

Impact of Narcissism and Neuroticism on Disclosure of Personal Data on Social Media: The Moderation of Trust

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Abstract

It is observed that personality traits impact activities on social media. Particularly, narcissism and neuroticism are known as contributing to the use of social media; however, narcissism is linked with active forms of engagement in social media, while neuroticism – with more passive ones. This predetermines their different impacts on personal information disclosure on social media, especially – when the impacts are moderated by trust. The paper concentrates on the analysis of the mechanism of their impact on personal data disclosure on Instagram with particular attention to the moderation of trust. The empirical evidence on this moderation presents substantial novelty to the literature on personal information disclosure in social networking.

Keywords: Social Media, Personality Traits, Personal information disclosure

Subject Areas: *Consumer Behavior; Social Media*