# Broadening the construct of social media privacy concerns

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Due to the constant evolution of digital technologies, changes in today's social media, newer platforms, and increasing regulation, people's privacy concerns have gained societal relevance. In a globalized context, all these elements call into question the current conceptualization and measurement of social media privacy concerns. Through a systematic literature review and a Delphi study, we aim to provide an updated view of the construct by clarifying its definition, delineating its domain, and identifying its dimensions. Our findings show that social media privacy concerns comprise seven dimensions: *Collection*, *Secondary use*, *Compliance*, *Transparency*, *Control*, *Improper access*, and *Profiling*. These dimensions differ from prior conceptualizations and better reflect the affordances of today's social media as platforms that allow the exchange of user-generated content. We intend the findings of this work-in-progress project to serve as input to develop and validate an updated measurement scale for social media privacy concerns, capable of cross-culturally gauging this construct.

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