Contents

Part I Approaches

1 Introduction to Privacy Online 3
Joseph B. Walther

2 Three Theories of Privacy: An Overview 9
Stephen T. Margulis

3 Negotiating Privacy Concerns and Social Capital Needs in a Social Media Environment 19
Nicole B. Ellison, Jessica Vitak, Charles Steinfield, Rebecca Gray, and Cliff Lampe

4 Digital Crowding: Privacy, Self-Disclosure, and Technology 33
Adam N. Joinson, David J. Houghton, Asimina Vasalou, and Ben L. Marder

5 Ethics, Privacy, and Self-Restraint in Social Networking 47
Bernhard Debatin

6 The Social Web as a Shelter for Privacy and Authentic Living 61
Sabine Trepte and Leonard Reinecke

7 Fifteen Minutes of Privacy: Privacy, Sociality, and Publicity on Social Network Sites 75
Zizi Papacharissi and Paige L. Gibson

8 The Co-evolution of Social Network Ties and Online Privacy Behavior 91
Kevin Lewis

Bibliografische Informationen
http://d-nb.info/1011958821

digitalisiert durch DEUTSCHE NATIONAL BIBLIOTHEK

9 **Self-Protection of Online Privacy: A Behavioral Approach** 111
Mike Z. Yao

10 **Online Self-Presentation: Balancing Privacy Concerns and Impression Construction on Social Networking Sites** 127
Nicole C. Krämer and Nina Haferkamp

11 **The Uses of Privacy Online: Trading a Loss of Privacy for Social Web Gratifications?** 143
Monika Taddicken and Cornelia Jers

Part II Applications

12 **(Micro)blogs: Practices of Privacy Management** 159
Jan-Hinrik Schmidt

13 **Privacy in Social Network Sites** 175
Marc Ziegele and Oliver Quiring

14 **Mobile Privacy: Contexts** 191
Maren Hartmann

15 **Online Privacy as a News Factor in Journalism** 205
Wiebke Loosen

Part III Audiences

16 **Adolescents' Online Privacy: Toward a Developmental Perspective** 221
Jochen Peter and Patti M. Valkenburg

17 **The Elderly and the Internet: How Senior Citizens Deal with Online Privacy** 235
Wiebke Maaß

18 **Privacy and Gender in the Social Web** 251
Mike Thelwall

Index 267