

The Formation Mechanism of Social Media Users' Privacy Protection Intention Characterized by Small-Community Orientation: Postprint

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Date: 2023-04-01T16:02:48+00:00

Abstract

[目的/意义] Based on small-community-oriented characteristics, exploring the formation mechanism of privacy protection intention among new-generation migrant workers on social media can help platforms provide quality services for them while safeguarding their internet privacy rights. [方法/过程] Grounded in regulatory focus theory and closely aligned with the small-community-oriented characteristics of new-generation migrant workers, with emphasis on their entertainment needs, this study constructs an influencing factor model of social media users' privacy protection intention. Data were collected through a convenience sampling strategy and paper questionnaires, and analysis software was used to verify the research hypotheses. [结果/结论] The research results confirm that new-generation migrant workers' perception of the privacy environment within small communities can directly and positively influence perceived risk, and can also indirectly trigger perceived risk through information sensitivity and privacy protection self-efficacy, thereby generating privacy concerns and ultimately stimulating their privacy protection intention. Perceived enjoyment plays a triple buffering role in this path: it not only reduces new-generation migrant workers' perceived risk and privacy concerns, but also negatively moderates the influence intensity of perceived risk on privacy concerns.

Full Text

Preamble

Volume 65, Issue 6, March 2021
ChinaXiv Cooperative Journal

Social Media Users' Privacy Protection Intention Characterized by Small Community Standard: An Empirical Study on the Mechanism Among New-Generation Migrant Workers

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Abstract:

[Purpose/Significance] Based on the small community standard, this research explores the formation mechanism of social media privacy protection intention among new-generation migrant workers, which can help platforms provide them with quality services while safeguarding their online privacy rights. [Method/Process] Grounded in regulatory focus theory and closely aligned with the small community standard characteristic of new-generation migrant workers, this study highlights their entertainment demands to construct a model of factors influencing social media users' privacy protection intention. Data were collected through convenience sampling using paper questionnaires, and statistical software was employed to test the research hypotheses. [Results/Conclusions] The findings confirm that new-generation migrant workers' perception of the privacy environment within their small community can directly and positively influence perceived risk, and can also indirectly trigger perceived risk through information sensitivity and privacy protection self-efficacy, thereby generating privacy concerns and ultimately stimulating privacy protection intention. Perceived enjoyment exhibits triple buffering effects along this path: it reduces both perceived risk and privacy concerns among new-generation migrant workers, and negatively moderates the influence of perceived risk on privacy concerns.

Keywords: new-generation migrant workers; privacy protection intention; perceived enjoyment; small community standard; social media

Classification Number: G206.2

DOI: 10.13266/j.issn.0252-3116.2021.06.013

1. Introduction

With the advancement of urbanization in China, a large number of rural surplus laborers have migrated to cities for employment. As of December 2019, China's migrant worker population reached 290 million, with over half being new-generation migrant workers born after 1980 [1]. As a generation that grew up alongside the internet, social media has brought tremendous convenience to this group's urban survival. Previous research has primarily focused on the positive aspects of social media for this population, such as information acquisition [2] and daily entertainment [3], and even urban integration [4] and identity formation [5]. However, social media is a double-edged sword. While bringing benefits to new-generation migrant workers, it has also triggered numerous practical problems, among which privacy leakage cannot be ignored. According to Yuan Jinghua's statistics, over 60% of new-generation migrant workers have been harassed by vulgar, pornographic, or spam information [6]. This demonstrates that the harm caused by privacy leakage has infiltrated various aspects of

new-generation migrant workers' lives, and information security issues urgently need to be addressed.

Existing research on social media privacy protection intention has mainly examined the influence of individual and social factors. Individual factors primarily refer to demographic variables, media usage factors, and privacy perception factors related to individuals themselves, among which gender [7], education level [8], media usage frequency [9], and privacy self-efficacy [10] have been confirmed as important antecedents of privacy protection intention. Meanwhile, the effects of social factors such as culture, interpersonal relationships [11], and policies and regulations [12] have also been widely discussed. Notably, there remains considerable disagreement in academia regarding whether social norms or social relationships influence social media privacy behavior. O. Nov and S. Wattal found that social norms for information sharing affect users' privacy concerns [13], while L. N. Zlatolas et al. argued that friends' privacy social norms on social media did not influence users' privacy concerns [14]. Accordingly, the impact of social norms and social relationships on social media users' privacy behavior requires further investigation.

Based on the above analysis, the authors selected new-generation migrant workers as the research subject to explore the formation mechanism of their privacy protection intention, primarily for two reasons: (1) new-generation migrant workers have become active users of social media platforms [15]; and (2) the social circles of new-generation migrant workers mainly rely on "communal groups" [16], with their communication circles exhibiting clear group boundaries [17]. This strong connection creates relatively strong mutual influence within the group. Studying this population can break through the individual-factor-dominated characteristics of previous research on college students' privacy protection intention and holds significant meaning for examining the impact of social relationships on users' privacy. Additionally, low education levels and high life pressures make entertainment demands a primary motivation for this group's social media usage [18], and the influence of perceived enjoyment on their privacy protection intention cannot be ignored. Therefore, based on regulatory focus theory and introducing perceived enjoyment as a buffering variable, this study attempts to clarify how environmental perception and individual factors under the small community standard jointly affect new-generation migrant workers' social media privacy protection intention, aiming to provide references for protecting this group's online privacy.

2. Related Concepts and Theoretical Foundations

2.1 Small Community Standard and New-Generation Migrant Workers

The small community standard refers to a primary group formed by strong connection relationships characterized by high value identification and moral cohe-

sion. Members collectively develop relatively unified values and group norms through information exchange, which serve as action guidelines for individuals in social interactions [19]. These small primary groups are mainly social networks formed based on kinship, geographical ties, or occupational bonds, featuring high internal harmony and autonomy. Due to differences in social origin and education level, urban residents exhibit a certain degree of social exclusion toward new-generation migrant workers [20]. Consequently, after entering cities, they still form multiple relatively closed “quasi-rural societies” embedded in urban areas based on traditional relationships [17]. Accordingly, the small community is the most important social circle for new-generation migrant workers in cities, primarily comprising fellow villagers, friends, and coworkers they meet at work [21].

The key significance of the small community standard lies in the relatively unified values formed among members through trust and reciprocity, which prompt new-generation migrant workers to jointly solve problems across various dimensions from survival to development. The small community standard among new-generation migrant workers exhibits the following characteristics: (1) high cohesion—they are small-scale groups with high homogeneity, and migrant workers prefer to communicate with people from similar social backgrounds [22], forming extremely strong intimacy and attachment through high-frequency deep communication [23]; (2) external closure—clear group boundaries exist between new-generation migrant workers’ small communities and other groups; and (3) relative uniqueness—influenced by survival pressures and job nature, new-generation migrant workers have relatively singular social relationships [24], and the small community largely accommodates all of their social networks, making it relatively unique.

Therefore, new-generation migrant workers’ living habits and ideological concepts are deeply influenced by the small community [25], especially when it involves interests highly relevant to themselves or entirely new knowledge, where the small community standard characteristics become particularly prominent. In Chinese concepts, privacy boundaries within circles are relatively blurred. Economic income, emotional status, health information, and other personal privacy content can freely circulate within the group [26]; privacy information is one of the core contents of their internal communication. However, toward external groups, they maintain a certain level of privacy protection awareness and manage privacy boundaries to protect common rights and interests. Thus, in social media—a public space with private domains [27]—new-generation migrant workers’ privacy protection intention largely depends on the consistent concepts and environmental perception formed within the small community. Accordingly, the first research question of this paper is:

Research Question 1: In the context of social media usage, how does the privacy environment perception formed within the small community influence new-generation migrant workers’ privacy protection intention?

2.2 Regulatory Focus Theory

Regulatory focus theory assumes that individuals have two basic regulatory orientations: promotion focus and prevention focus [28]. Both orientations typically coexist within the same individual. When making risk-related decisions, individuals dominated by promotion focus tend to ignore potential risks and seek benefits, while those dominated by prevention focus may adopt defensive behaviors [29]. This theory has been widely used to explain self-disclosure and privacy protection behaviors in social media usage. Shen Wang et al. studied the social network privacy paradox through regulatory focus theory, finding that individuals with promotion focus have higher intentions to disclose information recently, specifically manifested as disclosing more personal information on social websites [30]. S. A. A. Jin found in e-health website research that strong prevention focus prompts people to have stronger tendencies to hide personal information, thereby strengthening personal privacy protection [31]. M. O. Lwin et al. found that users' self-presentation behavior is usually closely related to promotion focus, while privacy protection behavior is usually related to prevention focus [32]. In this research context, new-generation migrant workers' promotion focus is mainly reflected as perceived enjoyment when using social media, while individuals with stronger prevention focus are more likely to perceive risks brought by social media. Accordingly, the second research question of this paper is:

Research Question 2: In the context of social media usage, what role does perceived enjoyment play in the formation of privacy protection intention among new-generation migrant workers?

3. Research Hypotheses and Model Development

3.1 Perceived Risk, Privacy Concerns, and Privacy Protection Intention

This study defines privacy protection intention as users' attitudes and intentions to proactively protect their own privacy in social media environments [33], which can be used to predict users' privacy protection behavior. Previous research has repeatedly confirmed that privacy concerns significantly influence privacy protection intention. Shen Qi found in a study of college students' privacy protection intention that privacy concerns positively influenced their adoption of privacy protection measures [34]; Xie Xingzheng et al. also pointed out in their study of social media users' privacy paradox that privacy concerns positively affect privacy protection behavior [35]; L. Baruh et al. confirmed that privacy concerns significantly influence users' intentions to engage in information privacy protection behaviors, including refusing disclosure, negative evaluation, deletion, and complaining to internet companies and third parties [36]. Based on this, it can be inferred that with the continuous penetration of social media, new-generation migrant workers' privacy concerns about personal

information may trigger the generation of privacy protection intention. Based on the above discussion, this study proposes the following hypothesis:

H1: In the context of social media usage, privacy concerns are a positive influencing factor of new-generation migrant workers' privacy protection intention.

Perceived risk refers to potential losses caused by uncertainty and personal information leakage that may be triggered by others' opportunistic behavior [37]. In the context of social media privacy research, perceived risk refers to users' perception of potential losses caused by their own privacy information leakage, which has been proven to be a key variable affecting users' privacy behavior. Proactive privacy protection intention reflects users' positive attitudes when facing privacy risks [38]. Dilia's research found that perceived risk is negatively correlated with users' willingness to provide personal data; that is, when users perceive privacy risks, they reduce the amount and frequency of providing personal data to protect personal privacy [39]; Hou Jin and Ren Licheng, through in-depth interviews analyzing different social media users' perceived risks and privacy protection behavior characteristics, found that users' privacy protection behavior is influenced by privacy risk [40]. Thus, in media usage, new-generation migrant workers' perception of risk intensity may be closely related to privacy protection intention. Based on the above discussion, the authors hypothesize:

H2: In the context of social media usage, perceived risk is a positive influencing factor of new-generation migrant workers' privacy protection intention.

As social media technology and big data technology mature, users' privacy risks increase daily [41]. Numerous studies have validated that perceived risk positively influences users' privacy concerns. For example, Zhang Huiping et al. analyzed factors influencing social media users' information privacy concerns from individual (privacy tendency, perceived privacy risk, perceived privacy control) and platform (privacy policy effectiveness, past privacy incidents) levels using privacy calculus theory, privacy tendency, and information boundary theory [42]; S. Bandyopadhyay found that the higher users' perceived risk, especially when users believe personal information is obtained by third parties or used unreasonably, the higher their privacy concerns [43]; Z. D. Ozdemir et al. found that in social environments, when the privacy risk of users' personal information being accessed increases, users' privacy concerns increase accordingly [44]. Although privacy leakage has lag and unknowability, large-scale privacy leakage incidents frequently reported by media can enhance users' risk perception. Based on the above discussion, the authors propose the following hypothesis:

H3: In the context of social media usage, perceived risk is a positive influencing factor of new-generation migrant workers' privacy concerns.

3.2 Environmental Perception, Privacy Protection Self-Efficacy, Information Sensitivity, and Perceived Risk

Information sensitivity refers to the degree of risk users perceive regarding certain types of information in specific contexts [45]. Currently, to depict more accurate user profiles, social media platforms are acquiring privacy data through increasingly diverse methods and types. N. K. Malhotra categorized information into personal purchase preference information and personal finance-related information based on information sensitivity level, and pointed out that perceived sensitivity of different information types affects users' willingness to disclose privacy [46]; Y. Jeong and Y. Kim found that users have different levels of attention to different types of privacy information, with their privacy concern levels ranging from weak to strong as follows: basic information, behavioral data, financial information, and social information [47]. The higher users' information sensitivity, the greater their perceived privacy risk and threat [48]. It can thus be inferred that new-generation migrant workers' sensitivity to key personal information may trigger their high-level risk perception. Based on the above discussion, the authors hypothesize:

H4: In the context of social media usage, information sensitivity is a positive influencing factor of new-generation migrant workers' perceived risk.

Self-efficacy encompasses people's confidence or belief in their ability to use their skills to complete specific tasks [49], and its influence on perceived risk has been validated by academia. H. S. Rhee et al. pointed out that information protection self-efficacy is positively correlated with information security awareness [50]; N. J. Rifon et al. found that computer self-efficacy is significantly associated with two important components of user privacy concerns—collection of personal data and unauthorized secondary use [51]; C. L. Milgen and D. Peyrat-Guillard [52] and Y. Li et al. [53] both indicated that efficacy is an important factor influencing perceived risk, but only a few domestic studies have incorporated privacy self-efficacy into social media privacy-related research. Kang Jin et al., through grounded theory and questionnaire surveys, pointed out that in the context of targeted advertising, general self-efficacy positively influences consumers' privacy concern levels [54]; Xu Yiming et al. argued that privacy protection self-efficacy significantly influences privacy protection disengagement behavior through privacy fatigue [55]. For new-generation migrant workers, the predictive effect of self-efficacy on their behavioral intention has also been validated by previous research. Duan Jinyun et al. confirmed that new-generation migrant workers' general self-efficacy positively influences both their entrepreneurial self-efficacy and entrepreneurial intention [56]. It can thus be inferred that self-efficacy has broad influence on migrant workers' behavioral willingness. Accordingly, the authors hypothesize:

H5: In the context of social media usage, privacy protection self-efficacy is a negative influencing factor of new-generation migrant workers' perceived risk.

A. M. Zafeiropoulou et al., from the perspective of structuration theory, pointed

out that social media users' information disclosure and privacy protection are not entirely based on autonomous will but are constrained by social structure and external environment [57]. This characteristic is fully reflected in new-generation migrant workers whose primary social network consists of cohesive groups. The essence of social media is online communities formed through emotional connections. In such emotionally bonded environments, even when people know privacy disclosure may involve risks, they are still willing to do so [58]. Meanwhile, when using social media, new-generation migrant workers, on the one hand, out of the need for internal small community identification, will try to make their behavior consistent with others in the group to avoid isolation [59]; on the other hand, as domestic and foreign social media privacy leakage incidents occur frequently, the external privacy environment also influences new-generation migrant workers' privacy protection intention. Therefore, after entering cities, society and media's critical thinking about privacy will affect new-generation migrant workers' assessment of their own risks. Based on this, the authors hypothesize:

H6: In the context of social media usage, environmental perception is a positive influencing factor of new-generation migrant workers' perceived risk.

H7: In the context of social media usage, environmental perception is a positive influencing factor of new-generation migrant workers' information sensitivity.

H8: In the context of social media usage, environmental perception is a positive influencing factor of new-generation migrant workers' privacy protection self-efficacy.

3.3 The Triple Role of Perceived Enjoyment

Perceived enjoyment is considered one of the basic motivations for users to adopt social media, and numerous scholars have introduced it into social media research. In F. D. Davis's research [60], perceived enjoyment was viewed as a variable reflecting consumers' intrinsic emotional motivation. Subsequently, J. W. Moon et al. found that consumers' perceived enjoyment significantly influences usage intention, with its impact even greater than that of perceived usefulness [61]. Pan-entertainment is a typical characteristic of new-generation migrant workers' media usage. This group's media consumption is relatively limited, with significantly more entertainment and consumer media products than knowledge- or skill-based ones, thereby intensifying their dependence on new media and even presenting phenomena of internet addiction [62]. For new-generation migrant workers, privacy information leakage may lead to more accurate content push, better helping them achieve leisure and entertainment purposes. In this situation, perceived enjoyment may alleviate their perceived risk and privacy protection intention in social media usage. Therefore, the authors hypothesize:

H9: In the context of social media usage, perceived enjoyment negatively influences new-generation migrant workers' perceived risk.

H10: In the context of social media usage, perceived enjoyment negatively influences new-generation migrant workers' privacy concerns.

H11: In the context of social media usage, perceived enjoyment negatively moderates the effect of perceived risk on privacy concerns.

In summary, the authors propose 11 research hypotheses, with the specific research model shown in Figure 1 [Figure 1: see original paper].

4. Research Methods

4.1 Questionnaire Design

The authors targeted new-generation migrant workers who use social media and collected data through convenience sampling using paper questionnaires. During data collection, the authors hired 10 Fujianese rural undergraduate students to participate, utilizing their vacation time to collect data from new-generation migrant workers in their hometowns, and required them to explain questionnaire content to target samples in dialect when necessary. The entire data collection process lasted 11 months, from January 2019 to November 2019. A total of 716 questionnaires were recovered. After manual screening, excluding those who had never used social media, had incomplete answers, or had completely consistent answer choices, 394 valid samples were obtained, with an effective rate of 55.02%.

The questionnaire mainly included sample personal information and measurements of relevant variables. Personal information included age, gender, education level, social media usage, and privacy acquisition status. Based on the research model and hypotheses, the relevant variables included seven constructs: information sensitivity, privacy protection self-efficacy, environmental perception, perceived risk, perceived enjoyment, privacy concerns, and privacy protection intention.

The information sensitivity scale was adapted from the 5-item scale proposed by G. Bansal et al. [63]. The privacy protection self-efficacy measurement combined relevant scales from Yang Yi and Wen Xiuyan [10] and H. S. Rhee et al. [50] to form 3 measurement items. Environmental perception adopted the 4-item scale designed by A. Vahdat et al. [64]. The perceived risk scale used by Li Haidan et al. [65] containing 4 items was applicable to this research context. Perceived enjoyment measurement employed the research scale from K. Y. Lin and H. P. Lu, containing 3 measurement items [66]. Privacy concerns borrowed the 5-item scale designed by T. Dinev and P. Hart [67]. The 4-item scale for privacy protection intention was derived from relevant research by Xu Jinghong et al. [68].

Since some scales in this study originated from English literature, the authors invited two English-proficient communication professors to conduct back-

translation of the scales to ensure Chinese items accurately and clearly reflected the original scales' meanings [69]. After translation, the authors organized 8 target samples for pre-testing and focus group interviews, mainly adjusting unclear and overly obscure expressions in the questionnaire to form the final version. This study used a 7-point Likert scale to measure all variables (1 = strongly disagree, 7 = strongly agree). Specific items are detailed in Table 1 .

4.2 Sample Characteristics

In this study, there were 235 male samples (59.5%) and 159 female samples (40.4%). Sample ages were mainly concentrated between 26-35 years, with the 26-30 age group accounting for the highest proportion at 29.9%, and the 31-35 age group accounting for 27.7%. In terms of education level, junior high school and technical secondary school education had the most samples, accounting for 48%; followed by high school and vocational high school with 137 people, accounting for 34.8%. The two primary purposes of new-generation migrant workers' social media usage were contacting relatives and friends (82.0%) and entertainment/relaxation (51.8%), followed by obtaining information (23.6%). Purposes common among college students such as making new friends and recording life accounted for relatively lower proportions.

This study used a dual-choice question to investigate the sample's primary communication groups. The results showed that fellow-village workers accounted for the highest proportion (68.5%), representing the most important communication group; followed by non-fellow-village workers (54.3%), hometown relatives and friends (49.5%), urban friends (17.8%), and other groups (5.5%). The study also investigated this group's privacy information acquisition channels, privacy concern nodes, and primary groups for privacy communication. Relevant information is detailed in Table 2 .

5. Data Analysis

The authors primarily used SmartPLS 3.0 for statistical analysis of the relevant data.

5.1 Research Model Evaluation

After confirmatory factor analysis, 5 items with factor loadings below 0.6 or double factor loadings were deleted. The factor loadings of the final retained items ranged between 0.780-0.919. All variables' Cronbach's α values were greater than 0.8, indicating good internal consistency [70]. All variables' composite reliability (CR) values were greater than the standard value of 0.7 [71], indicating good composite reliability. All variables' AVE values ranged between 0.652-0.824, all higher than the standard value of 0.5 [72], indicating good convergent validity. Details are shown in Table 3 .

Additionally, the square roots of the seven variables' AVE values were greater than the Pearson correlation coefficients between variables, indicating that the variables in this study had good discriminant validity. Details are shown in Table 4.

5.2 Hypothesis Testing

This study proposed 11 relevant hypotheses. The authors used the Bootstrapping method in SmartPLS 3.0 with 5,000 samples to test the structural equation model. The results (shown in Figure 2 [Figure 2: see original paper]) indicate that new-generation migrant workers' environmental perception of the small community positively influences their information sensitivity (H7: $\beta = 0.189$, $p < 0.01$) and privacy protection self-efficacy (H8: $\beta = 0.175$, $p < 0.01$). Moreover, new-generation migrant workers' perceived risk in the social media environment increases with enhanced environmental perception (H6: $\beta = 0.283$, $p < 0.001$), information sensitivity (H4: $\beta = 0.184$, $p < 0.001$), and privacy protection self-efficacy (H5: $\beta = 0.222$, $p < 0.001$). When new-generation migrant workers perceive risks in social media usage, they may exhibit privacy concerns (H3: $\beta = 0.221$, $p < 0.001$), thereby forming privacy protection intention (H1: $\beta = 0.269$, $p < 0.001$). However, perceived risk cannot directly influence new-generation migrant workers' privacy protection intention (H2: $\beta = 0.030$, $p > 0.05$). Additionally, perceived enjoyment significantly reduces perceived risk (H9: $\beta = -0.166$, $p < 0.01$) and privacy concerns (H10: $\beta = -0.394$, $p < 0.001$) during new-generation migrant workers' social media usage, and negatively moderates the influence of perceived risk on privacy concerns (H11: $\beta = -0.150$, $p < 0.001$). In summary, except for H2, all other hypotheses were supported.

5.3 Indirect Effect Testing

Given that perceived risk had no direct effect on privacy protection intention in this study, the authors further tested the mediating role of privacy concerns in this path. This study used SmartPLS 3.0's Bootstrapping method to test the mediating effect of privacy concerns, with 5,000 bootstrapping samples and a 95% confidence interval. The estimated value of the path "perceived risk \rightarrow privacy concerns \rightarrow privacy protection intention" was 0.059, $T = 3.43$, $p < 0.001$, with a 95% confidence interval of [0.030, 0.098], which does not contain 0, indicating that privacy concerns have a significant mediating effect in this path. In other words, new-generation migrant workers' perceived risk needs to go through the mediating variable of privacy concerns to form privacy protection intention.

6. Discussion and Analysis

As shown in Figure 2, most hypotheses in the model of new-generation migrant workers' social media privacy protection intention were validated by the research

data. The following discussions are made based on the results.

6.1 Influence of Small Community Standard on Perceived Risk

New-generation migrant workers' small community standard is fully reflected in this group's perception of the privacy environment within the small community. This environmental perception can directly influence perceived risk and also indirectly influence perceived risk through information sensitivity and privacy protection self-efficacy. The results validated research hypotheses H4, H5, H6, H7, and H8. New-generation migrant workers' perception of social media risks is relatively delayed, so this perception largely depends on the consistent attitudes formed by the small community.

This study also found that new-generation migrant workers' primary communication groups were, in order, fellow-village workers (68.5%), non-fellow-village workers (54.3%), hometown relatives and friends (49.5%), and urban friends (17.8%). 62.2% of respondents indicated that fellow workers were their primary channel for obtaining privacy information, while mainstream media ranked second at 52.3%. The small community formed by new-generation migrant workers has high identity recognition and rights consistency. When group members need to accept new concepts, learn new skills, or solve common problems, this "small community standard" characteristic becomes particularly prominent. On the one hand, new-generation migrant workers are willing to spread personal information within the small community but maintain certain privacy protection awareness and vigilance when interacting with external groups or platforms; on the other hand, education level somewhat constrains their social media usage ability and critical ability. Their information acquisition and behavioral decision-making largely rely on the power of the small community [22]. 50.0% of respondents indicated they would seek help from fellow-village workers when encountering privacy issues. Therefore, their information sensitivity and self-efficacy largely use small community members as reference groups. When members within the small community begin discussing potential privacy risks in social media, other members also start to realize the importance of privacy issues, and perceived risk emerges accordingly.

6.2 Influence of Perceived Risk on Privacy Protection Intention

Data analysis shows that perceived risk has no direct influence on privacy protection intention ($\beta = 0.030$, $p > 0.05$), and H2 was not supported. However, perceived risk can trigger new-generation migrant workers' privacy concerns, which in turn influence privacy protection intention, so H1 and H3 were validated. Faced with enormous survival pressures, privacy is not the primary concern for new-generation migrant workers in social media usage. Coupled with generally low education levels, new-generation migrant workers lack critical thinking about media technology. Even when they realize privacy risks, they tend to adopt an attitude of ignorance. Only when perceived risk becomes concrete privacy worries can they truly feel the harm of privacy leakage to

themselves, and privacy protection intention will emerge. Therefore, enhancing privacy knowledge for vulnerable groups is an effective way to help them establish privacy protection intention. Protection of user privacy should not only rely on government and platforms but should also start from users themselves. Only by making new-generation migrant workers clearly realize that privacy rights are important personal rights and generating appropriate concern for personal privacy in social media usage can individuals be prompted to adopt timely and reasonable privacy protection behaviors spontaneously.

6.3 Triple Buffering Effects of Perceived Enjoyment

The study found that perceived enjoyment reduces new-generation migrant workers' perceived risk and privacy concerns in social media usage and can negatively moderate the influence of perceived risk on privacy concerns, supporting H9, H10, and H11. The study also investigated new-generation migrant workers' two primary purposes for using social media, which in descending order were contacting relatives and friends (82.2%), entertainment/relaxation (51.8%), obtaining information (23.6%), making new friends (16.8%), passing time (12.2%), recording life (7.1%), and expressing themselves (6.3%). This shows that entertainment demand is one of the core appeals of new-generation migrant workers' social media usage. For new-generation migrant workers, the enjoyment of social media usage on the one hand alleviates heavy pressures from work and life, but on the other hand also brings hidden worries. Excessive focus on enjoyment makes them ignore the negative effects of privacy leakage, constraining the formation of privacy protection intention. In the current era of frequent privacy issues, the pursuit of perceived enjoyment inhibits the generation of privacy protection intention. Exchanging privacy for enjoyment places individuals at risk. Previous research has pointed out that new-generation migrant workers' internet usage focuses on interpersonal communication and leisure entertainment, and their new media usage needs diversification [16]. Social media platforms should focus on guiding this group to pay attention to their own rights and spontaneously protect information security while satisfying entertainment demands.

7. Research Conclusions

7.1 Theoretical Contributions

The theoretical contributions of this paper are mainly reflected in two aspects. First, based on regulatory focus theory and selecting new-generation migrant workers as the research subject, this study proposes a formation mechanism model of social media users' privacy protection intention characterized by the small community standard. Given the high degree of privacy sharing within the new-generation migrant worker group, the small community standard characteristic is centrally reflected in the privacy environment perception formed by

group members. Through the antecedent variable “environmental perception” and multiple validations in basic information such as “privacy information acquisition channels” and “privacy information communication groups,” this study examined the important significance of the small community standard concept for new-generation migrant workers’ social media privacy protection intention. At the same time, this study breaks the traditional research pattern of using regulatory focus theory as a moderating variable, embedding perceived risk and perceived enjoyment into the social media research context, providing new ideas and references for the application of regulatory focus theory in social media user privacy research.

Second, based on the highly entertainment-oriented social media usage characteristics of new-generation migrant workers, this study introduced perceived enjoyment as a moderating variable to deeply explore the triple buffering role of perceived enjoyment in the formation of new-generation migrant workers’ privacy concerns. The research results indicate that in the process of new-generation migrant workers using social media, risk and entertainment often coexist. This also provides new ideas for subsequent research on social media user behavior. Researchers need to fully clarify users’ internal states to construct research models that conform to actual conditions.

7.2 Practical Value

Based on the above discussions, the practical value of this paper mainly lies in exploring the mechanism of new-generation migrant workers’ social media privacy protection intention with small community standard characteristics, and pointing out effective solutions for enhancing media literacy and privacy awareness of vulnerable groups, providing important references for optimizing the internet privacy environment. Although new-generation migrant workers’ media usage ability [73] and rights protection awareness [74] have significantly improved in recent years, low education levels and relatively fixed social relationships create blind spots in new-generation migrant workers’ social media privacy protection. Therefore, in terms of enhancing this group’s privacy awareness, the government should actively utilize the advantages of the “small community.” While using mass communication and interpersonal communication to cultivate new-generation migrant workers’ privacy protection awareness and abilities, it should also leverage the influence of small communities to avoid social problems that may be caused by new-generation migrant workers’ privacy leakage. For example, by cultivating opinion leaders within the new-generation migrant worker group to help vulnerable groups spontaneously form benign media usage concepts and habits, effectively alleviating conflicts between vulnerable groups and negative media factors.

Additionally, excessive entertainment has always been a major problem in new-generation migrant workers’ media usage [75]. The extreme pursuit of perceived enjoyment dissolves new-generation migrant workers’ privacy awareness. Therefore, social media platforms should strictly implement privacy regulations and

content control, appropriately guiding new-generation migrant workers not to indulge in entertainment and to pay attention to personal privacy and related rights and interests. The government should refine new media privacy regulations to help low-education vulnerable groups improve media literacy at the policy level, creating a safe and reliable social media privacy environment for them while satisfying users' entertainment demands.

7.3 Research Limitations and Recommendations

This study exploratively examined the formation mechanism of new-generation migrant workers' privacy protection intention in social media usage. The research objectives were achieved, but some limitations remain. First, this study mainly relied on questionnaire surveys. Many issues in new-generation migrant workers' privacy management in social media usage require qualitative methods for in-depth research. Second, this study's samples were mainly Fujianese migrant workers, without quota sampling based on national population distribution. The representativeness and generalizability of the conclusions need further validation. Third, this study only discussed new-generation migrant workers' social media privacy protection intention from the perspective of internal small communities. In fact, new-generation migrant workers' social media privacy protection intention is also influenced by other external factors. Future research could consider incorporating other factors to compare the influence effects of internal and external factors on new-generation migrant workers' social media privacy protection intention.

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Duan Qiuting: Proposed research framework, collected data, and wrote the paper;

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Social Media Users in a Small Community Standard: An Empirical Research on the Mechanism of Privacy Protection Intention Among New-Generation Migrant Workers

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Abstract: [Purpose/significance] Based on the small community standard, this research explores the underlying formation mechanism of privacy protection intention among new-generation migrant workers in the context of social media. Also, it investigated the influence of perceived enjoyment in the formation of privacy protection intention among new-generation migrant workers. The convenient sampling strategy with paper questionnaire was used for data collection, and the collected data was analyzed by statistical software. [Result/conclusion] The results show that the new-generation migrant workers' perception of the privacy environment within the small community can directly and positively affect the perceived risk, and also indirectly cause the perceived risk through information sensitivity and privacy protection self-efficacy, thus generating privacy concerns and ultimately stimulating their privacy protection intention. The triple buffering effects of perceived enjoyment were found, which could not only reduce the influence of perceived risk and privacy concern, but also negatively moderate the effect of perceived risk on privacy concern.

Keywords: new-generation migrant workers; privacy protection intention; perceived enjoyment; small community standard; social media

Note: Figure translations are in progress. See original paper for figures.

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