

Dissertation release

24.05.2016

Underpinnings of Digital-photo interaction in Computer-mediated platforms

Title of the dissertation Underpinnings of Digital-photo interaction in Computer-mediated platforms

Contents of the dissertation Despite the growing popularity of digital photos in a number of computer-mediated platforms, various pertinent issues remain less researched. The dissertation aims to uncover some of the important aspects relevant to photo-sharing and photo-tagging practices and behaviors. Findings from this dissertation indicate that photo-sharing and photo-tagging adoption and popularity can be attributed to various factors such as affection, attention, communication, disclosure, habit, information sharing, self-expression, socialization, and social influence. Second, age, gender, and activity influence photo-sharing and photo-tagging gratifications. Third, in the context of Facebook photo-sharing, various aspects of privacy significantly impact users trust and activity and consequently photo-sharing intentions. Fourth, women and young Facebook users are significantly more concerned about the privacy of their shared photos. Fifth, privacy-protective measures are significantly exercised more by young Facebook users, yet they exhibit more trust and a higher level of activity on Facebook.

Overall, this dissertation work contributes to the existing theoretical and practical knowledge on activities associated with digital photos in computer-mediated platforms. Dissertation findings can be utilized by scholars engaged in researching computer-mediated communication, new media, privacy, and SNS behaviors.

Field of the dissertation Computer Science and Engineering (Human-Computer Interaction)

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