

## Information Sharing on Blogosphere: An Impact of Trust and Online Privacy Concerns\*

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Blog have become very popular with Internet users as one of the latest forms of online communication as well as knowledge sharing tools. However, blogs generate growing concerns regarding information privacy issues. This study, based on social exchange theory, presents results about bloggers' information sharing behavior. The 157 surveys are collected from a large university in the eastern U.S. The survey results indicate that trust which has four second order factors: economy based trust, trust in reciprocity, trust in other bloggers and trust in social interaction positively affects bloggers' information sharing behavior. However, online information privacy concerns have a negative impact on the relationship between trust and bloggers' information sharing behavior.

**Keywords :** Is Usage, Online Rivacy Concerns, Knowledge Management, Blog, Information Sharing Behavior, Trust, Social Exchange Theory, Moderating Effect

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## I . Introduction

Blogs are gaining widespread popularity as one of the latest forms of online communication tools [Schiano, Nardi *et al.*, 2004; Ojala, 2005]. Early blogs did not seem to fit into an organizational knowledge management system. They were considered as personal journals advocating personal political views or chronicling personal daily events [Ojala, 2005]. On the other hand, blogs has been emerged as a practical collaborative device of sharing information in the context of knowledge management. The research of Lang indicates the usefulness of blogs as an information-sharing tool with many business possibilities [Lang, 2005]. Since blogs can be created with blogging software that is free and simple, requires no special technical skills, blogging can be a great marketing and knowledge management option for small firms [Lang, 2005]. Active blog writers can add information and knowledge to knowledge repository for research projects by sharing industry and product knowledge, capturing and disseminating relevant news, and contributing valuable insights on specific subjects [Ojala, 2005]. Blogs can encourage members to share their knowledge. Blogs are also utilized in the education field and helped students to learn more effectively and think about course concepts in the outside of the classroom [Halic, Lee *et al.*, 2010]. Blogs play an important role in maintaining lifelong learning. Using blogs, users enable to document their thoughts and experience as times pass by, establish associations with other people, store resources and generate a knowledge body of personal growth and achievement [Cameron and Anderson, 2006].

While various advantages of blogs are discussed, there have been growing concerns regarding information privacy issues. Viégas contends that privacy issues stem from the nature of blogs [Viégas, 2005]. Many personal blogs contain self-disclosure characteristic contents [Qian and Scott, 2007] as a result of which blogs are full of personal information such as daily diaries, personal photos, and even home or work addresses. Moreover, this personal information can be easily searched by other visitors due to the archive-oriented characteristic of the contents.

According to Viégas, more than athird of the 500 survey respondents said they had negative experiences because of the material they posted on their blogs. There is a positive correlation between the frequency with which respondents reported publishing highly personal materials and how often they had faced problems because of their postings [Viégas, 2005]. Bloggers can face unexpected incidents such as dismissal from work because of their postingson blogs regarding their inappropriate behavior or negative opinions about their employer or workplace [Snyder, Carpenter *et al.*, 2006]. Moreover, personal information posted on blogs can cause various kind of cybercrimes such as cyber stalking, identity theft, and cyber bullying which treating bloggers safety [Chai, Lee. *et al.*, 2006]. Despite the fact that bloggers privacy can be at risk due to their information open to the public on their blogs, a lot of personal information is provided by a lot of bloggers. Gross, Acquisti, Heinz III explain this phenomenon based on a cost benefit framework. Bloggers' perceived benefit from selectively revealing data to strangers may appear larger than the perceived costs of possible privacy invasions. Other reasons such as indivi-

dual's relaxed attitudes toward personal privacy, myopic evaluation of privacy risk, faith in the networking service, etc, may be driving factors for bloggers' generous attitude toward privacy invasions [Gross, Acquisti *et al.*, 2005].

Since information privacy and awareness regarding its importance are critical factors for production and dissemination of information [Park, Lee *et al.*, 2006], this study investigates the role of online information privacy concerns on bloggers' information sharing behavior.

The objectives of this study are as follows:

1. Identify factors affecting bloggers' information sharing behavior
2. Examine the relationship between bloggers' online privacy concerns and factors driving their information sharing behavior

Based on social exchange theory, this study presents exploratory results about bloggers' information sharing behavior. The results of this study can provide useful insights on understanding blogging practice of users and the role of information privacy concerns on their information sharing behavior.

## II. Theoretical Background

### 2.1 Social Exchange Theory

Social exchange theory explains a social exchange between parties with negotiation in sociological perspective. According to social exchange theory, trust plays a critical role in social exchange behaviors among people [Roloff, 1981]. When an individual makes a decision on being involved in exchange relationship, she-

considers whether exchange is beneficial or not. In computing the perceived cost, trust needs to be applied. High trust results in perceiving low cost and lost trust leads to perceiving high cost. Previous research indicates that exchanging situations among parties ensures that trust is a significant antecedent for disclosing self-information because of the reason that a trust minimizes perceived risks in revealing sensitive personal information [Metzger, 2004]. In e-commerce environment, trust is found to have a strong relationship with information disclosure [Metzger, 2004]. This research adopted social exchange theory to articulate model to predict bloggers' information sharing behaviors. Active bloggers post various information, knowledge, opinions, news, and other types of contents to share with other bloggers. If bloggers have high level of trust, they would share more information. However their privacy concerns, the risk, would play as a negative factor for bloggers' knowledge sharing.

## III. Research Model and Hypotheses

### 3.1 Trust

According to the study of Friedman *et al.* [2000], trust is defined as a belief that people would not harm others although others are vulnerable [Friedman, Kahn *et al.*, 2000]. Trust is addressed as one of the most important components influencing transfers of knowledge in our society. Shapin states that trust plays a central role in the diffusion of knowledge [Shapin, 1988]. In the online transaction, trust generated from combination of the Internet technology of and

human society is considered as users' initial step in establishing trustworthy relationship [Friedman *et al.*, 2000]. In the traditional perspective, social factors such as strong social network, personal interactions, membership of community and social class are foundations of trust and contribute to transmitting tacit knowledge [Collins, 2001]. Prior studies provide evidences that solid social network or contact positively makes a significant impact on encouraging knowledge sharing activities [Chow and Chan, 2008]. Social ties from interactions stimulates motivations of sharing knowledge in the team environment [Suh and Shin, 2010].

The importance of trust appears in the relationship. Individuals in the relationship are eager to take more participation in supportive interactions after relationship provides a strong foundation of trust [Nahapiet and Ghoshal, 1998]. Nonaka also emphasizes the important role of trust in interpersonal relationships, leading to producing the friendly environment for knowledge sharing in the firm [Nonaka, 1994]. In online world, users think of trust as a significant factor that affects positively on transacting information in decision making process [Kim, Ferrin *et al.*, 2007]. More importantly, in business to customer transaction in e-business, trust facilitates establishing successful relationships [Kim, Ferrin *et al.*, 2008]. The role of trust also has received a lot of attentions in promoting members' information and knowledge sharing practices in the online communities [Ridings, Gefen *et al.*, 2002; Chiu, Hsu *et al.*, 2006; Hsu, Ju *et al.*, 2007]. In the blog, trust is one of the important factors that help bloggers to encourage sharing their information and knowledge [Chai, Das *et al.*, Forthcomming].

Trust has different dimensions [Gefen, Karahanna *et al.*, 2003; Paul and McDaniel Jr., 2004; Ratnasingam 2005; Chai and Kim, 2010]. The research of Gefen *et al.* investigated the role of trust which consists of various dimensions on consumers' online shopping adoption [Gefen, Karahanna *et al.*, 2003]. They divided trust into four dimensions, which are calculative-based trust, institution-based structural assurance, institution-based situational normality, and knowledge-based familiarity [Gefen, Karahanna *et al.*, 2003]. The research of Gefen *et al.* defines calculative-based trust is a formation of balanced cost and benefits analysis coming from collaboration or dishonest in relationship between two trust parties [Gefen *et al.*, 2003]. An economic perspective of trust is defined by Ratnasingam as trust relating economic benefits [Ratnasingam, 2005]. He categorizes economic benefits as direct saving costs, time saving, efficiencies in technology and safe solutions depending upon process of analyzing cost and benefit. The study of Paul and McDaniel divides trust into three types: calculative trust, competent trust, and relational trust [Paul and McDaniel Jr., 2004]. In their research, relational trust is defined as individual's feeling regarding personal attachment to the other party and belief that other party will take an action with good intention towards him/her [Paul and McDaniel Jr., 2004]. The study of Chai *et al.* also establishes four dimensions of trust into economy based trust, trust in reciprocity, trust in other bloggers and trust in social interactions [Chai, Das *et al.*, 2008].

Reciprocity has been identified as one of the driving factors for knowledge sharing in prior literature [Davenport and Prusak, 1998; Huber, 2001; Bock, Zmud *et al.*, 2005; Wasko and Faraj, 2005; Chiu, Hsu *et al.*, 2006]. Gouldner [1960]

defined reciprocity as people's helping actions of rewarding others who provide them help in order to maintain healthy relationships [Gouldner, 1960]. According to Bock *et al.* a reciprocal relationship, which defined as the degree to which one believes one can improve mutual relationships with others through one's knowledge sharing, positively affect individual's attitude toward knowledge sharing [Bock, Zmud *et al.*, 2005]. The research of Davenport and Prusak's also confirmed the positive role of reciprocity on knowledge sharing [Davenport and Prusak, 1998]. Wasko and Faraj contend that the positive impact of reciprocity toward knowledge sharing practice in electronic networks environment [Wasko and Faraj, 2005].

Based on above discussion, we divided trust into 4 dimensions; economy based trust [Gefen, Karahanna *et al.*, 2003; Ratnasingam, 2005], trust in reciprocity [Bock, Zmud *et al.*, 2005], trust in other bloggers [Chiu, Hsu *et al.*, 2006], and trust in social interaction [Nahapiet and Ghoshal, 1998; Tsai and Ghoshal, 1998]. We hypothesize a positive relationship between trust and bloggers' information sharing behavior [Davenport and Prusak, 1998; Hsu, Ju *et al.*, 2007]. Thus, following hypothesis is stated:

*H1: Bloggers' trust is positively associated with their information sharing behavior.*

## 3.2 Online Information Privacy and Privacy Concerns

### 3.2.1 Trust and Perceived Risk

Trust has been regarded as an essential factor in conducting transactions between buyers and

sellers. Previous literatures identified a significant role of trust on understanding people's behavior in interpersonal relationships as well as exchange activities [Ring and Ven, 1994; Doney and Cannon, 1997; McKnight and Chervany, 2002]. In the online context, importance of trust has been emphasized due to existence of high risk in online transactions [Benassi, 1999. Pavlou, 2003]. Prior literatures empirically confirmed that trust generates users' favorable purchase intentions in e-commerce. Like trust, perceived risk is also considered as a critical factor influencing users' behavior in e-commerce [Jarvenpaa and Tractinsky, 1999; Jarvenpaa, Tractinsky *et al.*, 1999; Pavlou, 2001]. Thus, both trust and risk have been receiving a lot of attentions in affecting online users' behavior.

Risk in online transactions are classified into two groups corresponding to sources of uncertainty: behavioral risk coming from relational partners and environmental risk resulting from technology or infrastructure [Ring and Ven, 1994; Bensaou and Venkataman, 1996]. Due to the fact that this study focuses on information sharing behavior among bloggers, this research uses behavioral risk perspective. Behavioral risks caused by that users have the chance of opportunistic behavior by taking an advantage of distance and impersonal characteristics in the Internet [Pavlou, 2003]. This behavior creates economic risk, personal risk, seller performance risk and privacy risk [Pavlou, 2003]. Following the characteristics of the blog, bloggers post their personal information as well as other personal contents including pictures, diaries and stories. By exchanging their information with other bloggers, bloggers are exposed to privacy risk because other bloggers can have an opportunity to disclose bloggers' private information.

In order to promote information sharing in the blog, this research examines the impact of privacy risk on bloggers' information sharing behavior.

Some scholars have defined privacy as "control over personal information" [Westin, 1967; Fried, 1968; Parker, 1974]. Westin [1967] has delineated information privacy as "the claim of individuals, groups or institutions to determine of themselves when, how, and to what extent information about them is communicated to others" [Westin, 1967; p. 7]. Introna [1997] has suggested that, to claim privacy is to claim the right to limit access or control the distribution of personal information [Introna, 1997]. The research of Malhotra *et al.* [Malhotra, Kim *et al.*, 2004] defines information privacy concerns as a different and subjective perspective on fairness toward collection and use of personal information based on Campbell's definition [Campbell, 1997].

In the online environment, prior research examined how privacy concerns influence users' intention to transact their personal information [Malhotra, Kim, *et al.*, 2004; Chellappa and Sin, 2005; Awad and Krishnan, 2006; Kim, Ferrin *et al.*, 2008]. Although the service providers of the website offer many kinds of measure in order to protect users' online privacy, people who are sensitive to their privacy do not prefer to provide their private information for personal service in the website [Awad and Krishnan, 2006]. Chellappa and Sin confirm that information privacy concerns influence negatively on transacting the information when establishing trustworthy relationship with service providers has a positive relationship with customers' intention to give out their personal information [Chellappa and Sin, 2005]. Customers' positive perception regarding

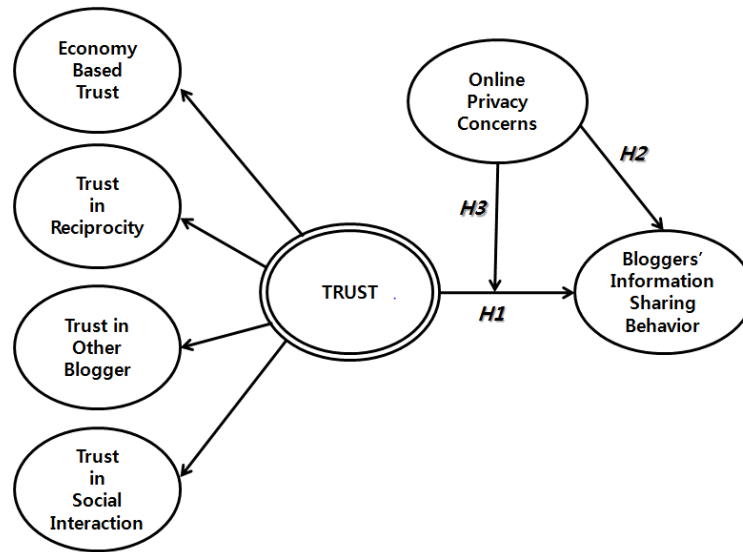
privacy features of e-commerce websites are an important cause of level of trust toward an e-commerce website [Liu, Marchewka *et al.*, 2005].

In this study, we investigate the role of online privacy concerns on bloggers' information sharing behavior. Based on the definition by Malhotra *et al.* [Malhotra, Kim *et al.*, 2004], this study defines bloggers' online information privacy concerns as bloggers' subjective and varied perceptions about fairness and the issue of collection of their personal information posted their personal blogs. In our research, we assume both direct and indirect effect of online privacy concerns on bloggers' information sharing behavior. Bloggers' online privacy concern can negatively affect users' information sharing practice. In addition, bloggers who have trust and have intention to share their information would reduce the amount of information posted on their blogs due to high online privacy concerns. This research suggests a negative effect of online information privacy concerns on bloggers' information sharing behavior as well as moderating impact of bloggers' online information privacy concerns on the relationship between trust and bloggers' information sharing behavior. Thus, the following hypotheses are stated:

*H2: Bloggers' online information privacy concerns have a negative relationship with bloggers' information sharing behavior.*

*H3: Bloggers' online information privacy concerns have a moderating effect on the relationship between bloggers' trust and information sharing behavior.*

<Figure 1> presents research model and hypotheses.



<Figure 1> Research Model

## IV. Research method

We used structured survey method for this research. We conducted the preliminary pilot survey in January 2008; p. 33 U.S. undergraduate students who are actively using blogs took participations in the survey. After reflecting the pilot study results, we carried out a large scale survey in the U.S. Survey participants are undergraduate and graduate students who attended a large university in Eastern U.S.

We only collect survey from blog users who have a blog webpage as well as have an experience providing information on other blog pages. Total 157 completed surveys were collected from March and May 2009. Response rate was 39%.

We adopted many of the measurement indicators from prior literature about online privacy and trust and modified them to fit the blog and information sharing context. For each measurement indicator, we used a 7 point Likert scale. Measurement indicators of online information

privacy concerns are adopted from Malhotra *et al.* [2004] and modified to reflect a blog environment. The measurements for each dimension of trust are adopted from prior literature and changed to fit the bloggers' information sharing behaviors: economy based trust [Gefen, Karahanna *et al.*, 2003; Ratnasingam, 2005], trust in reciprocity [Brock, Zmud *et al.*, 2005], trust in other bloggers [Chiu, Hsu *et al.*, 2006], and trust in social interaction [Nahapiet and Ghoshal, 1998; Tsai and Ghoshal, 1998]. Indicators for bloggers' information sharing behavior are adopted from [Davenport and Prusak, 1998; Hsu, Ju *et al.*, 2007] and modified to reflect bloggers' behavior (e.g. I frequently visit other blogs to get information and knowledge, I frequently leave my feedback/comments on other blogs, I update my blogs regularly, I frequently share my experience or know-how with other bloggers, I post useful documents or files on my blog to share with other bloggers etc.). <Table 1> presents measurement indicators.

<Table 1> Measurement Indicators

Measurement Variables	Measurement Indicators
Information sharing behavior(BISB)	I frequently visit other blogs to get information and knowledge. I frequently leave my feedback/comments on other blogs. I spend time on my blog to update new information. I update my blogs regularly.
Online privacy concerns(OIPC)	When other bloggers ask me for personal information, I think twice before providing it. When I blog, personal privacy is important. It usually bothers me when other bloggers ask me for personal information. It bothers me to give personal information to so many people
Economy based Trust(EBT)	I can save time by getting information from other blogs. I can save costs by getting information from other blogs. I can save my effort by getting information from other blogs.
Trust in social interaction(TISI)	I maintain close social relationships with other bloggers. I spend a lot of time interacting with other bloggers. I know other bloggers on a personal level. I have frequent communication with other bloggers.
Trust in other bloggers(TRB)	The other bloggers who I interact with do not use personal information without owner's permission. The other bloggers who I interact with are truthful in dealing with one another. The other bloggers who I interact with will not take advantage of others even when the opportunity arises.
Trust in reciprocity(TRIR)	When I share information through blogs, I believe that my questions will be answered. I believe that other bloggers with whom I interact would help me if I needed it When I share my knowledge and information through my blog, I expect some other bloggers to respond when I am in need.

<Table 2> Cronbach's Alpha

Constructs	Number of Items	Cronbach's Alpha
Information sharing behavior(BISB)	4	.901
Online privacy concerns(OIPC)	4	.927
Economy based Trust(EBT)	3	.878
Trust in social interaction(TISI)	4	.856
Trust in other bloggers(TRB)	3	.820
Trust in reciprocity(TRIR)	3	.899



Cronbach’s alpha for each construct was also checked for the reliability of the constructs <Table 2>.

To analyze the structural model, we used the Partial Least Square (PLS) method. Compared to AMOS or LISREL, PLS does not require strict assumptions about the population or scale of measurement [Haenlein and Kaplan, 2004]. A bootstrap resampling procedure was performed to examine the stability of estimates [Chin, Marcolin *et al.*, 2003] and to develop robust confidence intervals [Chin, 1998]. All loadings of 16 standardized indicators were above the ideal cutoff level of 0.7 [Barclay, Higgins *et al.*, 1995; Chin, 1998], which indicates that the reliabilities of each item are acceptable. <Table 2> shows a cross loadings for each measurement indicators. The

composite reliabilities that has an acceptance level at 0.7 [Fornell and Larcker, 1981] of constructs of our research model ranged from 0.917 (online information privacy concerns) to 0.949 (Bloggers’ information sharing behavior) so that our search research model ensures construct level reliability.

Discriminant validity was tested by comparing Average Variance Extracted (AVE) and inter-construct correlation. All AVEs for the latent variables measured by reflective indicators were greater than the required minimum level of 0.5. Every construct had a larger squareroot of AVE than its correlations with other constructs. This result shows that our measurement model ensures discriminant validity [Chin, 1998]. The values of AVE, composite reliability and correlation are presented in <Table 3>.

<Table 3> Cross Loadings for Measurement Indicators

	BISB	OIPC	EBT	TISI	TRB	TRIR
BISBa	<b>0.728</b>	0.032	0.117	0.053	- 0.076	- 0.136
BISBb	<b>0.846</b>	0.045	0.039	0.061	- 0.141	- 0.239
BISBc	<b>0.798</b>	0.022	0.106	0.024	- 0.062	- 0.117
BISBd	<b>0.753</b>	0.132	0.165	0.020	- 0.101	- 0.180
OIPCa	-0.395	<b>0.845</b>	0.119	0.024	- 0.103	- 0.162
OIPCb	-0.235	<b>0.878</b>	0.215	0.115	- 0.149	- 0.201
OIPCc	-0.281	<b>0.835</b>	0.198	0.089	- 0.145	- 0.206
OIPCd	-0.281	<b>0.842</b>	0.711	0.315	0.403	0.226
EBTa	0.088	- 0.092	<b>0.779</b>	0.302	0.291	0.178
EBTb	0.079	- 0.167	<b>0.854</b>	0.333	0.296	0.213
EBTc	0.074	- 0.183	<b>0.849</b>	0.332	0.299	0.207
TIS Ia	0.120	- 0.222	0.368	<b>0.798</b>	0.354	0.215
TIS Ib	0.103	- 0.182	0.385	<b>0.853</b>	0.384	0.245
TIS Ic	0.088	- 0.173	0.355	<b>0.821</b>	0.404	0.230
TIS Id	0.142	- 0.216	0.326	<b>0.773</b>	0.334	0.174
TRBa	0.032	- 0.002	0.354	0.215	<b>0.735</b>	0.281
TRBb	0.016	- 0.072	0.375	0.189	<b>0.875</b>	0.308
TRBc	0.088	- 0.096	0.356	0.212	<b>0.811</b>	0.282
TRIRa	0.098	- 0.145	0.398	0.389	0.372	<b>0.964</b>
TRIRb	0.128	- 0.138	0.407	0.256	0.232	<b>0.956</b>
TRIRc	0.147	- 0.158	0.229	0.295	0.372	<b>0.927</b>

<Table 4> Correlations, Composite Reliability and AVE of Latent Variables

	BISB <sup>1</sup>	Trust	OIPC <sup>2</sup>	CR <sup>3</sup>	√AVE <sup>4</sup>
BISB <sup>1</sup>	1.00			0.949	0.883
Trust	0.527	1.00		0.920	0.724
OIPC <sup>2</sup>	0.262	0.532	1.00	0.917	0.719

Note) 1) Bloggers' Information Sharing Behavior.  
 2) Online Information Privacy Concerns.  
 3) Composite Reliability.  
 4) Square Root of AVE.

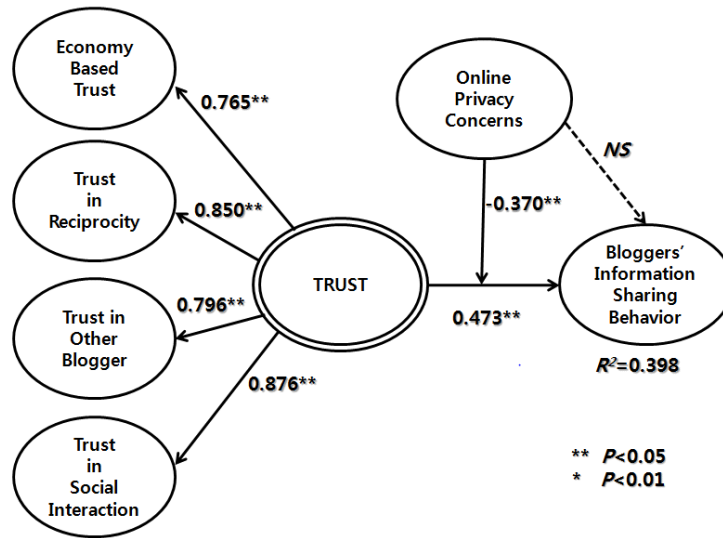
## V. Results

To test the moderating role of online privacy concerns, this paper followed the direction of Carte and Russell [Carte and Russell, 2003]. This study also computed Cohen's  $f^2$  in order to compare the  $R^2$  values between the main and moderating effects, following Chin *et al.* [Chin, Marcolin *et al.*, 2003]. Based on the guidelines of Chin *et al.* [2003], this study has f-statistic, 7.55 which is significant at  $p < 0.01$  and Cohen's  $f^2$ , 0.112, medium/large effective size [Cohen, 1998], which means that hypothesis 3 (Bloggers' online information privacy concerns have a moderating effect on the relationship between bloggers' trust and information sharing behavior). is supported by our data analysis results. This result indicates bloggers' online information privacy concerns have medium/large negative effect on the strength of relationship between trust and bloggers' information sharing behavior. However, hypothesis 2, which states a direct negative relationship between online information privacy concerns and bloggers' information sharing behavior, is not supported by our results.

In our research model, trust is a second order

factor. All of its indicators had factor loadings above 0.7 ( $p < 0.01$ ) as well as load higher on the first order factors than on the second order factor. AVE of trust was greater than the square of the correlations between it and its four first order factors. These indicate that economy based trust, trust in reciprocity, trust in other bloggers and trust in social interaction reflect the second order factor well [Chin and Gopal, 1995]. Regarding the relative importance of the four dimensions, trust in social interaction (path coefficient: 0.876,  $t = 2.53$ ,  $p < 0.01$ ) has higher path coefficient among all the other three first order factors for trust which indicates that trust in social interaction is relatively more important than the other three dimensions. Hypothesis 1: Bloggers' trust is positively associated with their information sharing behavior is supported by the results. Path coefficient between Trust and Bloggers' information behavior is 0.473 ( $t = 2.41$ ) which is significant at  $p < 0.01$ , which means that bloggers' trust has positive impact on their information sharing behavior.

Summarized research results are shown in <Figure 2>.



<Figure 2> Research Results

## VI. Conclusion and Discussion

In this research, we explored bloggers' information sharing behavior based on the social exchange theory. In the context of bloggers' online community, this study examined how various trust (economy based trust, trust in reciprocity, trust in other bloggers and trust in social interaction) influence their information sharing practice. According to our results, bloggers' information sharing through personal blogs is significantly affected by their trust which consist of belief in economic benefits, trust in reciprocity, trust in other bloggers and trust in social interaction. When bloggers have beliefs that they can save information search time and cost by using blogs, they would share more information on their blogs. In addition, trust in other bloggers (e.g. other bloggers will not harm or misuse shared information) also has a positive influence on bloggers' information sharing behavior. If there are frequent social interactions

among bloggers, bloggers would provide more information on blogs. Bloggers usually do social interaction with other bloggers through blogroll links, citation links, and comment links [Ali-Hasan and Adamic, 2007]. In addition, bloggers communicate each other through comments and feedbacks and have a tendency to mention each other in their blog posts [Herring, Kouper *et al.*, 2005]. Bloggers' information sharing behaviors appeared not as one time exchange but as an existence of relationship [Ali-Hasan and Adamic, 2007]. Based on these discussions, if blog service providers offer more functions that can support bloggers' interactions such as link, comments and real time chatting or other interactive communication tools, bloggers would engaged with more information sharing behaviors.

Bloggers' expectations about reciprocal behavior (e.g. if I share knowledge and information, other blogger will help me when I need information/knowledge) from other bloggers is

another important component of trust. Among all four trust dimensions, trust in social interactions appear as the most significant influence on bloggers' level of trust comparing with economy based trust, trust in reciprocity and trust in social interaction. This result produces very intriguing points in trust and information sharing literatures. Because of characteristics of blog, bloggers have many opportunities of sharing the information with other bloggers who did not meet in offline. In sharing information in the blog, bloggers establish trust by doing social interactions. Therefore, blog service providers need to implement service infrastructures that can encourage bloggers to do social interactions with each other. Although this research find that trust in social interactions as the most significant influencer, blog service providers need to consider other three dimensions to promote bloggers' information sharing behavior.

Our research indicates that bloggers' information privacy concerns weaken the relationship between trust and information sharing behavior resulting in bloggers' less information sharing. However, the results could not support a direct negative impact of online privacy concerns regarding information sharing behavior. Based on the research results, we can conclude that bloggers' online privacy concerns cannot solely affect on bloggers' information sharing practice on the net. To adopt blog as an information and knowledge sharing platform for an organization, establishing a trusted relationships is important. In addition, online environment, which can ensure users' information privacy, need to be provided.

Privacy concerns have moderating impact. Blog service providers need to consider users

level of concerns on their privacy. This research results indicate that users level of concerns on their privacy significantly decrease their trust on each dimension. It is very important to ease their concerns by providing various measures to protect their privacy online. Blog service providers present some protection services in order to protect their personal information. For example, bloggers can choose an option that they can allow only their friends to visit and have an access to their blog so that they can protect their private information to the public.

In the information sharing context, trust is considered as very significant antecedent. To promote information sharing, blog service providers need to support bloggers' social interactions. As bloggers interact with each other, they can establish strong trust on other bloggers. In addition, blog service providers need to provide incentives for bloggers who actively participate in information sharing. For example, bloggers who post much information in the blog should receive rewards.

Bloggers use the blog and the Internet to interact with other bloggers. Although technology helps bloggers to communicate with other bloggers, social factors should be strongly considered. All social activities performed in the blog depend on social factors such as trust, reciprocity and social interactions. Technology would help bloggers' interaction with other bloggers but trust plays a significant role in establishing strong ties among bloggers.

This research contributes academia by presenting a model to predict bloggers information sharing behavior. In the web 2.0 environment, users' participations on creating and sharing content are critical. Based on social exchange

theory, this research examined a relationship between trust and online privacy concerns on blogging context. Prior research, which studied trust and online privacy issues, is limited to e-commerce environment. This research has contribution on examining trust and online privacy concerns in web 2.0 environment, blogosphere. The research results confirm that bloggers also calculate benefit and cost when they share information as social exchange theory indicates. Bloggers' trust level could be significantly lowered due to online privacy concerns so that the

amount of information sharing also could be reduced. The research results indicate that bloggers significantly affected by trust even though bloggers' information sharing are not limited to their information exchange partner but open to general public.

The limitations of this study lie in the sample characteristics. Since our results are based on young blog users, undergraduate and graduate students, a future study using diverse and a larger population, needs to be carried out to confirm our research results.

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