

**How Anonymity Influence Self-disclosure Tendency on Sina Weibo:
An Empirical Study**Xi Chen¹, Gang Li^{2*}, YunDi Hu³ and Yujie Li¹¹*School of Business Management and Tourism Management, Yunnan University, China*²*School of Economics and Management, Beijing University of Posts and Telecommunications, China*³*Graduate School of Translation and Interpretation, Beijing Foreign Studies University, China***KEYWORDS** Network Behavior. Anonymity. Expression in Internet. IS Behavior. SEM

ABSTRACT The rapid development of the Internet leads to an increase in the variety and function of web applications. As a result, the relations between network anonymity and users' tendency to self-disclose become more complicated. On the basis of Sina Weibo, this paper explores the relations between network anonymity, risk perception and self-disclosure tendency. The present paper suggests two kinds of network anonymity, one is technical anonymity measured by objective personal information disclosed on Internet; the other is perceived anonymity shown in the subjective perception of agent's anonymity. Four major findings are, namely, firstly, people tend to disclose positive information about themselves on SinaWeibo; secondly, two kinds of network anonymity are related with each other. Specifically, network technical anonymity positively affects perceived anonymity; thirdly, on SinaWeibo, the network technical anonymity has no significant influence on agent's risk perception, while network perceived anonymity has negative influence on it; fourthly, network technical anonymity has negative influence on self-disclosure tendency, while perceived anonymity has positive influence on self-disclosure tendency.