

Privacy Anxiety on Micro-Influencers in Self-Disclosure through the Add Yours on Instagram Social Media

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Abstract

Instagram is a social media platform with the fourth most users worldwide. This application provides various features and facilities. The available features and facilities allow users to do many things, including revealing themselves using their social media. However, 40.6% of users think that social media user is not safe. This insecurity arises as a result of privacy being violated when self-disclosure. This causes social media users to experience privacy anxiety. The theory of Communication Privacy Management by Sandra Petronio is used to analyze this research. This study uses a qualitative method with a phenomenological approach to rely entirely on the informant's thoughts about the situation or event he experienced. Primary data were collected through structured interviews and secondary data from a literature study. Two informants in this research are micro-influencers on Instagram. Informants were obtained using a purposive sampling technique. The criteria included a micro-influencer, had used the add yours and lived in Medan. The results show that the add yours can cause privacy concerns for micro-influencers. There are two types of motivation in self-disclosure through the add yours, namely personal experience and the experience of others. Anxiety levels were also higher in individuals who had personal experiences of privacy abuse. Just as privacy can free individuals from sharing information with others, individuals can decide what to disclose and keep private, so privacy concerns depend on individual control & ownership of Instagram.

Keywords

privacy anxiety; self-disclosure;
add yours; micro-influencer;
communication privacy
management



I. Introduction

Along with the development of communication technology, mass communication has become more sophisticated, complex, and powerful. One of them is marked by the emergence of new media (*new media*). The existence of new media has changed the way people communicate with others. If in the past people communicated face, the development of technology that creates new media makes human communication no longer meet. Communication is the process of delivering messages by someone to other people to tell, change attitudes, opinions or behavior either directly orally or indirectly through the media. In this communication requires a reciprocal relationship between the delivery of messages and recipients namely communicators and communicants (Hasbullah, et al: 2018).

The existence of the Internet marks the use of new media. The Internet is a means of communication in the new media era. According to Lee and Johnson, the Internet is a

virtual space or information superhighway (*Information Superhighway*) that allows the transmission of information electronically (Krisnawati, 2016a). Of the total population in Indonesia, 51% have used the Internet since January 2017, reaching 132.7 million people, and 106 million of these internet users are active social media users (Wearesocial, 2017). Indonesia ranks third with the most significant social media growth based on the number of users with an increase of 34%, equivalent to 14 million people (Wearesocial, 2017). All information is now available and accessible on the Internet, along with many websites that offer sources of information, both in the form of articles, news, corporate and personal information, as well as information about experiences that can be shared among Internet users. The emergence of applications has shifted from traditional ways to use new media, such as social media.

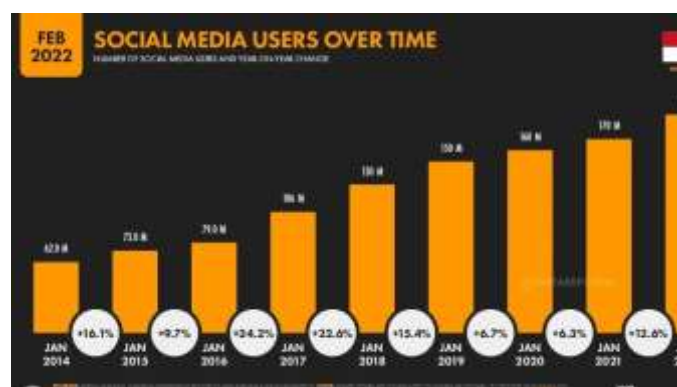


Figure 1. Internet and Social Media Users in 2022

Data from Hootsuite shows an increase in social media users from year to year; in 2014, social media users numbered 62 million, until now, in 2022, it has increased to 191 million (Hootsuite, 2022). In line with the survey results described above, social media is the content most accessed by Indonesians (APJII, 2016). Since 2021, social media usage has increased by 12.6%, from 180 million to 191.4 million users in 2022 (Hootsuite, 2022). However, even though there are many social media users in Indonesia, users still think that social media use is not safe. 40.6% of social media users, equivalent to 53.8 million people, think that social media is unsafe, and 0.8%, or around 1 million, answered that they do not know about social media security (APJII, 2016). This fact is fascinating because even though almost half of the users feel unsure about the security on social media, they still use the content.



Figure 2. User Opinions on the Security of Social Media Accounts

Various things can cause insecurity when using social media. According to Pew Research, 80% of social media users on the internet said they were worried about accessing personal data by advertising companies and similar businesses (Mahardy, 2014). Things shared by social media users, such as travel plans or where the user is located, can be used by thieves to carry out their actions (Kwan, 2016). Privacy is closely related to reputation, personal data, travel plans, and location. Privacy is a person's right to be alone, to control one's property, or not to be observed by others without consent. Privacy is closely related to confidentiality, which guarantees that the messages and information provided can only be accessed by those with authority (Baltzan and Phillips, 2009). Violation of privacy is one of the causes of insecurity in using social media.

According to Wheelles (Devito, 2011), the dimensions of *self-disclosure* are divided into five parts: the size or amount of *self-disclosure*. The measure of *self-disclosure* is obtained from the frequency and duration of messages or the time required to state the disclosure. The second is valence. Valence is the positive or negative of self-disclosure. Individuals can express themselves about pleasant or unpleasant things, praise things that are in themselves or vilify themselves. The value factor also affects the nature and level of self-disclosure.

The freedom of social media users to express their opinions does not always end well, such as in cases of fraud that have occurred because of a feature on Instagram. This feature is called *add yours*, which Instagram only released at the end of 2021 (Twitter Instagram, 2021). Through *Add Yours*, users can reply to messages via Insta Story posts. Recently, users have often used this feature as a quiz or challenge (CNN, 2022). For example, "Show me the last photo you saw of your extended family before the pandemic" or "Let us show what you are doing now". This is the latest feature of one of the most popular social media platforms, Instagram, but also because this feature has been used by almost all Instagram users today (Cermati, 2021).

Now it is no longer surprising that there are individuals who are worried about self-disclosure because of the various facilities and features that can also create new privacy risks related to a user's information, especially when the content uploaded by the user is multimedia, such as photos, videos, and audio (Rathore et al., 2017). For example, when information shared by someone is then shown to an unwanted audience or shared with third parties without the user's knowledge (Lee & Yuan, 2020). As is the case lately, news about fraud and data theft victims due to incorrectly using the *add yours* Instagram feature has become popular news. This starts with the *Add Yours*, which is often crowded in users' Instastory posts, among which the post asks how old the user and partner are, what their nickname is, and often there is a challenge to ask for a date of birth. One of the viral news about the fraudulent *add yours* Instagram feature started from the @ditamoehtar_ account on Twitter, who confided in his account about his friend who was crying, telling him that he had been tricked by asking to transfer some money. Allegedly, the nickname was taken when the victim took part in the challenge on Instagram (CNN, 2021). This has become a debate among social media users because it intersects with the privacy of Instagram users.

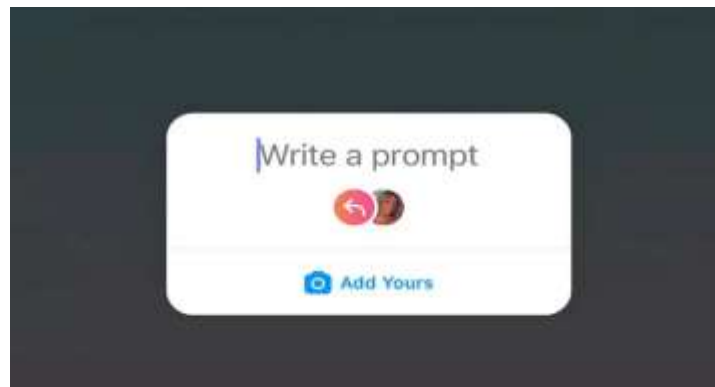


Figure 3. Examples of Using Add Yours

On Instagram social media, some people have many followers and can influence their audience. Instagram users like this are starting to appear, where users who are popular among other users are called telegrams (Krisnawati, 2016). The emergence of celebgrams can be utilized in various fields, one of which is a promotional medium. Moreover, celebrities can also be role models in terms of fashion for their followers so that they can increase the buying value of consumers (Sakinah, 2018). Having a similar definition to a celebrity, an influencer is a person or figure on social media who has a large or significant number of followers, and what they say can influence the behaviour of their followers (Hariyanti & Wirapraja, 2018)

As a form of maintaining their existence, an influencer usually always follows trends on social media. This is done in order to embrace his followers. Various trending content is created, one of which is the *add your feature*. Not a few followers are curious about the personal life of the influencer. Research from Djafarova & Trofimenko (2019) says that influencers build their social identity through written and visual communication. Therefore, many influencers have also enlivened the *ad yours* on Instagram. However, reflecting on the case posted by @ditamoechar_ on Twitter, this feature makes it possible to raise privacy concerns for influencers, someone who likes to display their personal and social life on social media.

Based on the background exposure, this study aims to discover how *self-disclosure micro-influencers* in the *add yours* on Instagram, what privacy concerns arise, and how *self-disclosure* forms privacy concerns when using the *Communication Privacy Management* feature (CPM) theory by Sandra Petronio as an analytical knife.

II. Research Method

The research was conducted using qualitative methods, which were used to answer research questions that required an explanation or understanding of social phenomena and their context, namely self-disclosure and privacy concerns of micro-influencers about the add yours on Instagram, as well as producing detailed descriptions and thorough understandings—based on the perspective of participants in the social environment (Ritchie & Lewis, 2003). Neuman (2014) states that a qualitative approach emphasizes inductive thinking by observing, interpreting, and reflecting on what informants say and do. In this study, the researcher used a constructivist paradigm and a phenomenological approach to rely entirely on the informant's thoughts about the situation or event he experienced. Descriptive research is also used in this study. According to Jalaludin Rahmat (2012), descriptive research is research that only describes situations and events, does not

seek or explain relationships, does not test hypotheses or even make predictions, but only describes variables one by one.

III. Result and Discussion

3.1 Trends in the Use of Add Yours Motivation for Self-Disclosure

Descriptive analysis of research data is an analysis of data obtained from interviews. The two people are key informants because they have used the *add yours* 3-4 times. So based on the results of interviews with informants or informants, this study can be found and analyze how the motivation for self-disclosure through the *add yours* found *feature* can be analyzed. The two informants admitted that they initially used the *add yours* to follow the trend. However, informant 1 emphasizes more on sharing information about his life. According to the results of the interview, it was found that informant 1's motivation was to share the excitement of his life.

"It's just really fun. It's like sharing, what kind of sharing is sharing information and what kind of sharing is just sharing the joys of my life"
(informant 1)

Meanwhile, informant 2 admitted to using the *add yours* to enliven the trend of using the *add yours*. He claimed to use this feature because he followed friends on his Instagram.

"Just to join the euphoria, join the Add Yours euphoria. Because it seems like one Indonesia is too much, I mean, it's one scope, meaning that the city of Medan uses all of that, so just join in the euphoria."

Meanwhile, the types of content uploaded by the two informants were almost the same, n: dailytivities, selfies, self-portraits, photos with family & friends, and landscape photos. In this case, the photos are collated into a single photo. Themes *add yours*: the two informants have used Dumps, post your Selfie, state your Nickname, and Show What is in Front of You.

"Most often it's like a monthly dump like that, like the May Dump, April Dump, and then post your selfie too" (informant 1)

3.2 Individuals can disclose themselves through Add Yours

The dimensions of *self-disclosure* can be seen in size, valence, accuracy & honesty, intent & purpose, and depth. Each informant has a different statement. How much time is needed for individual self-disclosure on social media will influence other individuals to understand themselves in their uploads. The following researcher presents statements from informants regarding the dimensions of self-disclosure through the *add yours*:

No.	Informant	Measures	Valence	Accuracy & Honesty	Intent Purpose &	depth
1.	Natural resource	Approximately four to five times more or less.	As long as I use it, I see it positively, huh?	I usually fill it with a photo of my activities anyway. It is	It is just really fun. It is like sharing; what is it like to share information,	It is more like a question; maybe it is like

				<p>like the contents are from the gallery, not as information. Yes, it means that the information is also about my activities. For example, if I am in a <i>meeting</i>, if there is a photo, I put it in <i>the frame</i>. That is not all.</p>	<p>and what is it like to share the excitement of my life? Like there is no particular reason. It is just like <i>joining the trend</i>.</p>	<p>yesterday's person, for example, I have <i>uploaded</i> some like <i>events</i>, events like that, right? It is more like I am happy if someone wants to know and asks many questions, so I <i>share</i>. I want that the information I provide is in <i>two ways</i> so people do have interactions. It is just more like that.</p>
2.	DMP	<p>Quite rare. About maybe three or four times. Anyway, there have not been ten times yet.</p>	<p>It is positive—me, personally positive.</p>	<p>It is just ordinary, just to what extent? It seems that it is only once in a lifetime, which is a bit <i>private</i> since <i>Add Yours</i> was introduced; that is what the nickname</p>	<p>goes with. So, to join the euphoria, join <i>Add Yours</i>.</p>	<p>Never. Most share selfie photos or personal photos. No personal information. Because I think it is too open for personal data. So yesterday, it was enough to call names.</p>

The findings above show each dimension of self-disclosure through the *add yours*. The result of the measure, which includes the frequency and duration of time in the process of self-disclosure, is that an individual is influenced by other people and their situation in daily activities. Like the informant who said the *ad, yours* is like a *snowball*, where other people's content influences the uploaded content. In addition to frequency, because the *add yours* follows trends and does not occur frequently, it was found that both informants had used this feature less than five times. In contrast, informant 1 was four or five times. Informant 2 was three or four times. Time. In this case, the two informants could not mention the exact frequency of using the feature due to not remembering it well. The two informants said that the frequency of using the *add yours* depends on the trend going viral at that time.

In terms of valence, both informants admitted to using the feature positively. Positive here means not uploading harmful content such as insulting, mocking, fraudulent, or pornographic. For example, informant 1 admitted that he often uploads personal photos and daily activities. In contrast, informant 2 admits that he often uploads personal photos, including selfies and self-portraits. Both also said that they always use this feature positively.

Accuracy and honesty include the extent to which informants carry out self-disclosure and the limits of honesty in self-disclosure. For example, informant 1 said that he only shared photos that other people could see, such as activities at work or when with friends. Meanwhile, informant 2 claimed to use the *add yours* based on a call from the heart; there was no coercion or encouragement from others. He further said that the contents he uploaded were only private collection photos that did not contain privacy.

Informant 1 uses the *add yours* to share happy moments in his life. He said he never shared a bad moment in his life. In this case, informant one did not reveal the most intimate details of his life.

"Only what is certain is that what I share is not bad, it's not what makes me sad. I really share that my happy moment." (Informant 1)

In the dimension of depth, the depth of *self-disclosure* will be determined by the degree of intimacy of the individual with his communication partner, which in this case is the informant's Instagram followers. Informant 2 admitted that he only shared that he did not expect a certain response from his Instagram followers when using the *add yours*. In this case, informant two does not build depth with followers by *adding your feature*. In contrast to informant 1, informant 2 claimed to expect a response from followers when using the *add your feature*.

"It's more like a question, maybe like yesterday's person, for example, I have uploaded some like events, events like that, right. More like maybe I'm happy if someone wants to know and a lot of questions end up sharing. I want that, the information I provide is like two ways, so people do have interactions. It's more like that." (Informant 1)

From the interview results, both informants limit themselves in expressing themselves through the *add yours*. This is because the motivation for using this feature depends on the theme and trend and the individual's desires. It was found that there was no motivation from outside of the two informants. In addition, the depth of self-disclosure between informants is also different. Informant 1 expects a positive response from his followers. In contrast, informant two does not expect any response and only uses the *add yours* because of personal desire, without any specific purpose.

3.3 Privacy Management User Add Yours

An influencer has limitations in expressing himself on social media. *Communication Privacy Management* (CPM) explains assumptions as a way for someone to maintain their privacy. The interview results found that both informants felt that the *add yours* related to their privacy. In self-disclosure, they *add your* potential to interfere with their privacy, especially when they reveal personal information too far.

"If it's too far away and the information given is too personal, in my opinion, yes." (Informant 1)

As a result of the *add yours*, which may interfere with privacy, both informants chose to limit the personal information shared through the *add yours*. This is because they are affected by rumours or news of fraud using this previously prevalent feature. Informant 1 added his personal experience following the trend of the *add your* theme 'mention your nickname'. Since he followed the trend of that theme, he received a gift from someone he did not know. The gift set includes the nickname of informant one, which is private. After recalling, informant one just remembered that he had shared the nickname through the *add yours*.

"I don't know if it's because of a nickname or what, but I once received a food delivery like that from someone but there was no name, no one. But I don't know if people around me are just having fun or sharing this information."

Informant 2 chose to always distinguish between private and public information. He feels it depends on him, where he has complete control over what can be displayed in public. According to him, the response given by his followers depends on self-control over what he uploads on social media.

"That's right. And if there are things that are private from Dinda, they take care of themselves. Thinking about it whether or not it deserves to be posted..... there's just the euphoria of Add Yours but Dinda is really picky, maybe you could say that she limits herself in uploading Add Yours."

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Every individual has the right to have his or her privacy management system. It relates to decisions made regarding the private information of the individual. In this case, the two informants learned that privacy could be disturbed by using the *add your feature*. Furthermore, it was found that alertness appeared in informant one due to the experience of leaking personal information in the past, while informant 2 was due to hearing about other people's bad experiences on social media.

"So, I'm more aware that if something really happened, maybe he called me claiming who I was, now I'm more aware of that. So, I immediately connected to it. Yesterday I was there, posting like this, it means that after this, I don't post like this model anymore with personal information anymore. And if something happened, I already had to be aware. Already know that. I'm more concerned with what people don't need to know." (Informant 1)

"Yes. Dinda becomes more aware of the personal information that Dinda wants to share, sis." (Informant 2)

In addition, from the interview results, it was found that there was tension and a desire to cover up private information. Informant 1 said that since experiencing a privacy leak, he was more careful using the *add yours*. The frequency of use is also reduced. Some of the content followed recently, for example, 'April Dumps, May Dumps, Post a selfie, which according to him is an *add yours* that is safe from privacy leaks.

"Then it seems that the workplace once existed, and if there were several brothers, it wasn't, it's more like going to the family, it wasn't really, right, there wasn't any for my family. If it's in the feature, yes, but in the instastory it's still there. Only if it's like the share feature, there's no family information. It's more like my daily activity, which I think is sharing. So I don't think it's information that people shouldn't know."

Meanwhile, informant 2 admitted that he did not reduce the frequency of using the *add yours*. This is because informant two has never had a negative experience using this feature.

"No problem. Because it was from that nickname too, before Dinda's people, before Dinda shared, people already called Dinda. So, at that time, Dinda felt that it was okay to tell her again."

From the interview results, informant 1 is more restrictive because he has experienced leakage of personal information through the *add yours*. In contrast, informant 2 is only wary because he has heard of negative experiences using this feature on social media. The two informants also always distinguish the types of content that may be known to others and the types of content that are private information. Informant 2 feels that the disturbing privacy is caused by individual self-control, while informant one does not mention this. Dialectics or problems in privacy management have an impact on how informants use these features. Informant 1 reduces the frequency of using the feature, while Informant 2 prefers to sort out private and public content.

3.4 The Emergence of Privacy Anxiety Due Add Yours

Privacy research in social networking sites assumes that entering personal information on social media will be available to the public automatically (Tschersich, 2015). Information privacy anxiety is the extent to which an individual feels anxious about organizational activities related to collecting and using personal information (Smith et al., 1996). Privacy concerns arise when personally identifiable information or sensitive information is collected, stored, used, and then destroyed or deleted in digital or other forms.

From the interviews, this tension can arise due to bad past experiences or have seen other people's bad experiences. As a result, anxiety arises after uploading content that includes the realm of privacy. In addition, this anxiety also arises when using the *add yours* in the future.

"Anxiety is there, yes. I feel like it's okay or not, there's a feeling like that. It's just me too because now there are many types of fraudulent models, yes. I mean it's nothing new. At least I'm anxious and alert" (informant 1)

The level of anxiety between the two informants is also different. From the interview results, informant 1 was more anxious because he had had a negative experience related to the leakage of confidential information. In contrast, informant 2 was less anxious because he had never had a negative experience. Informant 2 was more likely to be wary because he had heard other people's negative experiences, not from himself.

"I felt anxious but so far there have been no problems and the people who call Dinda by the nickname that Dinda displayed are still positive. No one has misused Dinda's name so far."

The interview also discussed whether anxiety was related to informants' behaviour on social media. Both informants answered the same keyword, namely "*aware*". *Aware* means informants are more aware of privacy leaks. Awareness of privacy is believed to balance self-disclosure with privacy anxiety. According to informant 2, the lack of awareness of misuse of information causes neglect of control over information in social agreements.

According to the interview, anxiety about threats or unwanted things from using social media is one of the factors of privacy anxiety. In addition, this anxiety arises from the risk of misuse of personal information through the *add your feature*.

According to Griffin et al. (2019), self-disclosure relates to transparency or openness about ourselves to others. The study results show that each dimension is contained in the informant's self-disclosure through the *add your feature*. Two motivations for self-disclosure are formed through the *add your feature*. First, informants use these features to build interactions with their followers. Second, the informant uses the feature because of his own will and without expecting any response from his followers.

Individuals can express themselves about pleasant or unpleasant things, praise things that are in themselves or vilify themselves. The value factor also affects the nature and level of self-disclosure (Devito, 2011). Regarding the nature of the interview, the two informants did not hesitate to express themselves through the *add yours*. However, regarding the level of self-disclosure, informant one mostly shared daily activities, while informant 2 shared more personal photos.

According to Smith et al. (1996), information privacy anxiety is the extent to which an individual feels anxious about organizational activities related to collecting and using personal information. Based on the interview results, it was found that both informants felt anxiety about privacy leaks through the *add yours* on Instagram. However, the level of

anxiety between individuals can be different. Privacy concerns arise when personally identifiable or sensitive information is collected, stored, used, and then destroyed or deleted either in digital form or other forms (Nuzulita, 2018). The results of this study indicate that anxiety arises due to two factors, namely the bad experience of the individual and the bad experience of others. From the study results, the level of anxiety was higher for informants with bad personal experiences with information leakage. In contrast, the anxiety was lighter for informants who saw other people's bad experiences, thus only causing alertness. The anxiety of the two informants is also related to the fraud controversy case through the *add yours* that occurred in early 2021.

Privacy is closely related to confidentiality, which guarantees that the messages and information available can only be accessed by those with authority (Baltzan and Phillips, 2009). This research shows that individuals have complete control over the privacy boundaries set. This privacy control & ownership impacts the risk of privacy leaks on social media. Both informants felt that negative actions due to privacy leaks were caused by the control of the private owner. This is in line with the opinion of Baltzan and Phillips (2009). They say that privacy is the right of a person to be alone, to have control over one's property, or not to be observed by others without consent.

From the interview results, although the *add yours* may interfere with someone's privacy, the two informants are not bothered by this feature. Moreover, both informants are *micro-influencers*. It was revealed that using the *add yours* is also their way to build interaction with their followers and increase *engagement* in their Instagram profile.

IV. Conclusion

Based on the results of the research that has been done, the researcher can draw several conclusions regarding privacy anxiety on micro-influencers in self-disclosure through the *add yours* on Instagram:

1. There are two self-disclosure motivations formed through the *add yours*. First, informants use these features to build interactions with their followers. Second, the informant uses the feature because of his own will and without expecting any response from his followers.
2. The level of anxiety is higher for informants who have bad personal experiences with information leakage, while the anxiety is lighter for informants who see other people's bad experiences, so that it only raises awareness.
3. Individuals have full control over the privacy limits set. This privacy control & ownership has an impact on the risk of privacy leaks on social media.
4. Privacy concerns can be overcome by limiting oneself on social media. This is done with the aim of preventing privacy leaks. Privacy is a person's right to be alone, to have control over one's own property, or not to be observed by others without consent.

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