

INVESTIGATING RESPONSIBLE IMPRESSION MANAGEMENT OF STUDENTS ON SOCIAL NETWORKING SITE

Guruprasad Gadgil, University of North Texas, 1155 Union Circle #305249, Denton, TX 76203
(214) 436-9307, Guruprasad.Gadgil@unt.edu

Gayle Prybutok, University of North Texas, 1155 Union Circle #311456, Denton, TX 76203,
(940) 297-5043, Gayle.Prybutok@unt.edu

Victor. Prybutok, University of North Texas, 1155 Union Circle, 305459, Denton, TX 76203-
5017, (940) 565-4767, Prybutok@unt.edu

ABSTRACT

Social networking sites are being used for purposes other than the intended use. Users engage in online impression management where they are able to manipulate their online personality. Active social media presence results users revealing personally identifiable information and can result in risk taking online behaviors. This study investigates an important research question. “Do active social media presence, and various privacy concerns have any influence on student’s online behaviors on social media?” Existing literature reveals that very few empirical studies have investigated the independent variables studied in this research. We aim to bridge this research gap and propose a model based on impression management framework. This model identifies six independent variables that are the dimensions of impression motivation that influences SNS Responsible image. This study has identified full mediating relationships, which makes this study more complex and valuable than other studies that have investigated similar research themes. Using partial least square (PLS), this study concluded that all hypotheses were fully supported.