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Personal Information Disclosure on Facebook: An Exploratory Study of Demographic differences of first-year IT students at Nelson Mandela University

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This study is an exploratory study to understand the role of gender, home area, and high school area in Willingness to disclose information, Benefits, Privacy Risks, Subjective Norms, and Perceived Behavioural Control. This study used Privacy Calculus and the Theory of Planned Behaviour to formulate a five-construct questionnaire. An empirical data sample of 133 first-year IT students at Nelson Mandela University was collected. The results of the study indicate that males are more likely to disclose information on Facebook compared to females, and they perceive more benefits. Additionally, males are more likely to be influenced by others to disclose information compared to females. Surprisingly, Privacy Risks and Perceived Behavioural Control have no significant impact on gender. Secondly, students in a Rural area are more willing to disclose their personal information on Facebook compared to those in an Urban or Suburban area, they perceive more benefits compared to those in an Urban or Suburban area, and students in an Urban or Suburban area are more aware of privacy risks compared to students in a Rural area. Social Norms and Perceived Behavioural Control have no significant impact on the home area. Lastly, students from Rural high schools perceive more benefits, and they are more likely to be influenced by others compared to those in Urban or Suburban areas. Willingness to disclose information, Privacy Risks and Perceived Behavioural Control have no significant impact on the high school area.

Presenting Author

Email

Student or Postdoc?

Institute

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CHPC User

CHPC Research Programme

Primary author: NDZONDZO, Asavela

Presenters: NDZONDZO, Asavela; THOMSON, Kerry-Lynn (Nelson Mandela University); BOTHA, Reinhardt (Noroff University College & Nelson Mandela University)

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