ANTECEDENTS OF NETWORKED PRIVACY AND ACCESS TECHNOLOGIES IN SOCIAL NETWORK MEDIA: AN EMPIRICAL STUDY OF USERS' PERCEPTIONS AND THEIR ONLINE MARKETING IMPLICATIONS

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Abstract: The Social media represents, without a doubt, the most important avenue of communication on the modern Internet and the foremost tool of Web 2.0 technology. Its roots can be found in the ancient groupware technology, but its modern applications are beyond anything those users of old could have imagined. In recent years, it has morphed yet again, incorporating the prevalent new mobile technology as its delivery mechanism. The term "social media", coined by Chris Shipley, includes the sum of the online tools and utilities that allow communication, participation and collaboration, including blogs and micro-blogs, social networking sites, wikis, podcasts and videocasts, social bookmarking and virtual worlds. At the end of 2015, over 2 billion users worldwide could access social media accounts and interact with one another on mobile phones, thus generating a wealth of data to be mined by marketers all over the world. However, this unprecedented access to consumer data (in conjunction with multiple user connections) has raised a number of privacy concerns, which have only grown in the last few years. This paper, detailing a study conducted for over a year on a wide variety of subjects, aims at interdisciplinary development of a clustering model based on both usage and perception variables, coupled with various psychographic predictor items, such as users' attitude towards social media, users' utilitarian and hedonic motivation, normative beliefs, perceived self-efficacy, various lifestyle variables, as well as overall trust and perception of privacy-associated risks. The proposed model is developed using discriminant analysis and it allows us to put forward four different user groups in terms of privacy concerns over social media. The management implications of our findings are also discussed and innovative ways proposed to deal with the ethical issues associated with the ever-growing lack of online privacy.

Key words: marketing management, social network services, ethical aspects, Web 2.0

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Introduction

Euroregions Technology development and its application for human research and development activities have been recognized as the basis of economic performance, a source of technological solutions and of high value-added supply (Monni et al., 2017; Oganisjana et al., 2017; Akhter, 2017; Tetsman, 2017; Martinaitytė and Kregždaitė, 2015; Skavronska, 2017). Quality online marketing environment with decent social media and networked privacy creates advantageous conditions as they stand for some point of important part of the domestic economic system of organization. Not merely economic norm but educational, social, academic curriculum, cultural, and other qualifications are also taking part in an important assignment in this process (Ključnikov et al., 2016, Smekalova et al., 2014). Social media has become an indispensable part of people's lives, growing from a niche related activity to a mass engaged activity, involving millions of internet users that increase each year (JRC Scientific and Technical Reports, 2008). Beginning with 1997, when the first social network site, namely SixDegrees.com emerged (Das and Sahoo, 2011), social networking sites have become a community space where users can connect and interact with their referent groups and also enlarge their social network by co-opting people with similar interests or aims. Searchenginewatch.com reports that the social media saturation point is far from being reached, as the number of social media users are expected to increase with 19.2 per cent in 2012, cumulating 1.43 billion users (Searchenginewatch.com, 2012). Social Network Sites increases two kinds of social capital: bonding social capital coming from referent groups such as family and friends and bridging capital, coming from other acquaintances: friends of friends, past colleagues or classmates with whom we have lost contact as time passed (Putnam, 2000). Social capital can be defined as being the investment in the social relations with expected returns. A recent study of Pew Research Centre reveals that Social network sites users get emotional support, companionship and instrumental aid from their online social networks (Pew Internet, 2011).

As such, social networks sites are considered the primary option of internet users for communicating ideas and sharing content (European Commission, 2010). According to the US Securities and Exchange Commission (SEC), more than 250 million photos are uploaded every day on Facebook (SEC, 2012). Moreover, a typical Facebook user generates 90 pieces of content each month and he is connected with a social network of 130 friends (Burbary, 2011). In line with the Social Comparison Theory assumptions, Social network sites' users with a highly active network are more likely to contribute to the content creation, since they are motivated to keep up with their peers and contribute as well (Burke et al., 2009).

Beyond being a channel of communication and content generator, Social media can also play an important role in different types of civil activities. Social media has been identified for its potential of mobilizing and coordinating various social actions (Ellison et al., 2009). Using Social media, people can interact and act

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together for a common cause, social media being able to bond and bridge people together.

The Benefits and Risks Associated with Social Media

An analysis of failure instead of success stories gives a wider understanding of the risks and dangers that organizations might face and ways to overcome them (Zemaitaitiene et al., 2016). With the great benefits that Social network sites provide, associated risks arise. The biggest risk of using Social network sites is privacy, as Social network sits display information, which can benefit advertisers, cybercriminals and site providers (Chen et al., 2012a, Chen et al., 2012b; Shafie et al., 2011). In regards to advertises, The Office of the Privacy Commissioner of Canada recommends that Social network sites ' users should be notified about what information is provided to advertisers in aggregate information and that Social network sites ' users should have the option to opt-out of direct advertising (The Office of the Privacy Commissioner of Canada, 2009). Individuals' right to privacy entitles them to be able to control the sharing of information and the way this public information can and will be used (Barnes, 2006).

Clustering Social Networks Users

Valuable observations are made on how the clusters should be researched in order to improve their performance, which would result in economic growth both on the regional and national scale. Clusters' performance is complicated to evaluate as the measures of the aspects that must be calculated differently and the most appropriate solution to formalize these aspects should be found (Tvaronavičienė and Razminienė, 2017). The Clustering variable represents how close the books in the category and their neighbors are to being a clique. It is measured as the proportion of links between the vertices. According to the range of social network activities users are engaged in and their emotional attachment, Social network sites users have been classified into six clusters: the spectators, the rookies, the explorers, the connectors, the see and be seen and the pros (Tibrat, 2007). The "see and be seen" are an interesting cluster of Social network sites users, since they are the searchers, the ones that always look out for new connections and in the same time, they are the most influenced by marketing related activities (Send and Michelis, 2009).

Description of Methodology

This multivariate measure of association is as follows:
<u>Wilk's lambda Values</u> - It puts in order from O to 1. With lambda, a small worth (near 0) indicates a relatively strong relevance between the prognosticator variable and the multiplex specification variables (taken as a battery), while a larger worth (near 1) indicates a relatively feeble relevance. The F statistic that inspects the significance of the relevance between the prognosticator and the multiplex specification variables is as a matter of fact counted on Wilks' lambda.
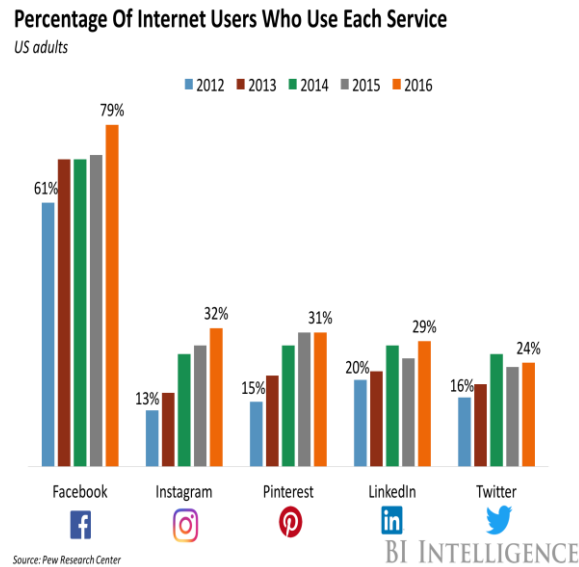
Figure 1. User Segmentation of Social Networking Websites
(Send and Michelis, 2009)

<u>Log determinants</u> - They are comparatively proportionate, demonstrating the quality or state of being homogeneous of covariance matrices between the batteries. The log-determinant of a nucleus matrix puts in an appearance in an assortment of machine learning embarrassments, arraying from determinant select procedures and making more widespread Markov stochastic fields, by means of the practicing of Gaussian procedures. Exact deliberation of this terminology is often hard to control when the measure of the nucleus matrix exceeds a couple of thousand.

<u>Canonical Discriminant Function</u> - The standardized coefficients make up the comparative and superlative degrees with the correlations, with partial t and F tests, and with rotated coefficients. For canonical variants, the argument includes standardized coefficients, correlations between variables and the function, rotation, and superabundance analysis. They are established exactly by solving the universal eigenvalue conundrum $(T-W)V=\lambda$ where V has not climbed matrix of discriminant function coefficients and λ is a diagonal matrix of eigenvalues.

The Proposed Clustering Model of Social Media Users

The scientific literature has been silent in recent years with regard to the segmentation and clustering of social networking users. Thus, the study tries to disseminate between four different groups: occasional users, moderate users, frequent users and heavy users. They will be differentiated according to their habits

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concerning eleven different variables, further broken up in the final analysis to twenty one constructs:

− Users' affective attitude towards social media (Fishbein and Ajzen, 1975 affective component of attitude),

− Users' utilitarian motivation to use social media formed by users' perceptions regarding the usefulness of social media as a communication tool and users' perceptions regarding the usefulness of social media as collaboration/authority building tool and users perceptions regarding the usefulness of social media as a learning tool,

− Users' hedonic motivation to use social media formed by users' perceptions regarding the usefulness of social media as an entertainment tool,

− Users' perception regarding the social influence to use social media coming from their referent groups (Fishbein and Ajzen, 1975 social norms),

− Users' perceived self-efficacy in using social media (Ajzen, 1991 perceived behavioural control),

− Users' perceptions about the risk of using social media coming from the privacy perceptions of personal data,

− Users' psychological characteristics: users' risk aversion and users' degree of innovativeness,

− Users' lifestyle in terms of free time.

Results and Discussion

The data for this research was collected using a survey conducted among the students and professionals in the main city, Bucharest of Romania and Jeddah of Saudi Arabia. All the respondents had at least one social media account that they used at least once a month. The authors used a combination of paper-based and online surveys and the authors were able, in the end, go gather 1071 full responses without age limitations. Participants comprised a purposive sample of 25 schools with a response rate of 48.6% from approximately 2,200 survey calls.

The independent variables were measured using a 7-point Likert scale (ranging from 1 (totally agree with the affirmation) to 7 (totally disagree with the affirmation). The Discriminant Function Analysis (DA) from IBM SPSS v20 software was employed to study the differences between the three groups of social media users. Thus, the four proposed groups vary as for a number of cases, from 192 to 354 numbers of cases. These data are collected across two ten-month periods within the sample (Sept. 2012 to July 2013 and July 2013 to April 2014). Table 1 shows that there is a strong statistical evidence that the four groups differ strongly according to the predictor variables, having significant values of F for a $p < 0.01$.

Table 1. Tests of equality of group means

	Wilks' Lambda	F	df1	df2	Sig.
Zscore(UTIL1)	.562	276,299	3	1064	.000
Zscore(UTIL2)	.506	346,206	3	1064	.000
Zscore(HEDON1)	.552	288,401	3	1064	.000
Zscore(HEDON2)	.507	345,017	3	1064	.000
Zscore(ATT1)	.703	150,004	3	1064	.000
Zscore(ATT2)	.667	177,240	3	1064	.000
Zscore(ATT3)	.736	127,288	3	1064	.000
Zscore(Self_Eff1)	.988	4,431	3	1064	.004
Zscore(Self_Eff2)	.971	10,407	3	1064	.000
Zscore(Self_Eff3)	.972	10,256	3	1064	.000
Zscore(TRUST1)	.665	178,288	3	1064	.000
Zscore(TRUST2)	.745	121,643	3	1064	.000
Zscore(RISK1)	.813	81,319	3	1064	.000
Zscore(RISK2)	.829	73,151	3	1064	.000
Zscore(Life-Sty1)	.755	114,999	3	1064	.000
Zscore(Life_Sty2)	.663	180,180	3	1064	.000
Zscore(Life_Sty3)	.780	99,817	3	1064	.000
Zscore(Norm_Beli1)	.646	194,006	3	1064	.000
Zscore(Norm_Beli2)	.538	304,593	3	1064	.000
Zscore(Norm_Beli3)	.600	236,532	3	1064	.000
Zscore(Norm_Beli4)	.646	194,373	3	1064	.000

Further, Log determinants and Box's M have been analyzed. However, due to the fact that the sample sizes are not equal and p > 0.001, Box's M test is not robust (Tabachnick and Fidell, 2001). In the other side, the Log Determinants as seen in table 2 are almost equal, which means that the four groups differ from each other (Burns and Burns, 2009).

Table 2. Log Determinants

Cluster Number of Case	Rank	Log Determinant
1	19	-11,935
2	19	-11,632
3	19	-11,702
4	19	-11,050
Pooled within-groups	19	-10,266

The ranks and natural logarithms of determinants printed are those of the group covariance matrices

The eigenvalues in Table 3 is providing information on each of the discriminate functions produced, which are equal to the number of proposed groups minus 1 (Burns and Burns, 2009). In the condition of the current case, two functions are categorized. The first function shows that 86.4% accounts for the variance in the dependent variable, while the second only accounts for 12.4% and the third for only 1.2% of the variance. Also, canonical correlation of the first function is very high, with a value of 0.912, which indicates that the function discriminates well,

while the canonical correlation of the second and the third functions are 0.644 and 0.257.

Table 3. Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	4.952[a]	86.4	86.4	.912
2	.709[a]	12.4	98.8	.644
3	.071[a]	1.2	100.0	.257

a) First 3 canonical discriminant functions were used in the analysis

Further, the significance of the discriminant function is tested with Wilks' lambda. The authors have used the scale ranges from 0 to 1, in which a number 0 denotes entire discrimination and 1 without discrimination. The results of the Wilks' lambda test as indicated in table 4 suggest three functions, which are highly significant (p<0.001).

Table 4. Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1 through 3	.092	2520.213	57	.000
2 through 3	.547	637.406	36	.000
3	.934	71.928	17	.000

The relative importance of each of the proposed independent variables is necessary to be addressed as part of the discriminant analysis. Note that the Standardized Canonical Discriminant Function Coefficients table and the Structure Matrix table are arranged in different orders. This is assessed with the standardized canonical discriminant function coefficients as shown in Table 5. The standardized coefficients enable to associate variables weighed on different orders. Coefficients with great absolute rates resemble variables with higher discriminating capacity.

Table 5. Standardized Canonical Discriminant Function Coefficients

	Function		
	1	2	3
Zscore(UTIL1)	.202	-.026	-.026
Zscore(UTIL2)	.167	.075	-.193
Zscore(HEDON1)	.173	-.043	-.109
Zscore(HEDON2)	.265	-.184	.284
Zscore(ATT1)	.173	.134	-.013
Zscore(ATT2)	.227	-.209	-.029
Zscore(ATT3)	.174	-.180	-.088
Zscore(Self_Eff2)	.007	.123	.620
Zscore(Self_Eff3)	.002	.202	-.446
Zscore(TRUST1)	.250	-.181	.245
Zscore(TRUST2)	.174	-.183	.276
Zscore(RISK1)	-.229	.193	.294
Zscore(RISK2)	-.001	.277	.154
Zscore(Life-Sty1)	.053	.288	-.510

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Zscore(Life_Sty2)	.237	.517	.391
Zscore(Norm_Beli1)	.220	-.083	.333
Zscore(Norm_Beli2)	.153	.259	-.132
Zscore(Norm_Beli3)	.244	-.035	-.309
Zscore(Norm_Beli4)	.177	.288	.135

As seen in Table 6, another way to determine the relative importance of predictors by the structure matrix, which indicates the correlation of each variable with each discriminant function (Burns and Burns, 2009). Attitude towards social media remains the strongest predictor of the discriminant function. A 0.30 value is regarded as the "cut-off between important and less important variables" (Burns and Burns, 2009).

Table 6. Structure Matrix

	Function		
	1	2	3
Zscore(UTIL2)	.443[*]	-.078	-.126
Zscore(HEDON2)	.439[*]	-.146	.149
Zscore(HEDON1)	.400[*]	-.169	-.067
Zscore(Norm_Beli 2)	.396[*]	.340	-.138
Zscore(UTIL1)	.393[*]	-.133	-.008
Zscore(Norm_Beli 3)	.357[*]	.221	-.166
Zscore(Norm_Beli 1)	.326[*]	.162	.196
Zscore(ATT2)	.311[*]	-.174	-.095
Zscore(TRUST1)	.300[*]	-.273	.214
Zscore(ATT1)	.292[*]	-.048	-.036
Zscore(ATT3)	.255[*]	-.227	-.088
Zscore(Life-Sty)	.222	.609[*]	.162
Zscore(Life-Sty1)	.180	.471[*]	-.299
Zscore(Life-Sty3)[b]	.167	.399[*]	.054
Zscore(Norm_Beli 4)	.309	.328[*]	.006
Zscore(RISK23)	-.167	.299[*]	.243
Zscore(Self_Eff3)	.028	.181[*]	-.154
Zscore(Self_Eff2)	.033	.145	.359[*]
Zscore(RISK1)	-.186	.267	.333[*]
Zscore(TRUST2)	.241	-.259	.308[*]
Zscore(EP2)[b]	.017	.028	.090[*]

*Pooled within-groups correlations between discriminating variables and standardized canonical discriminant functions; Variables ordered by absolute size of correlation within function; *Largest absolute correlation between each variable and any discriminant function; b) This variable not used in the analysis*

A further step in the discriminant analysis is represented by the discussion of the functions at group centroids. Table 7 depicts the associations among the three continuous discriminating variables and the dimensions formulated with the unobserved discriminant dimensions. The centroids or the group means of the predictor variables are used to describe each of the three groups of the social media usage in terms of their profile (Burns and Burns, 2009). Further, the canonical

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discriminant functions are represented in Figure 2. The effects of discriminant function analysis can be revealed more plainly by proposing a distribution diagram of individuals' discriminant score as in the figures, which represents the four categories and produces four distinctive groups.

Table 7. Functions at Group Centroids

Cluster Number of Case	Function		
	1	2	3
1	2.583	-.052	.214
2	-3.863	-.134	.332
3	-.297	-1.033	-.302
4	-.411	1.361	-.225

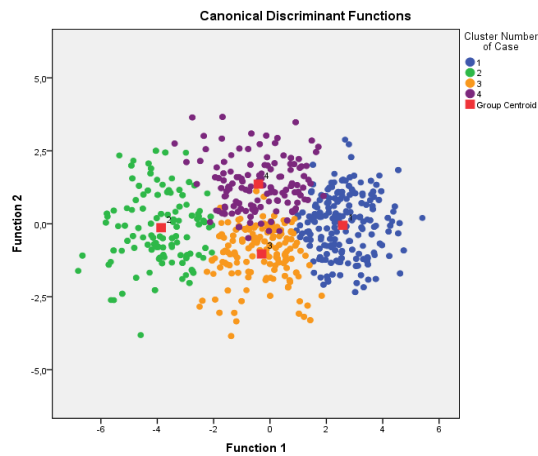*Unstandardized canonical discriminant functions evaluated at group means*

Figure 2. Canonical Discriminant Functions

Finally, the classification results are in Table 8, which indicates that 94.9% of originally group cases are correctly classified. All the individuals are classified contentedly in original individual groups by those points.

Table 8. Classification Results

Cluster Number of Case			Predicted Group Membership				Total
			1	2	3	4	
Original	Count	1	348	0	4	2	354
		2	0	188	2	2	192
		3	7	0	256	7	270
		4	8	6	17	224	255
	%	1	98.3	.0	1.1	.6	100.0
		2	.0	97.9	1.1	1.1	100.0
		3	2.5	.0	95.0	2.5	100.0
		4	3.3	2.5	7.0	87.3	100.0

a) 94.9% of original grouped cases correctly classified

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Managerial Implications and Conclusion

After methodically cutting up the results of this empirical study, it is evident that this research becomes stronger. The findings of preceding investigative conclusions by reexamining several relationships in which they tested (e.g Fishbein and Ajzen, 1975; Ajzen, 1991) in a new circumstance; and establishes upon those studies by analyzing a number of complementary relationships abreast previously studied ones synchronously within the same nomological network. An amount of significant findings and praiseworthy insights for theory and practice stand out in terms of users' intentions and perceptions and their online marketing implications regarding networked privacy and access technologies. It is recognized that a greater than normal level of clustering is connected with a greater Canonical Discriminant Function. That is, usage frequency within categories with lower local clustering is more evenly distributed, or greater extent highly clustered vicinities are associated with higher usage frequency fraction lack of fairness or justice. A possible enunciation for this recent finding is that the tendency of recommendations from a greater extent frequent user between social media groups stays on the whole within small clusters when there is high clustering, instead of being disseminated around the network, and these recommendations accordingly play a less than normal role in flattening revenue. This nature fact of finding and its possible construction is specifically fascinating since, while the influence is comparatively tabloid, it gives prominence to the fact that, theoretically speaking; recommendation networks could just as likely heighten demand and revenue difference in size. This further underlines the significance of the direction of the main empirical findings of users' perceptions and their online marketing implications relating to the flattening of the demand and revenue distributions. In addition, networked privacy mediated the conjunction between the disposition to value social media and perceived self-efficacy. Also, networked privacy concerns with regard to perceived self-efficacy are significant and positively related to the trust and perception of privacy-associated risks. Given the significance of the affirmative and negative relationships just delineated, it would simultaneously be thoughtful for academics to comprise the constructs in theories attempting to prognosticate users' intentions regarding networked privacy. Given these unearthing with respect to users' perceptions, it would be sagacious of trafficker to use discretion when serving social media to individuals that are based on communication acquired from a user's social networking site silhouettes or association of communication sources, as these media seem to draw forth the most negative counteractions from users. Additionally, personalized advertisers should be more excellent of serving commercial that is based on intelligence obtained from an individual's online investigation business for marketing implications, as this information thing from which comes is found to prompt not so greater reactions. In conclusion, the previous study (Tibrat, 2007; Send and Michelis, 2009) does not build the curtain individual groups. The current systematic investigation study of materials and sources help to bring to light a number

of advantageous for sights and eventful actionable implications in support of marketing theory and practice. Then, the traffickers help the progress and beneficial result via enhanced click-through and stock dispositions regarding market contributions promoted.

Online marketing is exceedingly effective but there are remarkable limitations, which still marketers and cybers need to overwhelm. Few of the circumstances are such that has nevertheless gripped the popular marketing more superior and in demand. Several major charges include the cost of software and hardware, online content, site designing, advanced distribution costs, web hosting of the website, sustenance of the site as well as a server. All these matters must be taken into account for future considerations in research directions by planning online Marketing budget and strategies.

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HISTORYCZNE ROZWIĄZANIA SIECIOWEJ OCHRONY PRYWATNOŚCI I DOSTĘPU W MEDIACH SPOŁECZNOŚCIOWYCH: ANALIZA EMPIRYCZNA DOŚWIADCZEŃ UZYTKOWNIKÓW ORAZ ICH WSPÓŁCZESNYCH IMPLIKACJI MARKETINGOWYCH

Streszczenie: Media społecznościowe bez wątpienia stanowią najważniejszą drogę komunikacji w nowoczesnym Internecie i są najważniejszym narzędziem technologii Web 2.0. Ich korzenie sięgają starożytnej technologii pracy zespołowej, ale jej nowoczesne zastosowania wykraczają poza wszystko, co mogliby sobie wyobrazić dawni użytkownicy. W ostatnich latach nastąpiła kolejna zmiana, jako mechanizm dostarczania wykorzystano popularną nową technologię mobilną. Termin "media społecznościowe", którego autorem jest Chris Shipley, obejmuje narzędzia i programy narzędziowe, które umożliwiają komunikację, uczestnictwo i współpracę online, czyli blogi i mikroblogi, serwisy społecznościowe, serwisy wiki, podcasty i wideoklipy, zakładki społecznościowe i wirtualne światy. Pod koniec 2015 roku ponad 2 miliardy użytkowników na całym świecie uzyskało dostęp do kont mediów społecznościowych i mogac nawiązywać z nimi interakcje w telefonach komórkowych, generując w ten sposób bogactwo danych, które będą pozyskiwane przez marketerów z całego świata. Jednak ten bezprecedensowy dostęp do danych konsumenckich (w połączeniu z wieloma połączeniami użytkowników) wywołał szereg obaw dotyczących prywatności, które znacznie wzrosły w ciągu ostatnich kilku lat. Niniejszy artykuł prezentuje badania prowadzone przez ponad rok, ma na celu interdyscyplinarny rozwój modelu klastrowego opartego zarówno na zmiennych dotyczących użytkowania, jak i postrzegania, w połączeniu z różnymi elementami predykcji psychograficznej, takimi jak stosunek użytkowników do mediów społecznościowych, motywacja utylitarna i hedoniczna użytkowników, przekonania normatywne, postrzegana samo-skuteczność, różne zmienne stylu życia, a także ogólne zaufanie i postrzeganie ryzyka związanego z prywatnością. Proponowany model został opracowany przy użyciu analizy dyskryminacyjnej i pozwolił autorom wyłonić cztery różne grupy użytkowników pod względem obaw dotyczących prywatności w mediach społecznościowych. W artykule omówiono także wpływ wyciągniętych przez autorów wniosków z badania na zarządzanie oraz zaproponowano innowacyjne sposoby radzenia sobie z problemami etycznymi związanymi z ciągle rosnącym brakiem prywatności w Internecie.

Słowa kluczowe: zarządzanie marketingowe, usługi sieci społecznościowych, aspekty etyczne, Web 2.0

社交网络媒体中网络隐私和访问技术的注意事项：对用户感知及其在线营销影响的实证研究

摘要：社交媒体毫无疑问是现代互联网上最重要的沟通渠道，也是Web 2.0技术的最重要工具。它的根源可以在古老的群件技术中找到，但它的现代应用程序超出了旧的用户所能想到的任何东西。近年来，它再次变形，将流行的新移动技术作为其传递机制ChrisShipley创造的"社交媒体"一词包括允许交流，参与和协作的在线工具和实用程序的总和，包括博客和微博，社交网站，维基，播客和视频广告，社交书签和虚拟世界。截至2015年底，全球有超过20亿用户可以访问社交媒体账户并通过手机互相交流，从而产生了全球营销人员开采的大量数据。然而，这种前所未有的消费者数据访问（与多个用户连接相结合）引发了许多隐私问题，这些问题仅在过去几年才有

所增长。本文详细介绍了一项针对各种主题进行了一年多的研究，旨在基于使用和感知变量的群集模型的跨学科发展，以及各种心理预测项目，如用户对社交媒体的态度，用户的功利和享乐动机，规范信念，感知自我效能，各种生活方式变量，以及对隐私相关风险的整体信任和感知。所提出的模型是使用判别分析开发的，它允许我们在社交媒体的隐私问题方面提出四个不同的用户组。我们还讨论了我们调查结果的管理含义，并提出了创新方法来处理与日益增长的在线隐私缺乏相关的道德问题。

关键词：营销管理，社交网络服务，道德方面，Web 2.0