern was a colleague or employer finding out personal

information about them using their profile (4%). This is consistent with the views that participants had surrounding accepting clients, colleagues, and employers as ‘friends’ on their profile and suggests that psychologists would, in general, be comfortable with a colleague or employer seeing their Facebook profile, even though they may not accept them as ‘friends’.

To explore whether participant’s level of concern matched their behaviours online, and therefore, whether or not a privacy paradox exists for psychologists, a comparison of participant’s privacy concerns and privacy management strategies was conducted. Results indicated that of the 29% of participants who were found to be very concerned about their privacy, 63% maintained strict privacy management strategies, and 43% had private disclosure practices. Similarly, of the 50% of participants who were found to be moderately concerned about their privacy, 82% maintained moderate levels of privacy management, and 63% had moderately private disclosure practices. This would suggest that participant’s level of concern for their privacy is reflected in the behaviours on Facebook. The more concerned the participants were about their privacy, the more likely they were to report having private disclosure practices, and tightly controlled privacy management strategies. From these results, therefore, it is possible to conclude that the privacy paradox does not exist for the participants of this study, and could indicate that it does not exist for psychologists in general.

Limitations of the Study

Whilst this study was useful in understanding participants’ self-disclosure practices and privacy management strategies, it was limited in its ability to generalise to all psychologists due to variations in the method of the distribution of the survey. One group, the New Zealand College of Clinical Psychologists (NZCCP), received the invitation to participate via a direct email. The other group, the New Zealand Psychological Society, were given access to the invitation in a monthly newsletter. This meant that the majority of

participants (88%) were recruited from the NZCCP. The participant sample, therefore does not accurately represent the population of psychologists in New Zealand and was unlike the previous study which explored relatively even number of psychologists across various scopes of practice (Beaumont, 2015).

Furthermore, participants of the study reported two limitations with the survey they completed. Firstly when answering questions around the content they posted, participants said they would have liked the option to say they did not post the information online at all. Without this option, a number of participants reporting using the 'only me' or custom options to respond to content they did not usually post, potentially skewing the results. Additionally, a number of participants had trouble finding the definition for privacy turbulence. The definition was in a hyperlink which required that the participants hover their mouse over it to see the definition; many participants did not see this, or did not feel the definition stayed on the screen long enough to read it. The results, therefore, may not truly represent the number of participants who had experienced privacy turbulence.

Finally, within the study participants were reporting what they thought they did concerning their self-disclosure and privacy management strategies online. This may not reflect the actual privacy settings and disclosure practices currently active on their profiles. Despite these limitations, however, it is important to note that the study has been useful in exploring strategies for managing self-disclosures and privacy on a personal Facebook profile. These strategies will be used to develop a set of generic guidelines for psychologists using Facebook.

Future Research

Future investigations could include looking into the attitudes of others in society towards psychologists having a personal presence on social networking sites. In particular, it

could be beneficial to learn whether clients and/or potential clients, use social networking sites to look up their psychologists and how they would feel about learning about their psychologists personal lives. This may give a better understanding of how psychologists can protect themselves from clients who decide to search for them, and will further explore the boundaries of self-disclosure, and what is, and is not, considered appropriate for clients to know. Furthermore, it would be interesting to compare the disclosure practices and privacy management strategies of psychologists to other mental health professionals and the general population, to determine the extent to which a psychologist's role influences their attitudes to privacy online. It should also be noted that, because of the continually changing nature of the Facebook site, there will always be a place for research which continues to look at how social networking sites are impacting on the psychological profession, and how best to manage privacy online.

Implications and Conclusions

In this age of ever changing and developing social networking technology, there is potential for both the benefits of extended communication and social interaction and the risks of privacy erosion. For psychologists and other health professionals in particular, social networking sites raise a number of potential risks, including damages to their reputation, a blurring of boundaries between professional and client, and potential threats to personal security, if privacy violations occur. As a result, this study explored how psychologists manage their self-disclosure online, and the strategies they used to protect their privacy. From the responses gathered, it is clear that psychologists vary in how tightly they feel they need to control their privacy, and how they go about managing the information they disclose, and the audience they disclose to. These variations may be a result of the number and type of friends they have, the role they work in, the reasons that they use the site, or their past experiences of privacy turbulence. As a result of this study, some privacy guidelines have been established

for psychologists and sent out to participants in order to help them manage their privacy online (see appendix B). At this time, however, there is no ideal level of privacy set for psychologists or other health professionals. Psychologists should constantly evaluate their own privacy rules in order to meet their own standards of privacy management and self-disclosure and keep up to date with any changes to policies or guidelines from ethical codes of conduct.

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Appendix A

A copy of the survey participants were asked to complete.

1. Are you:
 - a. Male
 - b. Female
2. Please indicate your ethnicity:
 - a. European
 - b. Maori
 - c. Pacific Peoples
 - d. Asian
 - e. Middle Eastern
 - f. Latin American
 - g. African
 - h. Other Ethnicity
3. Are you registered with the New Zealand Psychologists' Board?
 - a. Yes
 - b. No

If the answer to this question is **no** then it is the end of the survey for them.

4. Do you work mainly in:
 - a. Private Practice
 - b. DHB/NGO
 - c. University/ Academia
 - d. Corporate
5. Under what scope are you currently registered?
 - a. General Scope
 - b. Educational Scope
 - c. Clinical Scope
 - d. Counselling Scope
 - e. Intern Scope
 - f. Trainee Scope
6. How long have you been registered?
 - a. Less than one year

- b. 1-5 years
- c. 6-10 years
- d. 11-20 years
- e. 21-30 years
- f. 40 years or longer

Facebook Utilisation

7. Do you have a personal Facebook Profile

- a. Yes
- b. No- please briefly explain

If the person answers **no** to this question I want to provide them with the option to explain why. It is then the end of the survey for these participants.

8. What are your primary reasons for using a personal Facebook profile? Tick all that apply:

- a. Entertainment purposes (e.g. watching videos, looking at pictures)
- b. Information sharing
- c. Social interaction
- d. Companionship (e.g. meeting new people)
- e. New Trend (e.g. everyone else is doing it, it is the thing to do)
- f. Habitual pass time
- g. Other- please briefly explain

9. Approximately what year did you create your Facebook profile?

For the response to this question please provide the option to write in the year or to choose the option "I don't know"

10. On average how much time do you spend on Facebook a day?

- a. 5 hours or more
- b. 3-4 hours
- c. 1-2 hours
- d. 30 minutes or less
- e. 15 minutes or less
- f. 5 minutes or less
- g. Not a daily thing

Information Disclosure

This section looks at the content that you can post on your personal Facebook profile and who you share it with. On Facebook you are able to share your content **publicly**, with **friends**, with **friends of friends**, **only me**, or **custom**.

For each of the bold words a definition was attached to them which can be seen when participants either hover the mouse over or click on the word. The definitions were as follows

Public: The content posted is available to everyone, including those who are not your friends on Facebook, those who do not have a Facebook profile, and those who search your name in an unrelated search engine.

Friends: All those individuals who are connected to your profile via a friend connection, accepted by both you and the individual.

Friends of Friends: Visible to friends who are connected to your profile, and to those individuals who are friends of your friends' profile.

Only Me: The information is only visible to you when you log onto your profile

Custom: Any customised settings which determine the audience of your personal Facebook profile content.

11. Please identify the setting you choose to determine the audience of each piece of content in the list below.

Content	Public	Friends	Friends of Friends	Only Me	Custom	I don't know
Personal Information- About Me Section						
Work Details						
Education Details						
Home Town						
Current Town						
Relationship Status						
Relationship With						

Date of Birth						
Political Views						
Friends List						
Family List						
Interests and Groups Pages you have “Liked”						
Healthy Behaviours e.g. sports, nutrition, travelling.						
Psychology related Pages/ Groups						
Religious Pages/Groups						
Charity Pages/Groups						
Photographs you have posted						
Profile Photograph						
Images showing travel						
Images showing alcohol						
Image showing partner						
Images showing family						
Images showing friends						
Images showing silly humour						

12. If you have custom settings please briefly explain what these settings are:

Friend Networks

This section looks at the friend networks you have on your profile and your current availability for new friend connections and communication.

13. How many “friends” do you currently have in your “friends list” on Facebook?

- a. 800-900
- b. 600-799
- c. 400-599
- d. 200-399
- e. 100-199
- f. Less than 100.
- g. More than 900.
- h. I don’t know

14. Which of the following statements best describes your relationship with the majority of your “friend connections” in your profile friend list?

- a. All of my “friend connections” are close friends
- b. Most of my “friend connections” are close friends
- c. Most of my “friend connections” are acquaintances
- d. Most of my “friend connections” are distant friends
- e. Most of my “friend connections” are people I met on Facebook

15. Do you accept colleagues and/or employers as “friends” on your personal Facebook profile?

- a. Yes
- b. No
- c. It depends- please briefly explain
- d. Not applicable

16. Would you allow a previous or current client to be a “friend” on your personal profile?

- a. Yes
- b. No
- c. It depends- please briefly explain
- d. Not applicable

17. What privacy settings do you use to determine who can ‘friend request’ you on your personal Facebook profile/
- Anyone can friend request me
 - Only friends can send me a friend request
 - I don’t know I haven’t changed this setting.

Privacy Settings

These questions will ask about the privacy settings you utilise on your personal Facebook profile.

18. Are you familiar with Facebook privacy settings?
- Yes
 - No
19. Do you use them to protect your profile?
- Yes
 - No
 - In some cases
20. When did you first use the privacy settings? Please indicate the response which best suits you:
- As soon as the profile was created
 - As soon as I became aware of how to use them
 - After a privacy violation
 - After having my profile for a while
 - When I became aware of the consequences of sharing online
 - Not sure
21. Please indicate how often you use the following privacy settings on your personal Facebook profile:

	Always	Often	Sometimes	Rarely	Never
Privacy: Who can look you up and see your posts?					
I use my full and real name on Facebook					
My Facebook profile photo is an image of myself					

I use Facebook default settings to determine who can see my future posts					
I use the same privacy setting to determine the audience of all of my future posts					
I determine the audience of each individual post that I put on my profile					
I limit who can find my profile using search engines such as Google.					
I limit who can find me on Facebook by providing pseudonym name or details.					
I only post content that is suitable for everyone to see					
I make use of Facebook lists when posting content on my profile					
I have deleted posts which, upon review, have appeared inappropriate for Facebook					
Timeline and Tagging: Who can see what others tag?					
I allow anyone to post on my timeline					
I only allow friends to post on my timeline					

I allow friends of friends to post on my timeline					
No one is able to post on my timeline without me reviewing and accepting it first					
I make use of the setting which allows me to view my profile as others would see it					
I limit who can see the posts I have been tagged in					
I review all content that others have tagged me in before I accept the tag on my profile					
I untag myself from posts that I think are inappropriate					
Message Filtering and Friend Requests					
I utilise basic filtering to determine who can send me a private message					
I utilise strict filtering to determine who can send me a private message					
I make use of private messaging when I want to talk about private information					
I am careful about who I accept as a friend on my profile					

I only allow friends of friends to send me a friend request					
I defriend those who I no longer wish to see my profile content					
I block individuals from viewing my profile who have violated my privacy in the past					
I decline friend requests from individuals who I deem it inappropriate to connect with					

22. Would you describe your personal Facebook profile as:

- a. Completely private
- b. Mostly private
- c. Moderately private
- d. Mostly public
- e. Completely public
- f. I don't know

Accountability

This section focuses on your beliefs around accountability for what psychologists post on Facebook.

23. How important is it to control who can see the information you post on Facebook?

0: Not important at all

1: Of little importance

2: Of average importance

3: Very important

4: Absolutely essential

24. Do you feel that the information you post on Facebook can affect peoples' opinion of you as a professional?
- Yes
 - No
 - It depends- please briefly explain
25. Should psychologists be held to higher standards than the general public regarding the image they portray on Facebook?
- Yes
 - No
 - It depends- please briefly explain
26. Should psychologists be held accountable for the information they have posted on their personal Facebook profiles when it is outside of the professional environment?
- Yes
 - No
 - It depends- please briefly explain
27. Does the organisation or institution you work for have a policy on maintaining your own personal Facebook profile?
- Yes
 - No
 - I don't know

Privacy Concerns

This section focuses on your level of concern for privacy online and any experiences of privacy violations you may have had.

28. Please indicate your level of concern for the following issues:

	Always	Often	Sometimes	Rarely	Never
I am concerned that others might misuse the information I post on my Facebook profile					
I am concerned that clients may find private information about me					

I am concerned that colleagues or employers might find out private information about me					
I am concerned about how others will perceive the information I post on Facebook					
I am concerned that others will post inappropriate content about me on Facebook					

29. Have you ever experienced ‘privacy turbulence’ as a result of your personal Facebook profile?

- a. Yes
- b. No

Privacy Turbulence: EXPLAIN

30. Please briefly explain the experience:

31. How did you manage the situation? Please briefly explain:

32. Do you think there is a need for better guidelines on how to manage your privacy on your personal Facebook profile?

- a. Yes
- b. No
- c. I don’t really mind

33. If yes, would you like some assistance in the form of an instructional brochure?

- a. Yes
- b. No

34. Are there any other ways that you manage your privacy on your personal Facebook profile that you think we have missed?

- a. Yes- please briefly explain
- b. No

Privacy Management Tips for Social Networking Sites



Keep Your Friends Close ...

The friends you have on your profile are the biggest potential violators of your content privacy. Only have friends who you think will respect your rules around privacy.

Take Control of Your Privacy Settings ...

Every social networking site will have some form of privacy settings available... use them.

Be Prepared ...

There is never a guarantee of complete privacy. Be proactive by developing a plan to deal with any potential privacy violations.

Keep Up-to-Date ...

As an ever growing tool, there are constant changes to social networking sites and their privacy settings. Make a plan to review these regularly.

Remember ...

The internet is essentially a public place, anything you post online can, and will, be seen by many people including future clients, employers, and others.



Psychologists on Facebook:



A guide to privacy management on Facebook for psychologists, students and other mental health professionals

By Jessica Beaumont
Massey University

My Research

For the past two years I have been conducting research into New Zealand psychologists use of personal profiles on Facebook. The aim of the research is to develop an understanding of how psychologists can use personal Facebook profiles and reduce potential negative consequences to their professional lives. As such I have attempted to develop a set of strategies psychologists can use in order to avoid privacy violations. I wish to thank my supervisor, Dr Angela McNaught, for the effort she has put into this research project and the participants who took part in the survey, your input was extremely useful.

Contact Details

If you have an questions about my research or about Facebook privacy please feel free to contact me:

jessicelucyb@gmail.com

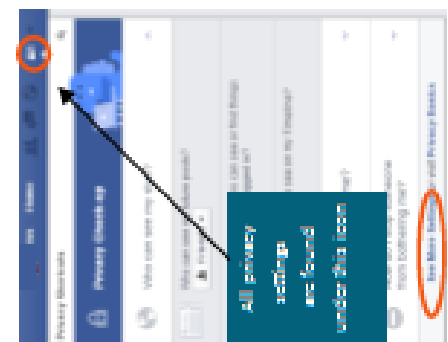
Privacy Management on Facebook

New Zealand psychologists' work related activities are bound by the regulations of the New Zealand Psychologists' Board's Ethical Code of Conduct, which holds psychologists to a high level of protection and care in professional practice.

In this age of technology new difficulties can arise when work and personal roles of the psychologist become blurred. Social networking sites, such as Facebook, can blur these boundaries by making personal information more widely available to individuals known and unknown. If information is shared that is not intended for a wider audience, it could be damaging not only to the individual psychologist, or their employer, but could also have a damaging impact on the perceptions of the psychology discipline.

The strategies laid out in this brochure are intended to provide simple and straightforward advice for managing your privacy online. They are intended to help you manage your private information so that it will only be visible to those whom you want to see it. However, this is just a guideline and Facebook's privacy settings change frequently so you will need to keep up with the changes.

Finally, you should also consult the NZPB's code of ethical conduct for additional guidelines on professional practice and using technology.

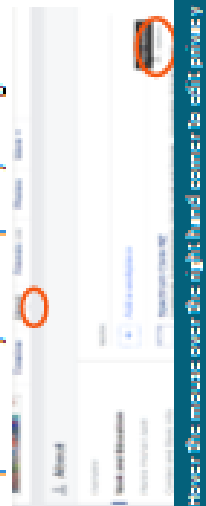


Keeping Your Profile Private

Limit Identifying Information

People who wish to find your profile will use the information they know about you to find it. Therefore it will be helpful to limit what is available on your Facebook profile. So, you might:

- Use a pseudonym - provide Facebook with a different name and date of birth than the one you use for work
- Avoid using a profile picture of yourself or your family - profile pictures are often public so post photos of yourself to your private profile but don't use them in your profile picture.
- Hide personal details from public view - work details, for example, could make it easier for clients, colleagues, or employers to find your profile. You can do this by either not providing the detail on Facebook at all, or by making it visible to 'friends' or 'only me' options provided to you under privacy settings.



Restrict Search Engine Access

Use Facebook privacy settings to stop others and engines outside of Facebook finding your profile.

Who can look me up?
Do you want other search engines to link to your Timeline?

Find this option in 'See More Privacy Settings'

Keeping Your Content Private

Be Aware of Your Audience

- Make your posts available to 'friends' or 'only me'
- Try to think about all the 'friends' connected to your profile, even those not often seen, when deciding to post. Post information suitable for everyone.
- Also note: when your 'friends' like, share, or comment on your posts, they are automatically sharing the post with their friends too. Use the privacy settings which allow tagged information to only be shared with 'friends' not friends of friends.
- Make use of 'groups' in custom settings to share information with a controlled audience e.g. family members, close friends etc.

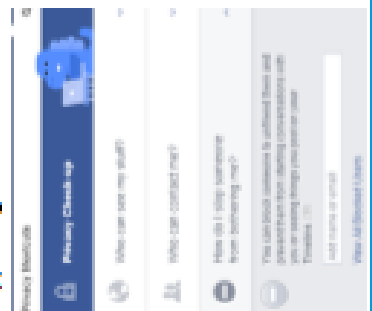
Review All 'Posts' and 'Tags'

Use Facebook privacy settings which allow you to control what other people can post on your timeline as well as what friends can tag you in.

Block and Delete

Be prepared to delete any posts or information you find inappropriate on your profile. You can also block individuals from viewing your profile and any information by putting their name into the block setting.

Blocking someone means they will not be able to see anything you post on Facebook, as well as you not being able to see their profile.



Appendix C

A copy of the email sent to the administration team for the New Zealand College of Clinical Psychologists for distribution to their members.

To whom it may concern,

Please can you forward the following email and survey to all the members of your organisation who are currently active psychologists registered with the New Zealand Psychologists' Board. This will include anyone registered under the counselling, clinical, educational or general scope of practice, and students registered as intern or trainee psychologists.

The survey is being conducted as part of my Master's Thesis project at Massey University Albany.

Thanks

Jessica Beaumont

Dear New Zealand College of Clinical Psychologists/ New Zealand Psychological Society Member,

My name is Jessica Beaumont and I am a student at Massey University. I am writing to you to invite you to participate in an online survey which will be used as part of the research project I am undertaking to meet the requirements of a Masters' of Art majoring in Psychology.

My chosen topic is how psychologists are managing their privacy online on the social networking site Facebook. It is hoped that your responses will provide a number of useful strategies to manage privacy on personal social networking profiles. These strategies can help

create useful guidelines for individuals, practices, and the psychology profession in general when using social networking sites.

The survey is linked below. It is expected to take around 15-20 minutes to complete. As a thank you for your time, at the end of the survey you will be given the option to enter a prize draw to win one of three \$100 vouchers.

Please only complete the survey if you are a registered psychologist with the New Zealand Psychologists' Board. This includes students registered as trainee and intern psychologists.

SURVEY LINK PROVIDED HERE.

Thank you for your time and responses in the survey. If you have any questions please feel free to contact the researcher Jessica Beaumont, email: jessicalucyb@gmail.com or the researcher's supervisor Dr Angela McNaught, email: A.McNaught@massey.ac.nz

Regards

Jessica Beaumont

Appendix D

An advertisement for participation was placed in the New Zealand Psychological Society's August 2015 newsletter. This is the advertisement for the survey, found on page 9 of the newsletter.

Protecting your Privacy Online

Dear readers, as part of a student research project for Massey University, we are looking for registered psychologists to complete a short online survey surrounding privacy management strategies on the social networking site Facebook.

Due to the pervasive nature of information sharing online it is important to understand how to protect psychologists from the potential risks that come with sharing personal information on social networking sites. It is hoped this research will improve knowledge around privacy management on social networking sites and allow for the creation of more specific guidelines and strategies on how to manage privacy online.

As a thank you for your time spent completing the survey, you will be given the opportunity to enter into a prize draw to win 1 of 3 \$100 countdown vouchers. This project has been reviewed and approved by the Massey University Human Ethics Committee.

Please click the link below for more information and to enter the survey. Your participation in the survey is greatly appreciated.

[Psychologists' Privacy Management Strategies on Personal Facebook Profiles](#)

Jessica Beaumont-NZPsS student

Auckland Fostering Sustainable and Healthy Behaviour Workshops

These workshops will be of particular interest to agencies working to control invasive species, promote energy efficiency, waste reduction, conservation, water efficiency, sustainable food consumption, fire protection, modal transportation changes and other sustainable actions. Community-based social marketing is a unique approach to fostering both environment and health related behavioural changes and is now being utilized globally. Descriptions of these workshops are provided below. Early-bird rates are in place until October 30th.

Auckland Introductory & Advanced Workshops (March 29-April 1): <https://register.cbsm.com/workshops/auckland-2016>

Melbourne Masters Workshop (March 17-18): <https://register.cbsm.com/workshops/melbourne-victoria-2016>

I will also be available for a limited number of in-house workshops on this trip. To learn more about hosting an internal workshop for your agency, download the flyer that describes these internal training opportunities:

<https://www.dropbox.com/s/0de8wpz58zn4jho/Australia2016.pdf?dl=0>

1): <https://register.cbsm.com/workshops/auckland-2016>

Melbourne Masters Workshop (March 17-18): <https://register.cbsm.com/workshops/melbourne-victoria-2016>

Appendix E

Psychologists' Privacy Management Strategies on Personal Facebook Profiles

INFORMATION SHEET

Kia Ora my name is Jessica Beaumont and I am a student at Massey University Albany, studying towards a Masters' Degree majoring in psychology. This degree requires the completion of a research project which will be completed over the course of this year. My supervisor for this project is Dr Angela McNaught, a senior lecturer for the school of psychology at Massey University.

The research will explore psychologists' current approaches to privacy management on the social networking site Facebook. In particular, the research aims to explore how psychologists are currently managing their privacy on their Facebook profiles, their knowledge of privacy settings, and their attitudes towards accountability for what they post online. It is hoped that this research will improve knowledge around privacy management on social networking sites and allow for the creation of more specific guidelines and strategies on how to manage privacy online.

I am inviting you to participate in the study as a result of your membership to either the New Zealand Psychological Society or the New Zealand College of Clinical Psychologists. Your participation in this project is greatly appreciated, and as a thank you for your time, you will be provided with an opportunity at the end of the survey to enter into a prize draw. If you choose to enter, you will be in for the chance to win one of three \$100 gift vouchers. Winners will receive the vouchers at the end of the data collection period (10th August 2015). Furthermore, completion of the survey will also make available to you an informational brochure on how to manage privacy settings on Facebook.

Your participation in the project will take up around 15-20 minutes of your time in order to complete an online survey. All of the responses provided will remain anonymous and will be stored securely in a password protected electronic file. Any identifiable information that is requested at the end of the survey, i.e. your email address, will not be stored alongside your survey responses and therefore will allow for your responses to remain anonymous.

It is important to note that you are not obligated in any way to accept this invitation. Furthermore if you choose to participate you have the right to ask any questions about the study, or decline to answer a particular question. Completion of the survey implies you have given consent to participate.

If you have any concerns or questions please do not hesitate to contact the researcher Jessica Beaumont on jessicalucyb@gmail.com or Angela McNaught on A.McNaught@massey.ac.nz, [telephone \(09\) 414 0800 x 43106](tel:(09)4140800x43106).

This project has been reviewed and approved by the Massey University Human Ethics Committee: Northern, Application 15 / 022. If you have any concerns about the conduct of this research, please contact Dr Andrew Chrystall, Chair, Massey University Human Ethics Committee: Northern, telephone 09 414 0800 x 43317, email humanethicsnorth@massey.ac.nz.

Appendix F

This table describes a number of possible strategies for individuals who use a personal Facebook profile, and how often participants are utilising each of these strategies.

Privacy: Who can look you up and see your posts?					
	Always	Often	Sometimes	Rarely	Never
Use Facebook default settings to determine audience of future posts	14%	14%	9%	21%	41%
Determine the audience of individual posts	25%	14%	24%	11%	25%
Limit who has access to profile using search engines	50%	9%	6%	4%	31%
Make use of Facebook lists when posting content	6%	6%	15%	21%	53%
Timeline and Tagging					
Allow anyone to post on timeline	4%	3%	4%	0	88%
Only allow friends to post on timeline	64%	16%	7%	6%	7%
Reviews posts to timeline before they are seen by others	49%	4%	7%	7%	32%
Use Facebook settings to review how others see profile	27%	23%	31%	4%	15%
Limit who has access to the posts my profile has been tagged in	38%	17%	27%	4%	17%
Review all content before accepting posts others have tagged my profile in	53%	11%	11%	7%	17%
Message Filtering and Friend Requests					
Utilises basic filtering for private messages	39%	7%	13%	11%	30%
Utilises strict filtering for private messages	20%	13%	6%	14%	47%
Make use of private messaging when I want to talk about private information	69%	12%	7%	4%	7%
Considers all friend connections before accepting them	90%	7%	3%	0	0
Only allow friends of friends to send friend requests	41%	3%	5%	5%	44%
Decline friend requests from inappropriate sources	88%	6%	6%	0	0
Block individuals who have violated privacy in the past	57%	9%	12%	4%	19%

Appendix G

Participants were given a total score for their privacy management strategies on Facebook. This score was calculated by determining whether the behaviour was a positive step towards privacy or had the potential for a privacy violation. Participants were given a score between 5 and 1; 5 being the participant is using the privacy setting to its full potential, and 1 meaning the participant is not utilising the privacy setting in a way that will protect their privacy. See the table below to determine the score for each of the participant responses.

Privacy: Who can look you up and see your posts?					
	Always	Often	Sometimes	Rarely	Never
Use Facebook default settings to determine audience of future posts	5	4	3	2	1
Determine the audience of individual posts	5	4	3	2	1
Limit who has access to profile using search engines	5	4	3	2	1
Make use of Facebook lists when posting content	5	4	3	2	1
Timeline and Tagging					
Allow anyone to post on timeline	1	2	3	4	5
Only allow friends to post on timeline	5	4	3	2	1
Reviews posts to timeline before they are seen by others	5	4	3	2	1
Use Facebook settings to review how others see profile	5	4	3	2	1
Limit who has access to the posts my profile has been tagged in	5	4	3	2	1
Review all content before accepting posts others have tagged my profile in	5	4	3	2	1
Message Filtering and Friend Requests					
Utilises basic filtering for private messages	1	2	3	4	5
Utilises strict filtering for private messages	5	4	3	2	1
Make use of private messaging when I want to talk about private information	5	4	3	2	1
Considers all friend connections before accepting them	5	4	3	2	1
Only allow friends of friends to send friend requests	5	4	3	2	1
Decline friend requests from inappropriate sources	5	4	3	2	1
Block individuals who have violated privacy in the past	5	4	3	2	1

Participants can receive scores between 26 and 130, which are broken down into three categories; a score of 26-60 meant participants had a profile open to potential privacy violations, 61-95 moderately privacy management strategies, and 96-130 meaning strict privacy management strategies.