The Role of Regulatory Foci and Information Seeking Behavior on Self-Disclosure on Social Media

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Abstract: This paper aims to explore the role of Regulatory Foci and Information Seeking Behavior on Self-Disclosure on social media platforms. This research used quantitative research methodology, a self-administrated survey was conducted among generation Y college students. Participants answers were recorded using Google forms and the results were analyzed using structural equation modeling. The Results showed that there was a significant relationship between the Regularity Foci and the Self disclosure. Moreover, the results showed that there was a mediating effect of the Information seeking behavior between Regularity Foci and Self disclosure. The limitation of this study is the sample size (150) and generalizability of the results.

1 Introduction

Telecommunications began with the telegraph and television, and subsequently progressed to the Internet era. As the Internet progresses to Web 2.0, online communities emerge where users may contact one another and begin networking online by interacting with others via video sharing sites, blogs, Facebook, and other social media platforms. Smartphones and PCs enable users to communicate via social media with anyone close to them from anywhere in the world, gain more followers, shares, likes, interactions, and love counts, and gain the social aspect of their needs and identity. Users with many fans can engage in mutually beneficial behavior with manufacturers and social media platforms [1].

Academic literature today recognizes the importance of crowd wisdom in driving significant business choices and shaping society's way of life. In the process of innovation, social media is increasingly being utilized to control knowledge flows both within and outside organizational boundaries [2,3]. Nearly half of the world's population currently uses social media, and the number of users is growing, and most people have smartphones. Facebook, Instagram, Twitter, YouTube, and other popular social media sites have become an integral part of people's everyday life. Observing the Persistence of Different Personality Qualities in social media through Self-Disclosure, users' various personality traits find social media to retain and attract more individuals to run and use social platforms [1,4].

Users of social networking platforms can instantly disclose their entire social network. This creates previously unimaginable opportunities for self-expression, but it also poses a new challenge: managing the risk of disclosing oneself to such a large and diverse group of individuals. Based on theoretical and empirical evidence connecting perceived partner responsiveness to open self-disclosure in face-to-face dyadic interactions, we hypothesized that people's opinions of a Facebook network's responsiveness would influence their self-disclosure on the social media platform. We also investigated whether people's perceptions of the responsiveness of the network might be inferred from self-disclosure. In two tests, people revealed more information about themselves on Facebook when they believed their network to be more responsive (as opposed to less responsive). Based on disclosure openness, observers might infer participants' perceived network responsiveness with some accuracy. The implications for the literature on self-disclosure and person perception are examined [5].

As [6] said that thanks to social media and other web 2.0 apps, individuals may now connect with and disclose personal information to both friends, acquaintances, and strangers with unprecedented ease. Through a variety of media, including text, photo, and video, people are now better able to communicate more information about themselves, their families, and their acquaintances, enabling them to establish both social and professional connections [6,7].

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2 Literature Review

Web 2.0 technologies allow users tools to cooperate, communicate, share, and create, which opens up new learning opportunities for them. Users now have places to engage with other people "anytime" and "anywhere" thanks to Web 2.0's communication capabilities [8,9]. Web-based services that enable users to create a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and navigate both their list of connections and those made by others in the system are known as social networking sites (SNS) [10, 11].

People are encouraged to share personal information on social media, such as social networking sites (SNS), via profiles and postings [6]. Additionally, social media is a platform used for sharing films and photos, bookmarking websites, and social networking [12]. Additionally, social networking is a collection of several platforms, including Twitter, Facebook, wikis, blogs, and others, that are utilized for participation, peer contact, collaboration, and engagement [12].

Social media platforms are ideal for providing rich data and multi-faceted insights, allowing client-centric innovations to be developed and commercialized more quickly. The value of social media-generated data rests in the connections and relationships it fosters between businesses and their stakeholders, and it is one of the most significant assets for data-driven innovation [3,11, 7].

Teenagers and adults are increasingly using social networking sites (SNSs) for online communication, and some research indicates that a small fraction of users who use SNSs excessively may develop an addiction. The effect of attachment patterns on internet addiction in general and social media addiction in particular has been the subject of growing research [13]. Several researchers investigated the characteristics of the users who use these tools and discovered that they are mostly Generation Y consumers or called digital natives, that social media has a large impact on their daily lives with their friends [10,14].

Generation Y

When Generation Y begins and ends has been determined by several researchers. Some researchers utilize dates of birth between 1977 and 1997. People who were born between the 1980s and the late 1990s are referred to as Generation Y. Over 25% of the world's population is made up of the 80 million strong Generation Y. Generation Y consumers, who are frequently the offspring of Baby Boomers, have a significant impact on society [10].

Nowadays, generation Y completely relied on their phones to keep in touch with the rest of the world. [15] explains how smartphones had enhanced consumer self-disclosure. The authors demonstrate that the psychological effects of two distinctive characteristics of smartphones—namely, (1) feelings of comfort that many people associate with the device and (2) a tendency to narrowly focus attention on the disclosure task at hand due to the relative difficulty of generating content on the smaller device—are what lead to this increased willingness to self-disclose.

Definition of Generation Y

Generation Y has often been referred to as Millennials, Net Generation, the Google Generation or Digital Natives. According to TapScott, this generation has particularly distinct traits. They like to work together, communicate, and socialize. This generation has also witnessed the expansion of the Internet and its application in Interactive Learning. Digital Natives prefer learning through activity, cooperation, the need for immediate feedback, and the need to multitask, according to Prensky and Thompson (2013) [9].

According to [16], "want it all, want it now" is a fundamental trait of this generation who have been regularly exposed to technology earlier in their lives. This attitude can be apparent in both professional and personal aspects of their lives. As a result, it may be claimed that Generation Y is defined by the fact that the Internet and Web search engines are their primary sources of information.

Rapid social media technology adoption has led to a fundamental change in how people collaborate and communicate. It's crucial to look into how social media technologies are being used as a teaching tool as students use them in their personal lives. There are several advantages of using Facebook for learning and teaching, including greater performance, the convenience of learning, more engagement, and increased teacher-student and student-student connection. Future empirical study is necessary as social media usage in higher education continues to increase [17].

Because of the rapid advancement of technology, the community's use of social media is growing. The TikTok application is one of the most popular social media platforms right now. Teenagers are among the TikTok app's users, who come from a variety of backgrounds and ages. TikTok video features music, writing, and photographs that appeal to youths as a way of displaying their existence and self-disclosure. TikTok is also evolving as a platform for sharing information. Alman and Taylor's Social Penetration Theory was the theory used by the researcher. In addition to such theory, the ideas of Self-Disclosure, Social Media, Teenagers, and Self-Existence are used to support and strengthen this research [18,19].

Self-disclosure

Self-disclosure was defined as "any information about himself which Person A communicates verbally to Person B" [20]. Anonymity refers to "the degree to which a communicator perceives the message source is unknown and unspecified" [21]. According to Scotts' reasoning, people will open up to strangers when they feel unidentifiable and unlikely to run across them again. As a result, self-disclosure to strangers is a frequent result of anonymity. Existing research has shown that the anonymity offered by SNS and social media apps causes an increase in uninhibited behavior. Early CMC research predicted that, given enough time, self-disclosures occur with an intensity and intimacy that is equal to or even higher than those that occur in face-to-face communication contexts. Online environments that encourage disinhibition can encourage more self-disclosure [12].

On social media, self-disclosure is common and has a big impact on people's psychological health. [22] put out a theory that emphasizes the reciprocal connection between self-disclosure and happiness. It includes self-disclosure's reasons, methods, and impacts on wellbeing. The framework outlines the ways in which self-disclosure on social media can affect well-being and the ways in which it can meet the specific demands of people with various well-being characteristics. as shown in Figure 1.
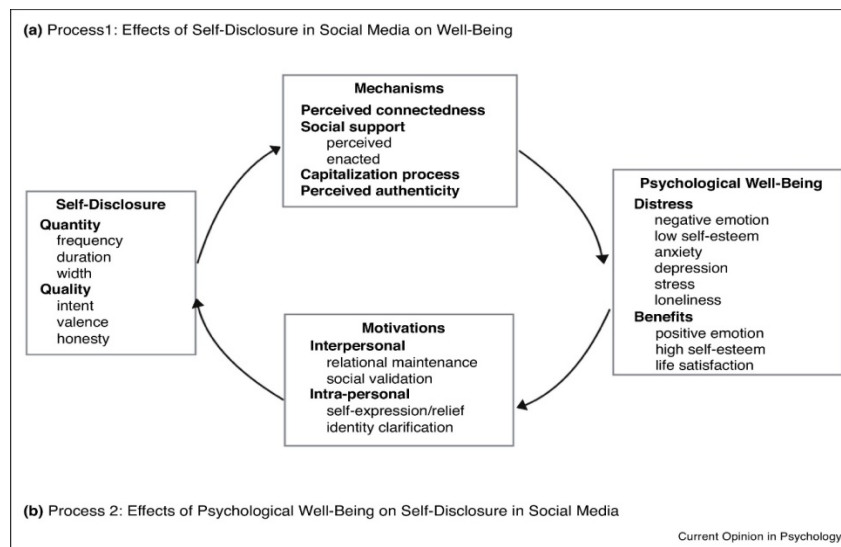

Fig. 1: Effect of Self disclosure in social media

Source: [22]

Social media has become a major part of our lives. Most people tend to live their lives online and disclose details about their lives to their followers as a means of getting recognition and validation. Most of the literature that we come across highlighted that 'humans have the urge to self-disclose, which is satisfied by using social media platforms' [23]. People concur that using social media raises privacy concerns [24].

The TikTok app is discussed by various informants' teenage children in [18]. The students had to have a TikTok account, be actively using the app, and involve it in their everyday activities in order to be considered for the study. The study's conclusions centered on the self-disclosure process and how adolescents presented themselves on social media in accordance with the social penetration theory's stages. The informants moved sequentially through the stages of self-disclosure, beginning with the orientation stage and concluding with the stable stage, enabling researchers to observe how teenagers portray themselves on social media.

Researchers looked at the privacy implications of online users' self-disclosure, which involves sharing personal information with others. Various uses of the shared data are possible, including the micro-targeting of adverts. The study examined a dataset of over 60,000 comments on 2202 news stories from four major English news websites over the course of a year in order to determine the various types of self-disclosure. The researchers extracted linguistic markers of self-disclosure using dependency parsing, subject, verb, and object extraction from sentences, named entity identification, and both syntactic and semantic data from the texts. According to the study, self-disclosure varied depending on the topic of conversation and the anonymity of the user, with anonymous users being more likely to do so than identifying people. The study also addressed how these results might affect user privacy [25].

Risk

Self-disclosure is the key prerequisite for the provision of help and professional intervention in the case of mental difficulties. Self-harming behavior is a problem in this area that has been a remarkably strong taboo, and as such, this form of behavior is often hidden. The most at-risk category in this context are adolescents who demonstrably receive the least psychological intervention and for whom self-harm is a high-risk behavior (considering its prevalence, health risks, lethality and consequences for their future mental health) [26].

There are plenty of long-term risks that come with self-disclosing information about yourself on social media [6, 27,12, 24, 23, 28, 29, 30]. [31, 32, 33, 34, 35] explore the dark side and the negative impacts of social media. [33] Talk about the drawbacks of being open about oneself, such as mental health issues and addiction that are related to the fact that your network does not embrace you or that the information you are putting out there is unwelcome. Due to the audience's responsiveness, this often results in self-harming behavior, which is not frequently displayed or discussed on social media platforms. According to the discussion in, this is a significant issue in many age groups, but particularly in teens [26,36].

According to experts, there are various risks associated with sharing personal information online. They look at the factors that affect someone's decision to share personal information on social media [26,37]. There are many important stages of their lives that adolescents must grow through, and in postmodern society this can be quite difficult. One of the major pitfalls in present day society is the absence of a stable family environment. This contributes to the increasing degree of online activity in the lives of adolescents. Research indicates that social networking is associated with mental distress, self-harming behavior, and suicidal tendencies. Moreover, adolescents also face the problem of addiction to the internet, social media, smartphones, computer games etc. For this study, elementary and high school students were chosen. The chosen sample group's average age was 15.37 years. According to this study, 51.5% of students have disclosed their self-harming practices to someone else. Most of the students who received the questionnaire expressed no willingness to reveal their self-harming habits. According to the findings, adolescents need to be informed about the resources accessible to those who self-harm. Further scientific investigation of potential impediments, facilitators, or interventional (such as personality-related) variables is also required.

Another study done by [38] investigates the impact of Facebook use on self-disclosure behaviors and privacy perceptions during a 5-year period from 2010 to 2015, taking into account the prevalence of personal information exchange in the online environment. Global research findings confirm Facebook's socializing function in fostering laxer privacy attitudes, which in turn increases self-disclosure in both offline and online environments. Though risk perceptions grew for heavy users, they remained consistent for light users, according to longitudinal patterns. Additionally, with time, the negative correlation between privacy worries and self-disclosure diminished.

[39] compares self-disclosure on Facebook and Twitter through the lens of demographic and psychological traits. According to predictive evaluation, language models trained on Facebook posts perform better than those trained on Twitter posts at predicting age, gender, stress, and empathy. Qualitative analyses of the underlying linguistic and demographic differences reveal that users are significantly more likely to disclose information about their family, personal concerns, and emotions and provide a more `honest' self-representation on Facebook. On the other hand, the same users significantly preferred to disclose their needs, drives, and ambitions on Twitter.

[6] has looked into the variables that influence self-disclosure on social networking sites from the privacy and flow angles. There has been limited research on the causes and driving forces behind self-disclosure from the perspectives of privacy and flow, despite weighing the advantages and disadvantages of such self-disclosure on social networking sites, citing privacy concerns and how much it should be controlled. In order to address the research issue, the current study consequently attempts to analyze the antecedents of self-disclosure from the standpoint of privacy related constructs and flow: "What factors motivate users to disclose information about themselves on social networking sites?". 452 responses were collected from university students who were under the age of 18.

Results show that attention focus, and tie strength had a positive effect on self-disclosure. While privacy awareness, privacy concern, privacy invasion experience, and privacy risk all have negative effects on self-disclosure. Perceived control has always been the most significant predictor of self-disclosure. While there have been studies that have claimed that there is a negative relationship between perceived control and self-disclosure, there have been studies which illustrate the privacy paradox. This study explains that the privacy paradox may not hold in the Ghanian context as the users who are concerned about their privacy do not disclose too much about themselves [6].

[40] conducted a study aims to understand how the valence of self-disclosure influences first impression formation on social media. Valence refers to the extent to which "the information shared is positive, neutral, or negative". Impression formation is "a process by which an organized overall impression emerges in which single traits receive specific meanings". The major goal of this study is to assess the impact of self-disclosure valence, which is operationalized by the percentage of valence postings in a social media profile and characterized as the positivity, neutrality, or negativity of the

material shared. WeChat offers the best environment to assess the self-disclosure valence of user profiles because only self-generated information is visible to strangers.

Perceived homophily is defined as "the degree to which pairs of individuals who interact are similar with respect to certain attributes, such as beliefs, values, education, social status, and the like". 224 undergraduate students in China voluntarily agreed to take part in the study. A total of 204 valid questionnaires were used for the data analysis after all incomplete answers were eliminated. The participants were aged 18 to 27 (M = 20.22; SD = 1.40), with 65.2% of the female participants and 34.8% of the male participants being male. Each participant was randomized into one of five experimental conditions, each of which had a fictitious WeChat profile with eight valenced postings by the profile's "owner" (a fictitious collaborator). Different ratios of valenced self-disclosure posts created by the collaborator for each condition corresponded to various valence levels: 100% positive self-disclosure posts, 75% positive and 25% negative self-disclosure posts, 50% positive and 50% negative self-disclosure posts, 25% positive and 75% negative, and 100% negative self-disclosure posts are examples of self-disclosure posts, respectively. Participants were asked to score their perceived homophily, trustworthiness, likeability, and valence after reading their assigned profile. Participants also had to respond to demographic and WeChat usage questions [40].

The findings show that although a stranger's self-disclosure tends to have a similar valence to that of an initial assessment, the role of self-disclosure in the first impression is influenced by perceived homophily and the degree of trustworthiness. Due to its ability to moderate the impact of self-disclosure valence on likeability, trustworthiness is crucial. When people feel unlike strangers, they rely more on indications from self-disclosure valence, which is how perceived homophily modifies the mediation effect [40].

Privacy paradox is the disconnect between privacy concerns and online disclosure. Recent research has focused on privacy calculus in an effort to resolve the privacy paradox, which holds that people are more likely to provide personal information when they believe the benefits outweigh the risks to their privacy. The purpose of this study is to investigate how gender and stress may affect the relationship between privacy concerns and self-disclosure on social networking sites. We specifically look at how perceived stress and privacy concerns interact to influence how much, how intimately, how honestly, and how intentionally people disclose themselves on social networking sites. The gender variations in privacy, stress, and SNS disclosures are also examined in this study [29].

A survey was given to 573 students at a university in Hong Kong, of whom 560 were Facebook members and were therefore included in the final sample. 39.3% of the 560 participants were men, while 60.7% were women. The majority of the students (98.2%) were between the ages of 18 and 25.

The findings showed that stress had a dominant impact on privacy concerns: whereas perceived stress attenuated the association between privacy concerns and the volume, intimacy, and honesty of self-disclosure on SNSs, privacy concerns still exhibited a negative correlation with these variables. Particularly, the relationship between privacy worries, disclosure amount, and closeness grew less harmful the more stressed-out people were. There were also gender variances. Stress decreased the relationship between privacy concerns and disclosure amount for male users. Contrarily, stress decreased the connection between revealing closeness and privacy concerns in female users [29].

This discovery also sheds light on how people use social media to control their privacy. The depth, breadth, and volume of information revealed is said to be a manifestation of how people govern their private information according to the CPM hypothesis. According to this theory, when privacy concerns were high, Facebook users in our study were prone to change the degree and intimacy of their exposure, presumably as a strategy to regulate their privacy boundaries.

The association between privacy concerns and SNS self-disclosure is examined in this study along with the moderating influences of stress and gender. Our results show that privacy concerns are adversely correlated with the volume, intimacy, and sincerity of disclosure on SNSs, but that this link is moderated by stress levels. The link between privacy concerns, degree of disclosure, and closeness grew less harmful the more stress a person was under. Stress also had different moderating effects for different genders. This study emphasizes the emotional aspect of online disclosure and privacy management as well as gender inequalities.

Information seeking behaviors

The field of information seeking behavior concerned with determining user's information needs, searching behavior and subsequent use of information [41]. [42] proposed the standard information seeking behavior model, which has been supported by several studies, that information seeking behavior always results from the information seeker's need. Most researchers agree with [42] definition of information seeking behavior; information seeking behavior arises from a need and that need is fulfilled by some source. [43] in his paper categorized information seeking behavior into four categories: passive attention, passive research, active attention, and active research.

In addition, many studies which referred to Ellis in 1989 described the information seeking behavior. [44] found that

information-seeking behavior included six generic features: "Starting, Chaining, Browsing, Differentiating, Monitoring and Extracting".

In 1991, [45] complemented Ellis's model and named the activities that are performed during the various stages of information seeking behavior. These stages were:

1) Initiation- The information seeker begins searching for information due to lack of knowledge on a topic

2) Selection- The seeker gathers information on a general topic

3) Exploration- The seeker explores the information gathered and starts filtering those that are relevant to the topic

4) Formulation- The seeker begins to focus on a specific topic

5) Collection- The seeker gathers all the relevant data for the topic

6) Presentation- The seeker presents the findings.

A six-stage model of the human information search process (ISP) was created by [46] in 1993. The six stages of the model—task initiation, topic selection, exploration, focus formulation, information gathering, and search closure—include human emotions, thoughts, actions, and tactics. An individual becomes aware of the absence of information required to grasp an issue or perform a certain action at the first stage of the model. This stage is frequently accompanied with trepidation and uncertainty. Choosing and deciding on the general domain that will be studied is the second stage. The third step, exploration, is typically the most challenging for the user because their uncertainty and doubts increase. Because it is unclear what information is needed at this level, it is also the most challenging for IS designers to provide user-IS communication. The fourth step of the model is formulation, which marks a turning point in the process when skepticism fades and comprehension deepens. A user-IS interaction is most successful and efficient at the fifth stage of the model because the primary goal is to collect information pertinent to the problem. The conclusion of the search and the solution to the initial problem are included in the model's last stage, presentation.

They distinguished between social information seeking behavior and functional/cognitive information seeking activity, both of which were based on [47]. Utilizing a smartphone to communicate, consume social content, and engage in social contact both actively and passively is known as social information seeking behavior. By using a smartphone as a platform for accessing, consuming, and learning cognitive/functional content and services that do not entail social engagement and communication with other users, functional/cognitive information seeking behavior is described [47].

The importance of timely and the appropriate handling of situations depends on the timely, accurate, and efficient use of information that is available. Emerging technologies have recently offered fresh methods for gathering and disseminating crowdsourced data in order to assist situational awareness and management during catastrophes. Internet and social media have the potential to be useful tools for disseminating and obtaining up-to-date information in this area. Research has identified Twitter as one of the most well-liked social networks as a source of information that provides useful real-time data for decision-making. The purpose of this work is to conduct a systematic literature review that explains the difficulties associated with using Twitter for emergency management and gives an outline of the current state and future of research in that area [48].

The strengths of social networking sites as information sources have been discussed by several authors. They noted that only humans can provide certain types of information such as opinions, advice and recommendations, the information sources are personally known to the user to a greater or lesser extent and are therefore trusted sources and have cognitive authority. Users can provide localized (geographically specific) information, and current or time-sensitive information. Information provided by users is customized for the request. Social contacts can perform intermediary functions of researching, synthesis and packaging of information. Users are able to broadcast a question to a known group of people and users can obtain emotional and social support. People generally do not perceive their social networking sites as a source of information, but as a means to network, keep in touch with friends and keep abreast of happenings in their friends' lives [49, 14].

Research shows that undergraduate students are considered high users of the Internet for their research. The subject of their searches may vary from person to person. For this study, university students in Kwara were given questionnaires. The study's main goal is to look into how undergraduate students in Nigeria's Kwara state use the internet to find information. The study looked at how undergraduate students in Nigeria's Kwara State sought information. According to the findings, relevancy of the information source was a crucial criterion for undergraduate students when choosing an information source. Furthermore, it was shown that since more than half of undergraduate students do not employ a search strategy when looking for information online, they have weak web search abilities. Undergraduate students assessed scholarly resources, search engines, and blogs on education. According to the findings, search engines are preferred by undergraduate students as a source of information. More than half of students at private universities and more than half

of students at public universities view search engines as authoritative and relevant. Search engines were considered trustworthy in federal colleges [50].

With the advent of the Internet, people normally turn to the Internet for their information-seeking needs. Health related information seeking is one of them. Research shows that people who are very concerned with their health consult the specialists for a diagnosis, and for minor health questions they might look up information on a search engine. Due to COVID, people have chosen to remain at home and look up the necessary information online. This study investigates the utility of information and whether there are other factors that affect it, such as demographics, salience, beliefs, interest, and the characteristics of the information carrier. These findings suggest that obtaining information from internet sources can be prompted by a personal experience or a medical problem involving a sickness, or a medical problem experienced by anyone in an individual's peer group or family member. Beliefs regarding information seeking from internet sources, as well as health, could be another component that contributes to the development of such a behavior. Interest in sharing or exchanging information from/on such sources might also be a contributing factor [51].

This research has aided in the development of a better knowledge of how people seek health information online during the COVID-19 pandemic. People having access to the internet and those who are tech-savvy may be carriers of this self-medicating behavior. Self-medication, on the other hand, might be risky when a layperson receives health-related knowledge. This study and its findings about information-carrier properties have medical and health-care implications. Patients and others who are impacted by medical problems can be encouraged to get health-related information from government or health-related information-carrying platforms or portals that have been approved by the government or health-related organizations. These platforms should be simple to use for the public and should only provide accurate and relevant information. This could assist patients in locating and comprehending only the pertinent information. Health literacy should be considered, and public awareness initiatives should aim to educate people about health and medical issues [51].

In their study [52], they observed people using their mobile devices to search for information online. They looked at how dynamic information sources, like social networks or news websites, change over time, how people navigate to those sites without having a specific goal in mind, how they verify information they find online, how they look for information to use right away or to plan future activities, how they engage in e-commerce, and how they interact with other users on social media [47]. Understanding how the Internet, social media, and other technological and communication-based innovations, particularly mobile technologies, have altered students' information-seeking behaviors is the focus of current research on information-seeking behaviors. It assists in identifying newly emerging information-seeking behaviors and may even predict the information habits of upcoming generations of pupils [53].

[54] did a comparison study on information seeking processes for a given search between search engines and social media tools. The study's findings suggest that search engine and social media information searching should be combined [47]. [55] has stated that Facebook has grown from a social media website used by students to keep in touch with each other to something much bigger. It now provides information, entertainment, and news for people all around the world. Facebook as a company is also constantly looking for ways to encourage people to visit more often and stay longer.

Information seeking and demographical information

Numerous demographic aspects of job seekers, including age, gender, education level, and employment history, have been studied in previous research. The overwhelming majority of these research' findings point to demographic characteristics as having a stronger correlation with the quantity of information sought or the number of sources consulted than with the kind of sources chosen. However, there hasn't been much research done on the personality qualities that can affect how people choose their sources. The process of gathering information is influenced by a variety of elements. Different demographic parameters such as origin, age, gender, and personality, for example, have been shown to influence people's information seeking behavior. People, particularly students, use their smartphones more for social information and news than for studying and academic purposes. Men are also found to use their smartphones more frequently than women. [56] did a study on the use of WhatsApp according to the findings, women spend more time on WhatsApp than males. When comparing the younger and older generations, the same holds true. The more time you spend on WhatsApp, the younger you are.

[13] examined the information-seeking and sharing practices of Generation Y on consumer traits and gender variations. Gender disparities in the context of information systems have been the subject of research. Video games, e-learning, and computer-related attitudes and behaviors are only a few examples. Gender does play a role in information sharing and seeking habits, according to research. When it comes to the incentives for using social media, there is a noticeable distinction between local citizens and outsiders. When compared to the elder generation, younger users are more likely to use social media sites. Graduate students use social networking platforms less frequently than undergraduate. Undergraduate students utilize Twitter, YouTube, and Instagram far more than graduate students. To keep in touch with family and friends, international students frequently use social media. When compared to men, women spend more time

on social media and have more online friends. Women, on the other hand, use social media to retain current relationships, whilst men use it to make new ones.

For health-related issues, the current generation turns towards the Internet to find out what might be going on. This study aims to pinpoint the variables that affect men and women's trust assessments when looking for health information online, discuss how these assessments differ between the sexes, and pinpoint any additional differences in how men and women look for health information. According to existing research, there are a variety of criteria to consider when choosing a source for health information, including source-related characteristics (such as quality, accessibility, and trustworthiness) and user-related factors (such as age, gender, and health status). Gender has been generally recognized as a user-related characteristic that affects how people use health information. A survey using a questionnaire was carried out. According to the findings, males appear to be more concerned with the accuracy and completeness of the information, as well as how easy it is to obtain. They also place a premium on familiarity. On the other hand, women are more interested in cognitive traits like reading and comprehension speed. Women look at a wider variety of sources, are more likely to be looking for a "nonserious" problem than men are, are more likely to use tablets, and are more likely to be looking for a long-standing health concern [57].

[53] showed that doctoral students' information-seeking behaviors have remained consistent throughout time, with very slight changes, particularly in their use of social media, in recent years. There is evidence that web 2.0 tools can be easily integrated into the doctorate research process provided they can be quickly glued to present procedures; yet, doctoral students are not always the major users, which may contradict frequently held preconceptions about today's doctoral students. Despite claims that Web 2.0 technologies, social media, and networking websites have become commonplace in scholars' research workflows, scholars' information-seeking behaviors over the course of the study have not changed noticeably. However, change in behavior, if any, is happening at a relatively slow rate when it comes to information searching. If anything, those new technologies appear to have permeated other stages of the research lifecycle (such as collaboration, dissemination, or researchers' profiles) [53].

Regulatory Foci

Promotional objectives suggest a desire to improve oneself. On the other hand, prevention goals entail a desire to avert catastrophes and hence, a sensitivity to the existence or absence of negative results; This prediction is based on Higgins and his colleagues' extensive theory and research [58,59], who propose that people can pursue two types of regulatory goals: promotion and prevention [60]. As a result, it appears that promotion-focused, who are more likely to notice, recall, and be motivated by information related to achieving success, may be more receptive to positive role models.

According to the Regulatory Emphasis Theory (RFT), promotion emphasis and prevention focus are two orthogonal self-regulatory mindsets with distinct roots. Even if a person's temperament favors one regulatory emphasis over another, situational cues can boost one concentration more than another. In contrast to promotion focus, which is elicited when needs for growth, attention to gains, or the accomplishment of objectives and ideals are prioritized, prevention focus is elicited when requirements for security, attention to losses, or the fulfillment of duties and obligations are stressed [61].

Humans consciously choose to embrace pleasure and shun pain, claims [58]. Promotion refers to the orientation toward seeking pleasure, whilst preventive refers to the orientation toward averting pain. Situational cues that emphasize hydration requirements, ideal achievement, and potential gains typically evoke a promotion attitude, whereas signals that stress security requirements, obligation fulfillment, and potential losses typically produce a preventative mindset.

[61] developed a WRF scale as part of their research (Work Regulatory Focus). This scale was created to illustrate the many facets of each of the RFT dimensions. Achievement, ideals, and gains are included in the promotion side, while security, ought, and losses are included in the preventive side. According to the findings, each leadership style elicits a distinct regulatory focus. Leaders who are perceived to have an initiating structure leadership style inspire a focus on prevention, whereas those who are perceived to have a servant leadership style indicate a focus on staff promotion. In turn, in-role performance and deviant behavior are explained by employee preventive regulatory focus, whereas assisting and creative behavior is explained by employee promotion regulatory focus.

According to [2,60], positive role models emphasize promotion tactics and are more likely to drive those who want to advance in their careers. Negative role models emphasize prevention techniques and are more likely to motivate people who want to prevent things from happening. The research investigates the relevance of promotion and prevention goals in determining the motivational impact of positive and negative role models.

The impact of role models on motivation was discovered to be dependent on the degree of one's regulatory concerns about promotion and prevention. Promotion-focused individuals who employ a tactic to prevent bad consequences may find positive role models to be especially motivating. People who are motivated by prevention and use a strategy to prevent unwanted outcomes will be inspired by a negative role model. We are aware that people frequently select role models who can sustain their drive over an extended length of time. For a person who is focused on getting promoted, a positive

role model will serve as a continual reminder of the accomplishments that should be achieved, while a negative role model will serve as a constant caution about the errors that should be avoided for a person who is focused on prevention.

Research Problem

The way people seek information has evolved as technology has progressed. The impact of social media on information seeking behavior is currently understudied and poorly understood. There is also a scarcity of research on the use of social media to facilitate information-seeking among students. In general, there has been little research on students' information-seeking behavior and their usage of social media to assist their information-seeking behavior. Information behavior includes information need generation, information creation, seeking, encountering, sharing, giving, appraisal, management, and use of information and information systems. The study of information behavior on social media is still in its early stages.

Research Framework

This research will study the role of the regulatory foci and information-seeking behavior on self-disclosure using social media as shown in Figure 2.
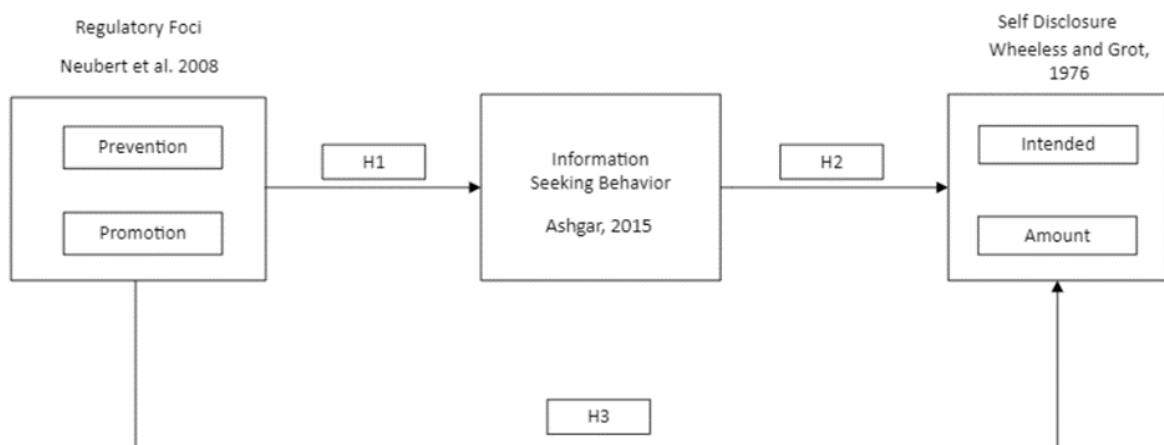

Fig. 2: research framework

The research hypotheses as follows:

H1: the role of regulatory Foci on information seeking behavior.

       H1a: the role of Prevention on information seeking behavior.

       H1b: the role of promotion on information seeking behavior.

H2: the role of information seeking behavior on self-disclosure.

       H2a: the role of information seeking on intended of self-disclosure.

       H2b: the role of information seeking on amount of self-disclosure.

H3: the role of regulatory foci on Self-disclosure.

       H3a: the role of Prevention on intended of self-disclosure.

       H3b: the role of prevention on amount of self-disclosure.

       H3c: the role of promotion on intended of self-disclosure.

       H3d: the role of promotion on amount of self-disclosure.

3 Methodology

The research employed quantitative research using survey approach to attain the study's goal. A self-administrated survey was conducted among generation Y college students. Participants answers were recorded using Google forms and the

results were analyzed using structural equation modeling. The respondents were given a link to a Google form that they had to complete. Before distributing the questionnaire to the public, the authors examined it and received approval from various bodies. The authors used several social media platforms such as WhatsApp and Facebook to share the survey with the public in order to enhance the response rate. We received 150 responses over the course of three months. Because the poll was conducted online, all replies were complete. In the dataset, there were no missing responses. Table 1 contains information about the samples.

Table 1: Information about the samples

		N	Percentage
Gender	Male	36	24
	Female	114	76
Age	> 20	74	49.3
	20-29	8	5.33
	30-39	31	20.67
	< 40	37	24.67
Education	High School Diploma	71	47.3
	Bachelors	41	27.3
	Masters	24	16
	Diploma	7	4.67
	Ph. D.	7	4.67
Total		150	100

4 Results

Scale Measures, Reliability and validity

Regulatory foci were measured using 18 items developed by [61,62]. Regulatory foci are measured by two dimensions: prevention is measured by (9 items) (e.g., "I concentrate on completing my tasks correctly to increase my study"). Promotion is measured by (9 items) (e.g.," I take chances to study to maximize my goals for advancement"). The mediating variables include information-seeking behavior measured by (19 items) developed by [27] (e.g., Social media helps me find answers to personal problems).

Self-disclosure was measured using 17 items developed by [63]. Self-disclosure is measured by two dimensions: intended disclosure is measured by (3 items) (e.g., When I wish, my self-disclosure is always accurate). The amount is measured by (4 items) (e.g., My statements of my feelings are usually brief). Responses were rated on a five-point Likert scale ranging from strongly agree (5) to strongly disagree (1). The scale was administered to a sample of 150 participants to measure its reliability and validity. Table2 shows the "reliability", "convergent validity", and "discriminant validity" of the scales. Cronbach's Alpha values for the Regulatory foci, information-seeking behavior, and Self-disclosure scales are 0.83, 0.81, and 0.85 respectively which indicates high reliability. The measured variables were strongly convergent, as evidenced by the fact that the average variance extracted (AVE) values and the standardized factor loadings for each item were both larger than 0.50 [12]. The square roots of all AVE values exceeded the Pearson's correlation coefficients between the latent variables, demonstrating the high discriminant validity of the measured variables, as shown in Table3.

Table 2: Reliability, convergent validity, and discriminate validity for the research constructs' scales

Variables	Dimensions	Item Reliability STD Loading	Convergent Validity AVE	Discriminant validity Regulatory foci Prevention	Promotion	information-seeking behaviour	Self-disclosure Intended	Amount	Cronbach's Alpha
Regulatory foci	Prevention	0.599 – 0.828	0.52	0.721					0.88
	Promotion	0.434 – 0.895	0.52	0.683	0.721				0.82
Information-seeking behaviour		0.527 – 0.790	0.53	0.533	0.588	0.728			0.80
Self-disclosure	Intended	0.648 – 0.840	0.55	0.675	0.630	0.571	0.742		0.74
	Amount	0.684 – 0.810	0.53	0.542	0.599	0.640	0.664	0.728	0.78

Structural equation modelling and hypotheses testing

To test the convergent and discriminant validity of the measurement model, the hypothesized five-factor model was compared with other possible alternative models. LISREL (8.8) was used to perform the confirmatory factor analysis (CFA). Compared with other competition models, the

A theoretical five-factor model that takes into account prevention, promotion, information-seeking behavior, intended use, and amount provided a better fit to the data than any other [x2/df = 0.52; RMSEA = 0.032; CFI = 0.98; NFI = 0.99; SRMR = 0.048]. The results of the CFA are shown in Table 3, which demonstrate that the theoretical five-factor model's discriminant validity is good.

Table 3: Competitive measurement model comparison.

Models	Factors included	x^2	Df	x^2 /df	$\triangle x^2$	RMSEA	CFI	NFI	SRMR
One-factor	prevention + promotion + ISB + intended + amount	1038.51	902	1.15	571.83	0.037	0.89	0.91	0.068
Two-factor	prevention + promotion + ISB + intended, amount	970.98	901	1.08	504.30	0.036	0.91	0.93	0.066
Three-factor	prevention + promotion + ISB, intended, amount	942.53	899	1.05	475.85	0.034	0.93	0.95	0.065
Four-factor	prevention + promotion, ISB, intended, amount	548.46	896	0.61	81.78	0.033	0.95	0.97	0.054
Five-factor	Prevention, promotion, ISB, intended, amount	466.68	892	0.52	--	0.032	0.98	0.99	0.048

LISREL 8.8 was used to construct a structural equation model (SEM). As Table 4 shows, the results of the multiple mediator model (prevention, promotion, information-seeking behavior, intended, and amount) had a good fit (x^2/df = 1.92, RMSEA = 0.043, CFI = 0.95, NFI = 0.94, SR= 0.068). Figure 1 provides the results of SEM with the standardised coefficients.

Table 4: Results of multiple mediating effects test

Effects		B	S.E.	Est./S.E.	Goodness-of-fit test				
					x^2/df	RMSEA	CFI	NFI	SRMR
Direct effect									
prevention intended	→	0.21	0.072	2.92**					
prevention amount	→	0.27	0.073	3.70**					
promotion intended	→	0.18	0.068	2.65**					
promotion amount	→	0.23	0.071	3.24**					
Indirect effect					1.92	0.043	0.95	0.94	0.068
prevention ISB → intended	→	0.33	0.081	4.07**					
prevention ISB → amount	→	0.24	0.079	4.04**					
promotion ISB → intended	→	0.22	0.076	2.89**					
promotion ISB → amount	→	0.19	0.082	2.32*					

Note: RMSEA, root mean squared error of approximation; CFI, comparative fit index; NFI, normed fit index, SRMR, standardised root mean square residual.

Direct and indirect effects

Table 3 shows the significant direct relationship between prevention (β = 0.21, P < 0.05), promotion (β = 0.18, P < 0.05), and intended disclosure. Furthermore, the significant direct effect of prevention (β = 0.27, P < 0.05), promotion (β = 0.23, P < 0.05), and amount.

According to the findings as shown in Figure 3, preventive and promotion are considerably positively connected to amount and intended disclosure. After controlling for information-seeking behavior, the results demonstrated the following significant indirect effects: prevention → ISB → intended (β = 0.33, P < 0.05), promotion → ISB → intended (β = 0.22, P < 0.05). The results indicated the mediating effect of information-seeking behavior between prevention, promotion, and intended disclosure. After controlling for information-seeking behavior, the following significant indirect effects were evident: prevention → ISB → amount (β = 0.24, P < 0.05), promotion → ISB → amount (β = 0.19, P < 0.05). This confirms that information-seeking behavior mediates prevention, promotion and amount.
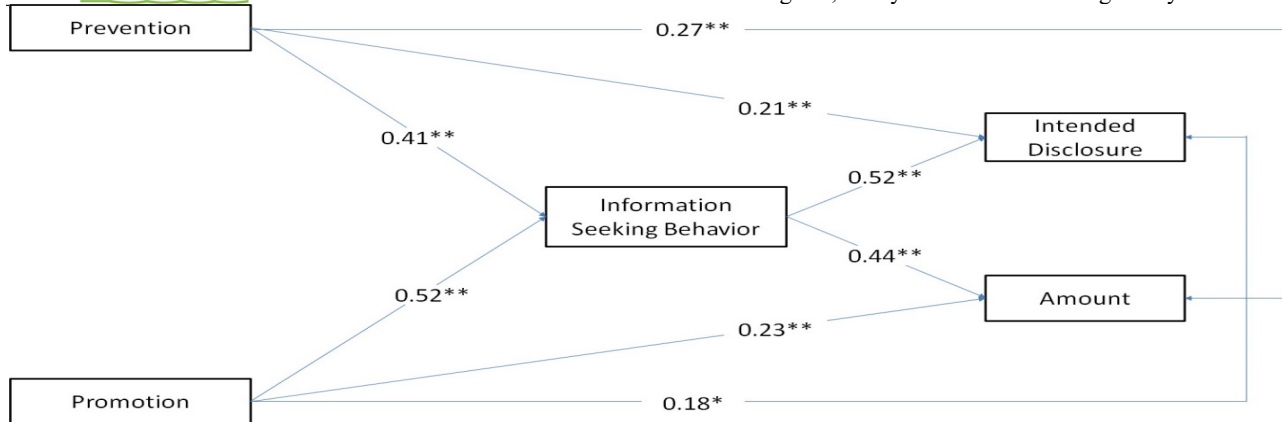
Fig. 3: SEM with the standardised coefficients.

5 Discussion

The aim of this research is to explore the role of Regulatory Foci and Information Seeking Behavior on Self-Disclosure on social media platforms. The correctional analysis showed that there was a significant relationship between the Regularity Foci and the Self disclosure, as shown in Figure 3. In which, there was a significant direct relationship between Prevention and promotion and the Intended disclosure. There was a significant direct relationship between prevention and promotion and the amount of self-disclosure. These results are consistent with results of the study done by [60], they found that the role model motivation effects the regulatory foci through the prevention- oriented person who avoid undesirable results. As well it affects the promotion- oriented person for the desirable results. In addition, it concurs with the study done by [22], that the findings highlighted self-disclosure on social media influence network responsiveness accuracy. [15] adds that social media Apps on smartphones enhances the self-disclosure to their networks. In the other hand, [6] highlighted that user share information with people outside of their network as well.

The results showed that there was a positive indirect relationship between Prevention and Promotion and the Intended disclosure through the mediating effect of the Information seeking behavior. Moreover, there was a positive indirect relationship between Prevention and Promotion and the amount of self-disclosure through the mediating effect of the Information seeking behavior. These results are aligned with the study conducted by [13], it concludes that information seeking behavior through the social media is more likely used by young generation than elder generation. [56] agrees that the more you spent on social media seeking information the younger you are. This study extends the research done by [42] that information seeking behavior arises from a need but prior to that there is a promotion oriented, and prevention oriented which affect the self-disclosure to this behavior in the real network through the social media tools, which this study proves it.

6 Conclusion

The primary purpose of this study was to explore the role of Regulatory Foci and Information Seeking Behavior on Self-Disclosure using social media platforms. This study has focused on adult learners over the age of 18, generation Y using Social Media. This research found that the Regulatory Foci (promotion and prevention) enhance self-disclosure and that the Regulatory Foci (promotion and prevention) enhance self-disclosure through the mediator information seeking behavior. This result highlights the importance of promoting Social Media as search engine for information seeking behavior and self-disclosure. This research used quantitative data gathered through an online questionnaire. Hypotheses were analysed using Structure Equation Modelling (SEM) and correlational analysis, where the independent variable was Regulator Foci (Promotion and Prevention) and the dependent variable is the Self- disclosure (Intended disclosure and the Amount disclosure) and the mediator the Information Seeking behavior. The study suggests that the use of social media technologies for self-disclosure and information seeking are more positive. Furthermore, these technologies offer a huge space for sharing and seeking information among their links. The results of this research may provide justification for more use of social media platforms in seeking information.

Conflict of interest

The authors declare that there is no conflict regarding the publication of this paper.

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