

## **HEALTH INFORMATION SHARING ON ONLINE SOCIAL NETWORKS**

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### **ABSTRACT**

The majority of users of online social networks (OSNs) have shared some health information on OSNs to better manage their health, receive social support as well as help others with similar medical conditions. Despite the benefits, OSN users are concerned with their information privacy. Extant studies on online information privacy largely take a calculus perspective, emphasizing the roles of costs and benefits in information exchange with commercial vendors. Such perspective is not sufficient for capturing the complex social exchanges on OSNs where personal health information is mostly meant to be shared with peer users. The purpose of this study is to identify the distinctive characteristics of health information privacy on OSNs and the context-specific values and norms that govern OSN users' evaluation of their health information privacy and decision to perform privacy-related behaviors. The findings of the study should help researchers, policy makers and OSNs providers better design privacy protection controls.

**Index Terms** — Online social network, health information privacy, contextual integrity