

FACEBOOK'S TERMS AND AGREEMENTS: A QUANTITATIVE OBSERVATION  
OF A CONSENT SOCIETY

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A Thesis submitted to the faculty of  
San Francisco State University  
In partial fulfillment of  
the requirements for  
the Degree

Master of Arts

In

Broadcast and Electronic Communication Arts

by

Bria Monique Howse

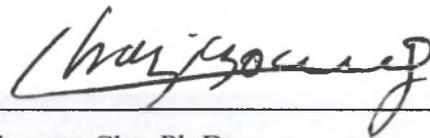
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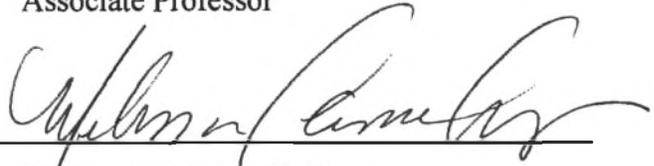
## CERTIFICATION OF APPROVAL

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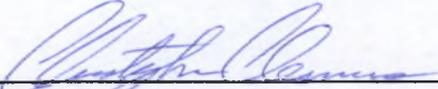
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FACEBOOK'S TERMS AND AGREEMENTS: A QUANTITATIVE OBSERVATION  
OF A CONSENT SOCIETY

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This paper aims to explore the behavioral traits that may contribute to Facebook users not reading the terms and agreement that are put in place by the social media site as well as the effects of internet privacy literacy. Using the Five-Factor Model (FFM) scale and conducting two surveys will allow for a deeper evaluation of individuals as it relates to their privacy awareness and use of Facebook.

I certify that the Abstract is a correct representation of the content of this thesis.

  
\_\_\_\_\_  
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## PREFACE AND/OR ACKNOWLEDGEMENTS

I would like to thank the entire Broadcast and Electronic Communication Arts department at San Francisco State University for allowing me to be myself through this written thesis. I would also like to thank my classmates, who inspired me to research this topic in order to increase awareness amongst our peers and loved ones. This thesis was written to bridge the information gap between consumers and their understanding of terms and agreements. Knowledge is power.

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## Introduction

In 2006, just two years after being formed, Facebook introduced a new feature to the platform that would allow each user to be continuously updated on their friends' whereabouts: the news feed (Butler, McCann, & Thomas, 2011). Facebook users were upset with this change and felt like their privacy was being invaded. After several protests against the new news feed feature, users soon learned to adjust to having a news feed and today hardly notice that it is there (Butler, McCann, & Thomas, 2011). When it comes to instances like this and the terms and agreements, specifically its privacy policy, Facebook makes every effort to allow each account holder to read any changes that have been made by placing a small disclaimer at the top of the web page when user's login after the privacy changes have been implemented. As of October 2018, Facebook has over 2.23 billion active users each month making the social media platform the market leader for registered accounts ("Most famous social network," 2018).

As the Facebook platform continues to evolve, so do concerns for privacy and data management. It is becoming more crucial than ever for social media users to be aware of the End User License Agreements (EULAs) that they acknowledge when they create a Facebook account. Although some may think that privacy concerns have recently sprouted within the last decade, the fight for 'right to privacy' was first introduced in 1890 by Samuel Warren and Louis Brandies in the *Harvard Law Review* (Reichel, 2017). Warren and Brandies (as cited by Reichel, 2017) focused their criticism on photographs and newspaper entities and how they would "invade" the private realm of someone's home. The review goes on to point out that even during this time, almost a century before internet privacy and terms and agreements were being discussed, people reserved the

right as part of their civil freedoms to not be unexpectedly bombarded with information but instead given the opportunity to understand the information presented to them.

Reichel (2017) refers back to the Reagan administration and how during his presidency and post-Vietnam war, the need to surveil US citizens became one of many primary focuses. Communication and surveillance of US citizens (also known as military Keynesianism) increased over the years. Credit card companies, travel receipts, and even health insurance documents produced digital data and in corporate databases furthering the surveillance of consumers (Reichel, 2017). Before social media, the printing press was one of the first outlets that allowed people to distribute information among mass audiences. With incidences of yellow journalism, consumers became suspicious of the information they were being provided by entities they were supposed to trust. The topic of privacy has been an ongoing dilemma, and today the information that users choose to post on social media applications like Facebook can have the potential to leave users more vulnerable to sharing their content and information with a much larger unknown group of people without their knowledge.

Within the last year, Facebook has encountered several situations that have put its users' personal information at risk. In September of 2018, internet hackers gained access to Facebook's coding infrastructure by finding small flaws within the system that gave them access to over 50 million users accounts with the hope of taking complete control of each account. (Isaac & Frenkel, 2018). At the time, senior executives of Facebook were still under fire for the Cambridge Analytica breach, but lawmakers were insisting that the government step in if it becomes determined that Facebook cannot control its privacy services put in place to protect its users. When it was first discovered that Cambridge

Analytica had harbored personal data from millions of Facebook users to influence political preferences among voters, users began to pay more attention to the EULAs they were consenting to while using the Facebook platform (Isaak & Hanna, 2018).

In March of 2018, the public was made aware that Cambridge Analytica had access to personally identifiable information of 87 million users, both political figures and Facebook account users demanded that there be comprehensive privacy policy laws added to terms and agreements (Isaac & Frenkel, 2018). Isaak and Hanna (2018) suggest that in order for these laws to be put in place and be successful, researchers, technologists and innovators should contribute to the oversight of what gets adopted. Senator Mark Warner of Virginia agreed with this statement after the social networking site's breach occurred. He suggested that an investigation be done and made public so that consumers can understand what they're signing up for before they create their Facebook accounts (Isaac & Frenkel, 2018).

With all of this surrounding evidence and concern of privacy breaches and miscommunication as it relates to Facebook's policies and the fight for 'right to privacy' that dates back to the 1800s, what contributes to users still acknowledging the privacy policy terms but not reading them entirely? Extant research focuses on Facebook's privacy policy and how it effects users, but there has been no examination of who is agreeing to Facebook's EULAs and what traits influence users' own privacy protection on social networking sites. This study will clarify the relationship between the five dimensions of personality used in the Five Factor Model and how frequently consumers read Facebook's terms and agreements through a survey methodology.

## Literature Review

### Facebook's Privacy Policy Discrepancies

Beachmann (2014) refers to the internet privacy climate as a non-informed consent culture, arguing that individual privacy online is often minimized or ignored because large entities are focused on internet privacy at macro-level. This is not to say that all entities disregard the state of online awareness among end users. Researchers and technologists have taken notice of the fact that the need for wanting privacy but also wanting the convenience of utilizing online services is an ongoing dilemma among consumers that has been termed the "privacy paradox" (Nissenbaum, 2010).

SNSs like Facebook host an array of services that can be used by account holders that include a contact/phonebook, online shopping directly through Facebook, and joinable interest groups. All of these services make the private information that users post or share accessible from one portal making the privacy paradox a common denominator when it comes to online privacy. Nissenbaum (2010) researched the privacy paradox and how consumers have struggled since 2006 to find a balance between their privacy and internet freedom. She explains that the everyday activities that consumers participate in, like shopping at the mall, can now be done online however the experience is now within a cyber universe that takes on a new form; instead of interacting with a cashier directly and leaving the store after a purchase, consumers now shop on sites like Amazon and place their items in a virtual "checkout" bag all while their information and shopping preferences are stored in Amazon's database.

This paradox has allowed web search companies to not only gather information that can be used without consumers knowledge, but users often aren't told how and why their information is being used (Nissenbaum, 2010). If web search companies do provide this information to a consumer it is usually buried in the companies terms and agreements. In 2007 Internet Service Providers (ISPs) like Verizon, Comcast, and American Online (AOL) were found monitoring and tracking the click stream data from consumers that linked directly to their indefinable information (Nissenbaum, 2010). Even though this paradox continues to grow there have been some solutions put in place to prevent privacy exploitation. Legal solutions like the Deleting Online Predators Act (DOPA) requires that all federally funded schools and libraries to implement internet filters to protect children and young adults while they online browse at school (Barnes, 2006). On the technical side, Barnes refers back to when Myspace introduced the 'Report Inappropriate Content' link that allowed the site to review images and content in order to further protect their users privacy, a report center that Facebook utilizes on their site as well.

In today's social media climate, it can be difficult to be inclusive when it comes to privacy (Reichel, 2017). Most social media apps and even online shopping platforms require users to disclose personal information in order to enjoy the "benefits" of that platform. Sometimes we give out identifiable information through normal activity on SNS like Facebook without realizing it. An exchange of views in regard to privacy management on Facebook is becoming more prevalent as the social media site continues to grow and advance its data collection methods of its users. It is not unusual for Facebook users to confuse what they *think* their knowledge of Facebook's privacy policy

is versus their actual understanding of the terms (Venkat, Pichandy, Barclay, & Jayaseelan, 2014). Despite the awareness of knowing that what they post to their profile has the potential to leave them virtually vulnerable, Facebook users still comfortably feed the SNS with their personally identifiable information (Venkat et al., 2014).

Venkat et al. (2014) conducted a study that looked at the privacy management of Facebook users in North and South India. In 2013, a year before the article was published, India was seen as the fastest growing Facebook market in terms of volume and how many people accessed the site (Venkat et al., 2014). The highly active Facebook users also showed results of moderate awareness and fear levels in terms of privacy policy understanding coupled with poor privacy management (Venkat et al., 2014). This confusion in regard to privacy when using Facebook is a growing concern within the digital age.

As Facebook continues to become more meticulous with the information it collects from its users, the basic function of the site is slowly shifting. Liking a picture, updating your status with a location, listening to or sharing content and even changing your relationship status creates micro data that Facebook stores so that the user experience becomes more “personalized” each time you log in (Venkat et al., 2014). This vast openness of the internet also allows for a vast communication portal, or online communities (Baker, 2016). Barker (2016) advocates for the growing need of more than just EULAs to govern online activity and privacy in both social media and video games. Virtual spaces play an important role in our everyday interactions online. Although our society is constantly reminded to carefully monitor our online behaviors when it comes to

our privacy awareness, this may be an indication as to why users willingly share their information without being properly informed.

Researchers are doing more than just analyzing the importance of internet privacy policy awareness, they are also suggesting models of privacy that users can integrate into their everyday online browsing (Mai, 2016). Digital media is not only designed for our enjoyment, but it also surveils our interactions, preferences and behaviors through three modes of privacy: 1) Surveillance- the act of being watched by a company or large database, 2) Sousveillance- our own supervision of what we do online, and 3) Coveillance- the act in where we are surveilled by our peers (Mai, 2016). Any changes made to one's Facebook profile, websites they visit while using the platform, and the people they converse with frequently leave digital footprints on the platforms database, making it more likely for key identifiers to be assessed for big data and surveillance advantages of consumer activity. The information generated based on users online activity has been researched previously, but the personality traits that contribute to social media privacy awareness continues to be a new area of research that can contribute to the foundation put in place by the Five-Factor Model.

### **Five-Factor Model**

During the 1980's, researchers began to notice that five personality factors started to become recurrent in the studies they were conducting when it came to personality evaluations (McCrae & Oliver, 1992). These five factors became the foundation and the five basic dimensions that psychologists used during their studies (McCrae & Oliver, 1992). Personality traits and their results do vary depending on the basis of the overall

study and those that are participating. Several studies conducted have confirmed that these factors are virtually found in all personality instruments, whether it be in combination of the traits or as single factors (McCrae & Oliver, 1992). When it comes to Facebook use, several areas of the platform and the user effects have been researched and studied (Andreassen, et al. 2013; Kim & Chock, 2017; Ross, et al., 2009). It is understood by those who heavily support the FFM that there will continuously be other interpretations of the model itself and the traits that are used; but all researchers concur that some version of a personality model no matter its interpretation is better than no version for measurement at all (McCrae & Oliver, 1992). The five factors are listed and defined as:

**Extraversion (E).** Relates heavily to dominance and warmth when interacting with others. Those who score high in (E) tend to be adventurous, sociable, talkative, cheerful, enthusiastic, optimistic, and energetic. Those who score low in (E) are described as quiet, reserved, retiring, shy, silent, and withdrawn. Those who are viewed as extroverted also care about the well-being of their friends in terms of social media use and the disclosure of information (Osatuyi, 2015). This trait is heavily used in personality theorists research and is well represented in the English language (McCrae & Oliver, 1992). It is common today to explore the effects that Facebook has on consumers, but the focus for Ross et al. (2009) was on the personalities and motivations related to Facebook use and how consumers play a role in their online interactions and intentions. The researchers found that participants high in (E) were found to be a part of more Facebook groups, but extraversion was not associated with using Facebook for alternative activities or having more friends on the SNS like most researchers have found (Ross, et al., 2009).

The reason for this variance and several others found throughout the study was due to the offline-to-online trust that Facebook users build with their friends before they add them to their profile where other SNS do the exact opposite (Ross, et al., 2009). Other previous research has shown that (E) is positively related to the use of Facebook (Hughes, Rowe, Batey, & Lee, 2012) but the low scores of (E) relate more to why users are less willing to read Facebook's EULAs due to lack of willingness to use technology, which leads to this hypotheses:

*H1: Extraversion will be positively associated with participants' frequency of reading the terms and agreements of Facebook.*

**Agreeableness (A).** Involves more humane aspects of personality and includes characteristics of altruism, nurturance, caring, and emotional support. Agreeable individuals also have a high amount of trust in others (Korzaan & Boswell, 2008); when it comes to social media this can result in the concern for privacy issues both for themselves and those around them. Those who score low in (A) will exhibit more hostility, indifference to others, self-centeredness, spitefulness, and jealousy (McCrae & Oliver, 1992) towards other individuals or technology. Facebook users have to acknowledge and agree to the EULA if they want to be actively apart of the Facebook's platform; knowing this, those who score high in (A) will be cautious about what they post but not opposed to reading privacy policies or terms of agreements. This fluidity of (A) resulted in the second hypotheses:

*H2: Agreeableness will be negatively associated with participants' frequency of reading the terms and agreements of Facebook.*

**Conscientiousness (C).** This dimension is known for describing “good” vs. “evil,” the “strong-willed” vs. “weak-willed” and is also another highly evaluated dimension of the five factors. Those who score high in (C) are seen as being able to keep their compulsive behaviors intact. (C) also refers to a person’s consistent work ethic, orderliness, and thoroughness (McCrae & Oliver, 1992). While some studies have found both high and low scores when it comes to social media use and (C) (Seidman, 2013), others show that those with high (C) result in positive relationships and over concern for their privacy (Osatuyi, 2015). For the category of Facebook addiction, conscientiousness was negatively related to the SNS, which is in line with similar previous studies (as cited in Andreassen et al., 2013). Consequently, the result of these behavioral addictions and personality motivations is due to the overall competency and familiarity when it comes to internet interaction and communication (Ross, et al., 2009). The mixed results from Siedman (2013) and Osatuyi’s (2015) research has led to the first research question:

**RQ1:** Will Conscientiousness correlate to users frequency of reading Facebook’s terms and agreements?

**Neuroticism (N).** Represents individual difference in tendency to experience distress, and in the cognitive and behavioral styles that follow from this tendency. High scores in (N) result in chronic negative effects that can lead to the development of variety of psychiatric disorders. A neurotic individual encompasses both anger and anxiety when it comes to social media use and trustworthiness of location-based services (LBS) (Korzaan & Boswell, 2008). Low scores of (N) exhibit behaviors of the exact opposite including calmness, relaxed, even-tempered, and unflappable (McCrae & Oliver, 1992):

*H3*: Neuroticism will be positively associated with participants' frequency of reading the terms and agreements of Facebook.

**Openness to experience (O).** Openness continues to be surrounded by with great controversy when it comes to the natural language that's used when describing the trait and with the questionnaire studies that have been done using (O). Both English and German definitions include the traits intelligence, imagination, and perception. When using this trait, researchers also stress the notion that (O) does not measure any amount of intelligence and that it's a demission of personality not one's intellectual ability. Those with low (O) scores were described as favoring of conservative values coupled with repressed anxiety (McCrae & Costa, 1987). Those with high scores in (O) were described as enjoying aesthetic impressions, having wide interests, and unusual unconventional thought (McCrae & Oliver, 1992), which leads to the fourth hypothesis:

*H4*: Openness to experience will be negatively associated with the participants' frequency of reading the terms and agreements of Facebook.

Each study that used the FFM to determine if personality traits coincide with privacy policy awareness on Facebook looked at gender as a measure. Female participants tend to show signs of moderate to low awareness of the terms and agreements (Venkat et al., 2014) while males tend to be moderately aware of Facebook's terms and agreements. When it comes to the likelihood of reading these terms, it is unclear whether or not gender will impact this intention leading to my second research question:

**RQ2:** To what degree will gender affect the frequency to which participants' read terms and agreements and those who don't?

### **Facebook Use**

For Andreassen et al. (2013) the FFM was used to find the relationship between several different behavioral addictions: video games, the internet, exercise, mobile phones, compulsive buying, studying, and Facebook. Researchers, of course, may question whether or not it is beneficial to explore multiple behavior addictions, but the work presented by Andreassen et al. (2013) is one of the few that examined several behavioral addictions and their interrelationships while connecting them to the FFM mixed with their comfortability using the SNS. With a balanced amount of experience using a technology, consumers begin to view said technology as "invisible" in that they communicate without thinking about *how* they communicate (Ross, et al., 2009). At the same time, it can be assumed that when it comes to Facebook's terms and agreements users have become very competent and familiar with the site that the notion of understanding Facebook's terms and agreements may become "invisible" the more the SNS is used.

The main attraction of social media is that they are venues for self-presentation (Kim & Chock, 2017). Photo selfies allow Facebook users to post and communicate their experiences and emotions through photo captures. Kim and Chock (2017) analyzed the various types of selfie posting behaviors and the relationship they have with the FFM and narcissism. The selfie posting behaviors on Facebook, whether the photos were of an individual person or a group of people, were heavily associated with the FFM traits,

further solidifying the idea that consumers play a large role in their Facebook habits and are driven by their own interpersonal motivations (Kim & Chock, 2017).

One of the most important qualifications of this model is that it is replicable for any personality psychologist or researcher (McCrae & Oliver, 1992). The overarching struggle that researchers faced with this model was, in the beginning, if the five factors were the same across several observations and subjects. Once it was confirmed that at least three of the five traits appeared in study findings during the 1980's, the foundations for the model were set. It has become common today to somewhat dismiss the role that personality traits may play when it comes to our online activity or involvement. McCrae and Oliver (1992) expressed their interest during their works of how new scales, methods and conceptions of personality could potentially add to what has already been instrumental to the model, thus suggesting that they may have known early on that the five factors can be applied beyond the standard personality tests.

By including personality traits and focusing on how frequently the participants read Facebook's EULA, the present study aims to find the relationship between the personality traits and reading the EULA as well as other measures that may contribute to EULA awareness.

## **Method**

### **Procedure**

The participants took two surveys one, the Five-Factor Model survey which consists of 44 questions and will measure five personality traits, and a second original survey that focuses on the participants' Facebook activity, use and privacy policy

awareness. Both surveys were conducted during the Spring 2019 semester using the survey platform Qualtrics. Both surveys were taken online, and participants had access to the survey through an online URL link. The BECA 200 participants were given a week to complete both surveys through Qualtrics. Once each student showed proof to their instructor that both surveys had been completed, they were given 20 points of extra credit as an incentive for participating. So that an accurate number of students who took both surveys were recorded, each participant was only allowed to take each survey once.

### **Participants**

Participants were recruited for this study from an introductory course titled BECA (Broadcast and Electronic Communication Arts) 200 at San Francisco State University. The BECA 200 course enrolls 100 students and provides for a diverse sample group that are social media users and are potentially active Facebook users as well. Since the BECA 200 course is one of the first classes students take within the major, they are less likely to be biased by information learned in upper-division courses, which makes them ideal candidates for this study. In order to participate in this study, all participants had to be 18 years of age or older. Out of the 100 students enrolled in the BECA 200 course, 75 students took and completed both surveys. The participants who only completed the first survey but did not complete the second were removed from the results so that the personality traits associated with the likelihood of reading Facebook's terms and agreements could be accurately measured.

## Measures

The Five Factor Model (Benet-Martínez & John, 1998) was utilized along with original measures that focus on Facebook activity. The FFM questions were used to determine what personality traits may contribute to the participants acknowledging but not reading Facebook's terms and agreements. For the purpose of this study, a factor analysis of .45 was used as a limiter and any factor loadings below this number were removed. Most of the personality dimensions had good reliabilities – extraversion (5 items,  $\alpha = .75$ ), conscientiousness (5 items,  $\alpha = .75$ ), openness (8 items,  $\alpha = .80$ ), neuroticism (4 items,  $\alpha = .74$ ) except for agreeableness (5 items,  $\alpha = .54$ ) making it an unreliable personality dimension for this study. The original measures that I created, found on Appendix B, will examine time spent on Facebook and the encounters the participants have had with reading the terms agreements through multiple choice selection. Participants will answer the Five-Factor model survey using a 5-point Likert scale ranging from strongly Agree to strongly Disagree.

## Results

The analysis focused on whether or not the five personality traits, coupled with the overall awareness of Facebook's terms and agreements and activity on the social media site, contributed to the frequency of the participants reading the terms.

The first hypothesis predicted that extraversion would be positively associated with participants' frequency of reading the terms and agreements of Facebook. However, there was no significant correlation between the personality trait and the likelihood of reading the privacy policy.

The second hypothesis predicted that agreeableness would be negatively associated with participants' frequency of reading the terms and agreements, but there was no significant correlation between the personality trait and the likelihood of reading the EULA.

The third hypothesis predicted that neuroticism would be positively associated with participants' frequency of reading the terms and agreements, but there was no significant correlation.

The fourth and final hypothesis predicted that openness would be negatively associated with participants' frequency of reading the terms and agreements but there was no significant correlation. The first research question asked if conscientiousness would have positive, negative or mixed correlations to the frequency of participants reading the terms and agreements. The findings showed no significant correlations. The second research question asked to what degree will gender affect the outcome of those who read the terms and agreements and those who do not. Results indicate that there is not a significant correlation associated with gender and the frequency of reading the terms and agreements.

### **Discussion**

The purpose of this study was to show the relationship between the five dimensions of personality used in the Five Factor Model and the likelihood of consumers reading Facebook's terms and agreements through a survey method. Although there were no significant correlations to the participants' personality and their likelihood of reading Facebook's terms and agreements, there were other correlations that proved to be present.

The Facebook survey I created asked the participants several questions about their Facebook activity and the experiences, if any, they've had with the terms and agreements. Surprisingly, age, and not gender showed a significant correlation to how often the participants read Facebook's terms and agreements. This suggests that older participants may read the terms and agreements more often than those that are younger. However, age is not the *cause* of participants reading the terms and agreements. Many studies that include a survey as a method of gathering data often include a question about gender. When it comes to social media use and engagement, previous studies have shown that men and women who are more extroverted have higher social media activity (Correa, Hinsley, & Gil de Zúñiga, 2009), which is not consistent with the study I conducted. While my study did not focus primarily on Facebook activity, the results indicate that a participant's gender shows significant correlation to not having time to read the entire terms and agreements, not having policy issues with Facebook and not being interested in reading the terms and agreements.

It was surprising to see that there were little to no significant correlations when it comes to the participants' personality and the frequency of them reading Facebook's terms in agreements but privacy attitudes as they relate to social media privacy behaviors are known for not correlating well. Consumers often demonstrate heavy concern for their privacy when using social media platforms, but there's little action taken towards implementing ways to become more privacy literate (Quinn, 2016). Personality can be defined as set of distinctive traits and characteristics, but there is no one trait(s) that make up one's personality. McCrae and Oliver (1992) recognized the same distinction during the early foundation of the Five-Factor Model. They pointed to the fact that psychologists

who had objections to the Five-Factor model mainly noted that there were two few factors, making the model insufficient when it comes to summarizing all the individual differences of someone's personality. These five personality traits may be the most commonly identified in terms of research, but more personality traits should be added when conducting research similar to this study so that there's a higher percentage of correlations among the personality traits and reading the terms and agreements.

Expanding the Model by including other personality traits will allow researchers to consider other individual aspects that may contribute to online behavior, especially in terms of privacy understanding and literacy when dealing with SNS. Future research should also look beyond personality traits. Asking participants how they access SNS is important, but it is also pivotal to include survey questions that ask *where* they access SNS. In a study by Hughes, Rowe, Batey, and Lee (2012) found that their participants mainly used SNS when they were at home, which effected their overall activity.

At the end of their study Andreassen, et al., (2013) found that (N) was associated with social media addiction but also associated with other forms of addition like studying, exercising, playing video games and compulsive buying. Each of these addictions outside of SNS use are important to note because they contribute to someone's personality just as much as the five personality traits and should be included in future research.

### **Limitations and Conclusion**

The low alpha reliability associated with agreeableness affected the overall results because the survey was conducted in two parts. Initially both surveys were supposed to be taken as one but because each survey was taken separately it resulted in

few correlations between the five personality traits and the frequency of participants reading Facebook's EULA. While correlations find the relationship between two variables, they do not indicate in which direction the relationship goes. Any significant relationships between the personality traits and reading Facebook's EULA was labeled as having some relationship, but not being the direct cause, which deviates from all four hypothesis. The sample size used was limited in that it only gathered results from participants at San Francisco State University. Though the sample size produced results that allow for clarification, the sample size does not represent the general San Francisco State University population because of how small it was. If future research on this topic is conducted and participants are recruited at a university, the sample size should include 200 or more students so that the margin of error is smaller and so that more demographic data can be used to for deeper analysis. Even though this study resulted in many correlations that were non-significant, there are many other elements to consider in order to understand the behavioral motivations behind how often participants read Facebook's EULA.

It should also be noted that this study focused on only one SNS while previous studies (Andreassen, et al., 2013; Kim & Chock, 2017; Reichel, 2017) include more than one SNS as part of their study. Future research should also include more than one SNS so that there's variety in the findings; studying more than SNS also makes up for those that may not have a Facebook account but may use Twitter, Instagram or Snapchat.

The present study sought to find which personality traits would affect how frequently participants read Facebook's EULA. With no significant correlations, this suggests that personality traits may not be the only measures that contribute to reading

Facebook's EULA. Facebook continues to be the most used SNS and later studies should evaluate the rate of change if any when it comes to consumers reading the EULA and how it compares to previous studies of observation.

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## Appendix A

## The Five Factor Model Survey

Please choose a response for each statement below.

Five-Factor Model Survey Questions

**Strongly Agree. Agree. Undecided Disagree Strongly Disagree.**

I see myself as someone who . . .

- is talkative
- tends to find fault with others
- does a thorough job
- is depressed, blue
- is original, comes up with new ideas
- is reserved
- is helpful and unselfish with others
- can be somewhat careless
- is relaxed, handles stress well
- is curious about many different things
- is full of energy
- starts quarrels with others
- is a reliable worker
- 14, can be tense
- is ingenious, a deep thinker
- generates a lot of enthusiasm
- has a forgiving nature
- tends to be disorganized
- worries a lot
- has an active imagination
- tends to be quiet
- is generally trusting
- tends to be lazy
- is emotionally stable, not easily upset
- is inventive
- has an assertive personality
- can be cold and aloof

- perseveres until the task is finished
- can be moody
- values artistic, aesthetic experiences
- is sometimes shy, inhibited
- is considerate and kind to almost everyone
- does things efficiently
- remains calm in tense situations
- prefers work that is routine
- is outgoing, sociable
- is sometimes rude to others
- makes plans and follows through with them
- gets nervous easily
- likes to reflect, play with ideas
- has few artistic interests
- likes to cooperate with others
- is easily distracted
- is sophisticated in art, music, or literature

## Appendix B

### Facebook Survey by Bria Howse

- 1.) Do you currently have a Facebook account?
  - a. Yes
  - b. No
- 2.) When did you create your first Facebook account?
  - a. Less than 2 years ago
  - b. More than 5 years ago
  - c. More than 10 years ago
- 3.) How often do you log into Facebook?
  - a. 1-2 times a day
  - b. 3-5 times a day
  - c. More than 10 times a week
- 4.) Do you have a private Facebook account? (Private in this instance means that other users have to send a friend request before they can access your page)
  - a. Yes
  - b. No
- 5.) Which age group do you fall under?
  - a. 18-25 years old
  - b. 26-35 years old
  - c. 36+ years old
- 6.) Are you of Hispanic, Latino, or of Spanish origin?
  - a. Yes
  - b. No

7.) How would you describe your ethnicity? (Select all that may apply)

- a. American Indian or Alaska Native
- b. Asian
- c. Black or African American
- d. Native Hawaiian or Other Pacific Islander
- e. White
- f. Other ethnicity not already listed

8.) How often to you update or change your Facebook password?

- a. Every 2 months
- b. Every 6 months
- c. Once a year
- d. I haven't changed my password since my account was set up

9.) To which gender identity do you most identify with?

- a. Male
- b. Female
- c. Transgender Female
- d. Transgender Male
- e. Not Listed: \_\_\_\_\_
- f. Prefer not to answer

10.) Have often do you read Facebook's user terms and agreements?

- a. Every time new terms and agreements are released
- b. Sometimes when new terms and agreements are released
- c. I only read Facebook's user terms and agreements once

- d. I have never read Facebook's user terms and agreements
- 11.) If you chose 9A, B, or C, why did you read the user terms and agreements?
- a. I'm curious about privacy policy changes
  - b. I like to make sure the things I post do not violate Facebook's policies
  - c. I had to acknowledge the terms and agreements before I made my Facebook account
- 12.) If you chose 9D, what is the major reason you did not read the user terms and agreements?
- a. I didn't have the time to read all of the terms and agreements
  - b. I've never had privacy issues with Facebook
  - c. I'm not interested in reading the terms and agreements
  - d. Facebook's terms and agreements are hard to understand
- 13.) How many Facebook friends do you have?
- a. Less than 100
  - b. More than 200 but less than 300
  - c. More than 300 but less than 400
  - d. 500 or more
- 14.) Are you logged into Facebook on more than one device (i.e. mobile phone, laptop)
- a. Yes
  - b. No
  - c. I'm not sure

- 15.) Which device to you use primarily for Facebook?
- a. Cell Phone
  - b. Tablet/iPad
  - c. Laptop/Desktop
- 16.) Why do you use Facebook?:
- a. For entertainment
  - b. To pass the time
  - c. For business/professional reasons
  - d. To stay updated with the news and current events

## Appendix C

## Factor Loadings

**Extraversion**Factor Loadings

Is Talkative	.720
Is Full of Energy	.751
Generates a lot of enthusiasm	.778
Has an assertive personality	.575
Is outgoing, sociable	.740

**Conscientiousness**Factor Loadings

Does a thorough job	.742
Is a reliable worker	.833
Perseveres until a task is finished	.665
Does things efficiently	.715
Makes plans and follows through with them	.637

**Openness**Factor Loadings

Is original, comes up with new ideas	.666
Is curious about many different things	.475

Is ingenious, a deep thinker	.477
Has an active imagination	.690
Is inventive	.785
Values artistic, aesthetic experiences	.720
Like to reflect, play with ideas	.647
Is sophisticated in art, music, or literature	.663

### **Agreeableness**

#### Factor Loadings

Is helpful and unselfish with others	.679
Has a forgiving nature	.530
Is generally trusting	.622
Is considerate and kind to almost everyone	.674
Likes to cooperate with others	.469

### **Neuroticism**

#### Factor Loadings

Is depressed, blue	.773
Worries a lot	.757
Can be moody	.719
Gets nervous easily	.826

Appendix D  
Correlations Table

	1	2	3	4	5	6	7	8	9	10	11
1 Agreeableness	-										
2 Conscientiousness	.43**	-									
3 Extraversion	.26*	.47**	-								
4 Neuroticism	-.09	-.19	-.16	-							
5 Openness	.36**	.28*	.43**	.16	-						
6 Gender	.10	-.07	.19	.11	.01	-					
7 Age	-.20	-.05	-.06	-.09	.04	-.13	-				
8 How Often Read Terms Agreements	-.19	.02	.01	-.11	-.03	-.12	.29*	-			
9 I don't have time to read the entire policy	.20	.06	.20	-.17	-.12	.29*	-.10	.02	-		
10 I've never had policy issues with Facebook	.21	.13	.14	-.21	-.09	.26*	-.16	.11	.54**	-	
11 I'm not interested in reading the terms and agreement	.27*	.02	.20	-.07	-.07	.26*	-.06	-.01	.77**	.56**	-
12 Facebook's terms and agreements are hard to understand	.11	.02	.07	-.08	-.07	.08	.22	.13	.57**	.51**	.49**

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).