Disseminating information through a social network:
The relationships between e-privacy management, personality traits, online self-disclosure, social capital and well-being of the participants

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In recent years, millions of people are connected via social networks, especially through Facebook. Social networks allow sustaining and maintaining online relationships, meeting new people, and sharing personal information. On the one hand, this disclosure of personal information might be affected by personality traits and privacy concerns of the participants. On the other hand, self-disclosure itself may affect social relationships and well-being of the participants. This study examines the impact of e-privacy management and personality traits on the extent of disclosing personal information on Facebook, which in turn is related to bonding and bridging social capital and to the participants' well-being. In order to offer a comprehensive model of social networking behavior, this research crosschecks a quantitative online surveying 115 Israeli Facebook users with a qualitative analysis of 12 participants revealing their personal experience in the network. The results indicate that managing privacy settings affects the depth, honesty, and the intent of self-disclosure on Facebook and participant Extroversion-Introversion trait affects the intent of self-disclosure. Pearson Correlations indicate that people revealing personal information in a more honest way, are more satisfied with their lives, and people who are more aware to exposure of personal information on the social network value themselves more positively. In addition, users with more social capital report higher level of life satisfaction. These findings contribute to the social and psychological research of the social network. In addition, there is a possible contribution to organizations that want to build organizational social networks with features maximizing their potential impact.