

When in danger, who will help you? Two types of trust in technical coping on online platforms*

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I. Introduction

As cybercrimes on social networking services (SNS) increase, research into appropriate coping actions for crimes is also increasing (Kimpe et al., 2020). Cybercrimes on SNS can take various forms, including sexual harassment, stalking, and slacking, and the victims are mentally, financially, and physically harmed (Shambhavee, 2019). However, cybercrime is a relatively new

offense, which leads to ambiguous boundaries and difficulties in prosecuting such crimes. In cybercrime research, the investigation typically divides individuals into victims, perpetrators, and bystanders and have explored individual characteristics to discern who becomes a victim, perpetrator, or bystander (Chan et al., 2021). Additionally, the research examined how previous experiences with various forms of cybercrime can influence subsequent reactions of individuals (Katzner et al., 2009;

* This work was supported by the Ministry of Education of the Republic of Korea, the National Research Foundation of Korea (NRF-2023S1A5A8079952)

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Tokunaga, 2010). The streams of previous research indicates that an individual's choice of responses can vary based on their personality, past experiences, and the specific environment they are in (Del Rey et al., 2016; Frison et al., 2016; Giumetti & Kowalski, 2023). While previous research has primarily concentrated on which coping strategies are predominantly employed in various victimization scenarios within the realm of online sexual harassment (OSH), our study holds significance in its specific focus on technical coping among these coping strategies.

In general, anonymity is a distinguishing characteristic of online communication, and penalties cannot be imposed because of identifying perpetrators of online crimes is difficult (Lowry et al., 2016; Oguz et al., 2023). Furthermore, cybercrime differs from offline offenses in that it exhibits characteristics that can exacerbate the consequences of victimization, such as the widespread dissemination of harm or the inability to delete circulated content easily. As a result, when a crime situation occurs in SNSs, how to deal with it is discussed as the platform provider's social responsibility, and SNSs provide an appropriate function of dealing with the situation (Soomro & Hussain, 2019). In the case of Instagram, there is a function to report the other person's message, block the account, or hide some information (Krasnoff, 2020), so that users can choose an appropriate coping

strategy in a dangerous situation (Camacho et al., 2013).

A coping strategy is a method of dealing with stressful situations. Stress-relieving coping strategies are being studied in various fields, including psychology, business administration, and sociology (Pearlin & Schooler, 1978). Because cybercrime have assumptions about anonymous toward perpetrators, most research has reported that victims of cybercrime do not actively use problems-solving based coping strategies toward perpetrators. Nevertheless, the study of appropriate coping strategies for cybercrime has been ongoing because they significantly prevent future crimes (Santre & Pampaibool, 2022). In this vein, this study seeks to identify the antecedents of coping intentions for potential victims towards online harassment. However, there are research gaps in tons of literature on coping strategies and victim realities in cyberworlds. Most victims who are subjected to heinous online harassment have no choice but to continue using SNSs unless they leave the platform. Moreover, the majority of cybercrime coping strategies are inherently reliant on the technological features of SNS. For example, victims are frequently required to communicate through SNS messaging systems when attempting to confront the perpetrators. Similarly, when trying to report the situation to platform providers, victims must utilize the reporting functionality provided by SNS. Additionally, in

efforts to distance victims themselves from the perpetrators, victims frequently resort to employing SNS features called blocking. However, there is a lack of research on coping strategies related to technical features (Wachs et al., 2020), since most coping strategies only define the individual's response within the psychological range. Cybercrime occurs by utilizing technology; thus, we must classify the technical coping intention and clarify the behavior patterns caused by specific technical coping strategies.

Previous research on coping strategies has identified two axes: self-focus/initiator-focus and self-response/supported-response (Knapp et al., 1997). Following the axis type, this research divides coping based on the technical features: active and passive coping. Active coping focuses on the type of response in which victims report the message or content so that platform officials or artificial intelligence (AI) can directly review posts or comments. Meanwhile, passive coping focuses on the focus type, which means that victims manage their accounts in a way that limits the possibility of sharing information or social functions, such as protecting personal information or blocking the other party's account without directly responding to the perpetrators. From the perspectives of platform providers, passive coping strategies reduce information-sharing and make users hesitant to form relationships with strangers, thereby

minimizing the socializing functions in SNSs (Merten, 2021). Understanding the mechanisms by which certain technical coping strategies are activated in response to specific antecedents is crucial to adequately protect victims and activate SNSs simultaneously.

By understanding the importance of antecedents of technical coping intention, this research focuses on trust in platform providers and functionalities as the main antecedents. A stream of Information Systems (IS) research suggests that individuals at risk in vulnerable situations may be willing to embrace vulnerability based on the optimistic expectation that others will act in a certain way. This willingness to accept vulnerability based on positive expectations of another's actions is referred to as trust. This study addresses potential risky situations that can arise in SNS. It proposes that before choosing a specific coping strategy in such situations, a foundational trust in the social media platform where the action occurs is necessary; thus, proposing trust as a prerequisite to coping strategies. According to IS research, trust can be divided into human-like or system-like depending on the technology. Human-like trust refers to trusting the platform provider (Harrison et al., 2023; Lewicki & Wiethoff, 2000), while system-like trust refers to trusting the technology (Lankton et al., 2015). The platform user's high level of trust increases the probability that usage of the platform will not

be avoided or reduced, and a high level of trust in the technology increases the possibility that the provided technical coping will be actively utilized. Consequently, this study assumed that trust affects coping behavior in stress situations differently depending on its type. This study aims to determine the coping strategies employed by SNS users when they encounter OSH. Technical coping studies have also been conducted using experiments or questionnaires, but some of its functions have also been addressed through interviews (Scarduzio et al., 2018; Slonje et al., 2013). As a result, among the coping behaviors addressed in this study, we focused on technology-based coping behavior in previous studies and divided the technical coping in SNS into active and passive coping. The first and second waves of questionnaires surveyed a total of 231 people. PLS - SEM was also used in the analysis.

II. Literature Review

2.1 Technical Coping Strategy

When people are stressed, they use coping strategies to relieve their stress (Carver et al., 1989). Confrontation, in which the perpetrator is directly confronted, and social support, in which the perpetrator talks about his situation to an unrelated third party and receives social support, are two of the most commonly used

coping strategies in OSH. Furthermore, people use advocacy strategies to ask for help from official agencies that can legally resolve the problem, as well as avoidance strategies to avoid problems and emotional involvement (Knapp et al., 1997). Increasing instances of sexual harassment online have resulted in the development of technical strategies for individuals to deal with it. The platform also includes several technologies for preventing online sex crimes and stalking. For example, Instagram and Facebook allow users to control who can see specific posts and profiles. Using these functions can reduce the likelihood of online crime while safeguarding individual privacy. Alternatively, the functions allow people to reduce the use or adjust the scope of use, such as deleting one's writing or hiding some writing. By limiting the scope of their use, users can reduce their use without completely discontinuing it, while keeping in mind that a crime or risk of a crime may occur online.

In the existing coping strategy, the individual's response to the stressful situation is defined only within the psychological range, so it does not explicitly mention which tool was used to perform a specific coping. For example, if a person can confront the perpetrator directly, he or she can make a phone call or send a message, but in the existing coping method, these instrumental aspects are not dealt with mainly. However, in a non-face-to-face

situation such as cybercrime, a problem situation occurs using technology, and the coping strategy may vary depending on the function presented. Therefore, we must classify the act of technical coping separately and clarify the cause of a specific technical coping.

In previous studies, technical coping has been mentioned in some coping strategies. For example, Wachs et al. (2020) organized technical coping to manage information that can be used for cyberbullying. They considered data access authority, account block function, and evidence related to bullying to be used as a function to collect. Meanwhile, McHugh et al. (2018) categorized coping strategies into passive, active, and communicative coping. The passive coping category included elements such as ignorance, whereas the active coping category included technology-related behaviors, such as blocking on SNS or stopping computer use. Wu et al. (2020) introduced proactive avoidance, which is related to technological copings, such as hiding posts, using the unfollow function to end communication with the other account, not using the account for 30 days with the snooze function, and unfriending. In the case of Fox and Tang (2017), methods, such as not revealing an individual's gender in their profile or stopping computer use to prevent OSH when playing online games were investigated through interviews. Although numerous studies or coping methods use technology in everyday life, only a few studies

have accurately classify them or explored on the factors that affect coping behavior. Therefore, in the present study, technical coping was divided into two types: active and passive. Using technology shows an active response, allowing the platform manager to manage the posts subsequently. Passive coping can be seen as a coping method for using SNS in a preemptive response or in a more passive range to prevent problems from occurring or block perpetrators.

2.2 Trust in IS Research

Trust is defined as “an individual's willingness to depend on another party because of the characteristics of the other party” (McKnight et al., 2011, p. 1). Researchers try to identify and define the specific characteristics of trust. Trust can be used for interpersonal, person-to-firm, and technology-to-person relationships. Depending on the type of relationship, the specific characteristics of trusts differ. For example, Gefen et al. (2003) used trust in people for information technology (IT) vendors and how people accept the specific IT. Vance et al. (2008) adopted the three dimensions of trust to Web sites, such as ability, benevolence, and integrity. Meanwhile, McKnight et al. (2011) indicated little research on trust between technology and person. Therefore, they suggested a subset of trust for the IT artifact itself, such as helpfulness,

reliability, and functionality. To extend the IS research on trust, Lankton et al. (2015) suggested that the necessity for IS researchers to divide trust into two ways : human-like trust and system-like trust. They stated that human-like trust, which focuses on person- to-person relationship, can influence stronger IT artifact that imitates humans or interacts with users when people use it. Human-like trust is related to trusting belief and includes the concepts of integrity, competence, and benevolence as subsets. Ability/competence is the belief that individuals possess the skills, competencies, and characteristics that enable them to exert influence in a specific domain. Meanwhile, benevolence is the belief that a person will want to do good for the trustor for reasons other than egocentric profit. Lastly, integrity is the belief that a person follows an acceptable set of principles (Mayer et al., 1995; McKnight et al., 2002).

System-like trust, which focuses on technology-person relationship, can influence stronger IT artifacts without human-like characteristics. Therefore, they indicate the importance of humanness, which moderates trust and IT artifact. System-like trust includes functionality, helpfulness, and reliability as subsets of a concept. In particular, functionality considers whether the technology delivers the functionality promised by providing the feature sets required to complete a task. Helpfulness considers users' beliefs that the technology

provides adequate, effective, and responsive assistance. Reliability is similar to integrity in human-like trust in that the technology is primarily predictable and performs consistently (McKnight et al., 2011).

Lankton et al. (2015) used system-like trust and human-like trust to divide the trust dimension into human-like trust and system-like trust; they verified how the humanness of technology moderates the two types of trust. They indicated that when technology contains low humanness, system-like trust affects consumer use behavior, such as technology use or enjoyment. As a result, the present study emphasizes that trust should be used following technological characteristics. In IS research, many studies have been conducted to broaden the role of each dimension by applying trust to various technologies, such as e-commerce sites (Califf et al., 2020) or relationships with IT vendors (Lankton et al., 2015). Recently, trust research in the IS field is expanding as AI technologies develop and decision-making is automatically made by technology or information is provided to support decision-making (Hu & Lu, 2021).

In the present study, a technology connects human relationships or builds trust with the platform service providers that operate the technology. At the same time, one can have functional trust in the technology itself. Therefore, we measured the two types of trust people form for one technology. In SNSs,

numerous uncertainties and potential risks exist (Friedman et al., 2000). Therefore, despite concerns about the possibility of various crimes occurring while interacting with an unspecified number of people, trust on the SNS platform is critical in using SNSs (Geng et al., 2021). Users' trust on SNS platforms can lead to a more active communication (Chaudhuri & Holbrook, 2001). According to Mosteller and Poddar (2017), trust on the platform will increase communication engagement. Therefore, trust is an antecedent variable directly affecting individual behavior, and studies of coping behavior have also revealed the influence of trust on coping behaviors. According to Chen et al. (2022), trust establishes protective action and allows people to seek help without avoidance. Few studies have confirmed the study between trust and coping behavior, and Chen et al. (2022) were the first to specify the role of trust by categorizing coping behavior as adoptive or maladaptive. However, Chen et al. (2022) discussed the relationship between general-purpose technology known as Internet technology and trust. Therefore, whether trust on a specific platform affects coping behavior and whether the impact varies depending on the type of trust remain unclear. This study provides an implication that trust on online platforms is divided into two, and it verifies the influence.

III. Hypotheses

Previous research on trust indicates that coping mechanisms are associated with trust (Jonason et al., 2020). However, the specific role of trust in coping strategies is not revealed clearly. Because trust could reduce the stress from the risky situation, Partouche - Sebban et al. (2021) indicated that trust could greatly influence avoidance-focused coping more than emotion and problem-focused coping. Meanwhile, Chen et al. (2022) asserted that trust toward technology might decrease avoidance as maladaptive coping behavior; otherwise, trust increases protective action and seeking help as an adaptive coping behavior. Thus, it is worth dividing the specific characteristics of trust in certain coping strategies in the context of cybercrime. Human-like trust indicates that SNS users create interpersonal trust with platform providers even though they use the platform technology itself. The human-like trust toward the platform providers is based on the belief that the providers abilities to deal with problems related to OSH. Previous research has indicated that high interpersonal trust could enhance sharing information and seeking social support (Mickelson et al., 2001; Schwarzer & Buchwald, 2003). Assessing the concept of active technical coping, reporting to the SNS platform enables users to deal with serious OSH situations of preventing behaviors for

potential crimes. Thus, to prevent OSH on the SNS platform that they trust, individuals are encouraged to report inappropriate posts to restore proper user communications.

Hypothesis 1: Human-like trust is positively related to active technical coping.

The human-like trust indicates that SNS users create interpersonal trust with platform providers even though they use the platform technology itself. Regarding human-like trust toward platform providers, technical reports on risk situations are lacking. OSH causes significant stress to users who have a prominent level of human-like trust on the platform to take action. If not buffered by an interpersonal resource, such as mutual trust, aggressive anti-social coping may be one strategy for dealing with explicit sanction power. Previous research has found a negative relationship between interpersonal trust and aggressive anti-social coping behavior (Buchwald & Schwarzer, 2003). Furthermore, with high trust on the platform, individuals can reduce their stress when confronted with potential OSH risks. Passive technical coping requires the passive usage of SNS platforms, with high human-like trust leading to fewer technical coping strategies to meet their functional expectations from the platforms. Accordingly, we present the following hypothesis:

Hypothesis 2: Human-like trust is positively related to passive technical coping.

Active coping strategies, such as reporting harmful posts on SNS, do not require reporting of or feedback on the results. Thus, the reporting of the harmful post itself is considered a part of technical functions. After the development of AI technologies, the reported post and account automatically screened by AI means a real human does not manage the reported post. Furthermore, system-like trust focuses on the functionality of the reporting on SNSs. It indicates that the reporting function works well (Chen et al., 2022) and sends the targeted post to the platform providers based on trust, including functionality, helpfulness, and reliability.

Hypothesis 3 System-like trust is negatively related to active technical coping.

System-like trust focuses on the belief that the technology will be appropriately operated and will provide expected outcome using technologies (McKnight et al., 2011). Based on affordance perspectives, Chan et al. (2019) indicated that SNSs are adopted by perpetrators to bully victims by searching the potential victims' account and accessing them. From the perspective of potential victims, the SNS platforms provide appropriate functions for hiding their account from the perpetrators. After an OSH, victims can successfully block the perpetrators from their social networking activities. Based on the high system-like trust, the SNS platform provides appropriate

functions and operates properly. If the potential victim intends to protect their account, this may increase the possibilities of passive technical coping strategies.

Hypothesis 4. System-like trust is negatively related to passive technical coping.

IV. Methodology

4.1 Sample Demographic

An online two-wave survey was conducted from August 3 to August 13, 2021, through the survey company, Macromill Embrain. The data collection targeted female Instagram users. The survey was conducted two times. The first wave includes technical coping, bias in social disability, demographics, and OSH related variables. The second wave was conducted two days after the first wave with the same respondents. The constructs include trust, IT identity, and other control variables. Three hundred eighteen female Instagram users responded to the first survey. Among them, 244 responded to the second survey. After deleting the answers from those who respond “no” about understanding the examples and definition of online sexual harassment on Instagram, 231 usable responses were successfully collected. <Table 1> shows the

distributions of age, level of education, job status, time of Instagram usage, and duration of Instagram usage.

4.2 Measurement

To evaluate the measurement model, we obtained the construct instrument from previous studies and adapted them to suit the present study’s context. In the case of technical coping, it was newly created by collecting the classification and question items related to technical coping, which were conceptually suggested from interviews or previous studies. Three researchers reviewed the items for content validity. Human-like trust was adapted from Lankton et al. (2015) and McKnight et al. (2002), and system-like trust was adapted from Lankton et al. (2015) and McKnight et al. (2011). Meanwhile, perceived sexualization was adapted from Lee et al. (2022), and disposition of trust was adapted from Lankton et al. (2015) and McKnight et al. (2002). The survey instrument was pilot-tested and refined. All measurable items were developed in English before being translated into Korean for this study. We chose 41 items for final analysis after pretesting to validate the research instrument due to low-factor loadings and high variance inflation factor (VIF). Table 1 presents the revised measurements of this research.

<Table 1> Respondent's Profile

Characteristics		Respondents	
		No	Percentage (%)
Age	10s	71	30.7
	The 20s	74	32
	The 30s	86	37.2
Education status	High school or equivalent	24	10.4
	Junior college or equivalent degree	39	16.9
	Bachelor's or equivalent degree	141	61
	Postgraduate degree	27	11.7
Economic status	None	7	3
	Less than 1 million (Korean) won	10	4.3
	Over than 1 - less than 2 million won	14	6
	Over than 2 - less than 3 million won	52	22.5
	Over than 3 - less than 4 million won	38	16.5
	Over than 4 - less than 5 million won	30	13
	Over than 5 - less than 6 million won	27	11.69
	Over than 6 - less than 7 million won	17	7.4
	Over than 7 - less than 8 million won	13	5.6
	Over than 8 - less than 9 million won	13	5.6
	Over than 9 - less than 10 million won	1	0.43
	More than 10 million won	9	3.9
Job status	Self-employed/sales business	6	2.6
	Service industry	15	6.5
	Labor position	0	0
	Technical position	5	2.2
	Office job	98	42.4
	Specialized job	24	10.4
	Technical profession	7	3
	Managerial position	3	1.3
	Housewife	30	13
	Student	3	1.3
	(under) graduate student	19	8.2
	Unemployed/retired	15	6.5
	Etc.	6	2.6
Time of Instagram usage per day	Less than one hour	119	52
	More than 1 hour - less than 2 hours	58	25
	More than 2 hours - less than 3 hours	29	12.6
	More than 3 hours - less than 4 hours	14	6
	More than 3 hours - less than 4 hours	5	2.2
	More than 5 hours	6	2.5
Duration of Instagram usage	Less than 1 year	27	12
	More than 1 year - less than 2 years	30	13
	More than 2 year - less than 3 years	38	16.5
	More than 3 year - less than 4 years	40	17.30
	More than 4 year - less than 5 years	34	14.7
	More than 5 year - less than 6 years	26	11.3
	More than 7 years	26	11.3

<Table 2> Measurement

Second level	First level	Items	Measurement	References
Passive technical coping	Blocking	TCBLO1	Instagram offers the ability to block someone else's account.	Vandoninck and d'Haenens (2015); Wachs et al. (2020)
		TCBLO2	Instagram lets me block certain people from seeing my activity on Instagram.	
		TCBLO3	Instagram allows me to use the block feature to end a relationship with a specific person.	
	Contents hiding	TCCHD1	Instagram allows me to hide my posts from others.	Vandoninck and d'Haenens (2015); Wu et al. (2020)
		TCCHD2	Instagram allows me to keep my posts from being seen by others through the archive function.	
		TCCHD3	Instagram gives me the ability to hide some of my posts from others.	
		TCCHD4	Instagram allows me to hide my profile information so that others cannot identify me.	
		TCCHD5	Instagram prevents me from revealing my information in my profile	
	Deleting	TCDEL1	Instagram lets me delete comments me do not like	Vandoninck and d'Haenens (2015)
		TCDEL2	Instagram lets me delete comments other people have made on my posts if me want them to.	
		TCDEL3	Instagram allows me to delete my posts I do not want	
	Gender masking	TCGMS1	Instagram allows me to use profiles that hide my gender	Fox and Tang (2017)
		TCGMS3	Instagram allows me to create a neutral username that does not reveal my gender.	
	Unfollowing	TCUNF1	Instagram allows me to use the unfollow feature so I do not receive information from others.	Wu et al. (2020)
		TCUNF2	I have the possibility to unfollow other people's accounts if necessary.	
TCUNF3		On Instagram, me can unfollow someone using the unfollow feature.		
Active technical coping	Reporting	TCREP1	Instagram allows me to report posts if I want to.	Malamut and Offermann (2001)
		TCREP2	Instagram gives me the ability to report comments if I want to.	
		TCREP3	Instagram gives me the ability to report on a specific account if I want to.	
Human-like trust	Benevolence	TBENE1	Instagram is run in such a way that I can get the maximum benefit in relation to the problem situation presented above.	Lankton et al. (2015); McKnight et al. (2002)
		TBENE2	Instagram will do its best to help me if me need help with the above problem situation.	
		TBENE3	Regarding the problem situation presented above, Instagram is interested not only in the profit of the site, but also in my safety and well-being.	
	Competence	TCOMP1	Instagram is competent and effective in relation to the problem situation presented above.	Lankton et al. (2015); McKnight et al. (2002)
		TCOMP2	Instagram is competent and experienced with the problems presented above.	
	Integrity	IINTEG1	Instagram has integrity in relation to the problem situation presented above.	Lankton et al. (2015); McKnight et al. (2002)
IINTEG2		Instagram is honest about the situation of the problem presented above.		
System-like Trust	Functionality	TFUCNT1	Instagram has the features that I need to solve the problem I encountered earlier.	Lankton et al. (2015); McKnight et al. (2011)
		TFUCNT2	Instagram has the features me need to solve the problems me encountered earlier.	
		TFUCNT3	Instagram has the ability to do what I want to do to solve the problem that arose earlier.	
	Helpfulness	THELPF1	Instagram provides a help feature to help me solve the problem situation that I encountered earlier.	Lankton et al. (2015);

		THELFP3	Instagram gives me all the help I need in case of a problem.	McKnight et al. (2011)
Reliability		TRELB1	Instagram is a reliable site in relation to the problem situation presented above.	Lankton et al. (2015); McKnight et al. (2011)
		TRELB2	Instagram does not disappoint me when it comes to the problems presented above.	
		TRELB3	Instagram is very reliable when it comes to the problems presented above.	
Perceived sexualization		PSEX2	I can access photos of people who have taken sexy looks on Instagram.	Lee et al., (2022); Trekels et al., (2018)
		PSEX3	On Instagram, photos of people wearing sexy looks are posted.	
Disposition to trust		DISPTT1	I usually trust new information technologies until it is proven that I should not trust them.	Lankton et al. (2015);
		DISPTT3	I usually find information technology useful when I am new to it.	McKnight et al. (2002)

V. Analysis and Results

5.1 Common Method Bias

Self-reported biases can lead to common method variance, which inflates the variables. The Harman single-factor test provides an evaluation to test for biases by a single-factor. Table 3 indicates that the variance is approximately 35%. According to Podscoff and Organ (1986), the variance must be below the benchmark value of 50%. This study can be deemed free from common method bias.

Next, we adopt a marker variable using random functions as a more robust test for common method bias.

5.2 Assessment of Measurement Model

To evaluate the measurement model, the analysis was performed using a partial least squared structural equation (PLS - SEM) using SmartPLS version 3. The indicator loading was evaluated to determine whether the values exceeded the minimum cut-off criteria.

<Table 3> Results Common Method Bias

Total variance explained						
Components	Initial eigenvalue			Extraction sum of squared loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.749	39.265	39.265	2.437	34.814	34.814
2	1.825	26.066	65.330			
3	.918	13.112	78.442			
4	.804	11.485	89.927			
5	.375	5.361	95.288			
6	.232	3.318	98.606			
7	.098	1.394	100.000			

<Table 4> Cross-loading of factors

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
TCBLO1	.907	.526	.592	.620	.551	.482	-.009	-.013	.003	.164	.111	.033	.240	.133	-.002
TCBLO2	.911	.557	.620	.590	.610	.493	-.062	-.058	-.071	.073	.060	-.089	.178	.133	.009
TCBLO3	.885	.568	.658	.613	.578	.586	.019	.037	.112	.143	.139	.095	.233	.141	.052
TCCHD1	.544	.845	.486	.501	.579	.511	.003	-.004	.044	.103	.110	.056	.095	.168	-.053
TCCHD2	.561	.839	.604	.573	.635	.601	-.040	-.054	.018	.096	.079	.025	.079	.174	-.085
TCCHD3	.414	.856	.445	.501	.500	.471	.090	.101	.151	.186	.217	.197	.125	.112	-.041
TCCHD4	.491	.774	.552	.685	.453	.500	.199	.243	.289	.317	.319	.232	.212	.087	.149
TCCHD5	.489	.793	.570	.674	.562	.531	.068	.068	.140	.181	.189	.094	.179	.134	-.014
TCDEL1	.673	.586	.896	.647	.600	.683	-.002	.072	.078	.152	.155	.043	.223	.144	.096
TCDEL2	.626	.579	.924	.640	.601	.659	-.024	.004	.030	.115	.046	-.008	.143	.187	.010
TCDEL3	.549	.574	.853	.593	.597	.676	.035	.071	.082	.208	.133	.073	.105	.143	.015
TCGMS1	.631	.649	.680	.927	.505	.554	.115	.119	.135	.211	.162	.080	.118	.098	.061
TCGMS2	.621	.680	.627	.929	.584	.551	.024	.008	.074	.175	.137	.020	.146	.167	-.025
TCUNF1	.612	.631	.627	.584	.885	.621	.044	-.016	.068	.188	.155	.080	.146	.208	.009
TCUNF2	.598	.621	.651	.547	.928	.667	.041	-.005	.045	.162	.106	.033	.071	.342	.078
TCUNF3	.499	.520	.504	.421	.854	.576	.072	-.006	.070	.080	.090	.053	-.004	.189	.087
TCREP1	.551	.634	.699	.573	.679	.896	.046	.029	.108	.183	.155	.081	.127	.200	.010
TCREP2	.490	.550	.664	.516	.626	.937	.099	.118	.156	.195	.173	.154	.184	.181	.086
TCREP3	.551	.576	.708	.548	.618	.905	.059	.078	.108	.191	.139	.079	.120	.203	.062
TBENE1	.004	.074	.016	.084	.063	.087	.930	.796	.788	.649	.695	.729	.284	-.045	.691
TBENE2	-.040	.065	-.011	.053	.043	.054	.927	.776	.752	.618	.679	.699	.261	-.098	.671
TBENE3	.012	.118	.053	.084	.021	.103	.827	.953	.804	.710	.786	.783	.298	-.086	.647
TCOMP1	-.035	.039	.051	.045	-.040	.059	.786	.953	.840	.704	.761	.791	.276	-.109	.666
TCOMP2	.029	.153	.068	.102	.080	.120	.803	.823	.950	.715	.760	.834	.273	-.095	.670
TCOMP3	.029	.153	.068	.102	.080	.120	.803	.823	.950	.715	.760	.834	.273	-.095	.670
HINTEG1	.002	.137	.067	.112	.049	.141	.772	.814	.948	.688	.750	.819	.265	-.106	.655
HINTEG2	.103	.185	.154	.180	.122	.180	.636	.683	.682	.925	.748	.707	.229	-.055	.480
TFUCNT1	.118	.218	.129	.153	.154	.165	.665	.728	.708	.932	.773	.736	.219	-.036	.539
TFUCNT2	.164	.176	.201	.239	.176	.226	.557	.611	.624	.870	.741	.651	.151	.045	.479
THELPP1	.140	.205	.134	.181	.149	.173	.659	.729	.708	.817	.922	.758	.315	-.061	.563
THELPP2	.070	.198	.095	.114	.095	.141	.701	.764	.756	.706	.917	.810	.213	-.080	.523
THELPP3	.028	.127	.029	.056	.041	.104	.737	.768	.812	.731	.815	.914	.215	-.076	.574
TRELB1	-.005	.110	.023	.022	.065	.091	.684	.748	.784	.688	.766	.935	.251	-.098	.506
TRELB2	.017	.162	.057	.069	.067	.130	.722	.785	.830	.719	.792	.936	.227	-.131	.564
TRELB3	.232	.174	.173	.166	.115	.166	.241	.249	.265	.256	.241	.228	.876	-.016	.250
PSEX2	.155	.171	.185	.143	.254	.219	-.083	-.121	-.111	-.035	-.100	-.127	-.026	.953	-.017
PSEX3	.006	.048	.060	.013	.053	.032	.676	.660	.663	.478	.559	.575	.283	-.043	.881
DISPTT1	-.005	-.054	-.003	-.047	.033	.062	.647	.595	.636	.439	.512	.529	.178	-.001	.860
DISPTT2	.044	-.022	.057	.060	.073	.061	.635	.587	.578	.523	.508	.485	.297	.032	.905
DISPTT3	.044	-.022	.057	.060	.073	.061	.635	.587	.578	.523	.508	.485	.297	.032	.905

Second, the construct's internal consistency reliability was examined using composite reliability and Cronbach's alpha values. The composite reliability values ranged from .912 to .952, and the Cronbach alpha values ranged from .817 to 0.920, both of which met the recommended threshold of 0.7 (Hair et al., 2019). Meanwhile, the constructs' convergent validity was evaluated using the average

variance extracted (AVE) for all items; an AVE value of 0.50 or higher is acceptable. This study's AVE value ranged from 0.676 to 0.908; thus, meeting the requirement (Table 5).

Third, the construct's discriminant validity was evaluated. Discriminant validity verifies that construct is empirically distinct from other constructs in the structural model, which can be estimated by comparing the square root of

the AVE for each factor against the correlation of construct against each other. For the purposes of comparison, the former should be greater than the latter (Fornell & Larcker, 1981). The bold diagonal in Table 6 represents the square roots of AVEs, whereas the

off-diagonal figures represent the correlation among constructs. Comparing the bold diagonal values to the off-diagonal ones, we determine that all constructs meet the condition of discriminant validity.

<Table 5> Test of convergent validity

	Cronbach's α	Composite Reliability	AVE
Blocking (TCBLO)	.884	.928	.812
Contents hiding (TCCHD)	.879	.912	.676
Deleting (TCDEL)	.87	.921	.795
Gender masking (TCGMS)	.839	.926	.861
Unfollowing (TCUNF)	.868	.919	.791
Reporting (TCREP)	.900	.938	.834
Benevolence (TBENE)	.840	.926	.862
Competence (TCOMP)	.898	.952	.908
Integrity (IINTEG)	.889	.948	.900
Functionality (TFUCNT)	.895	.935	.827
Helpfulness (THELPH)	.817	.916	.845
Reliability (TRELB)	.920	.949	.862
Perceived sexualization (PSEX)	.878	.942	.890
Disposition to trust (DISPTT)	.862	.913	.778

<Table 6> Fornell - Larcker test results

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)
1. TCBLO	.901													
2. TCCHD	.611	.822												
3. TCDEL	.693	.650	.892											
4. TCGMS	.674	.716	.704	.928										
5. TCUNF	.644	.668	.672	.587	.889									
6. TCREP	.578	.639	.754	.595	.700	.913								
7. TBENE	-.019	.075	.003	.074	.057	.076	.928							
8. TCOMP	-.012	.082	.054	.068	-.01	.085	.847	.953						
9. IINTEG	.016	.153	.071	.113	.068	.137	.830	.862	.949					
10. TFUCNT	.140	.213	.176	.208	.165	.208	.682	.742	.739	.909				
11. THELPH	.115	.219	.125	.161	.133	.171	.740	.812	.796	.829	.919			
12. TRELB	.014	.143	.039	.053	.062	.117	.769	.826	.871	.768	.852	.929		
13. PSEX	.151	.166	.177	.143	.280	.212	-.077	-.103	-.106	-.018	-.076	-.110	.944	
14. DISPTT	.022	-.012	.046	.019	.063	.060	.734	.689	.698	.549	.591	.590	.002	.882

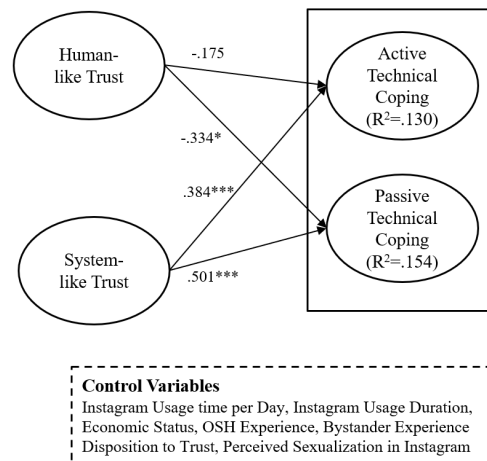
Note: Square root of AVE along the diagonal is in bold.

5.2 Structural Model Analysis Results

After confirming the soundness of the measurement model, we evaluate the structural model and hypotheses. Before evaluating the structural relationship, we examined the collinearity to reduce the bias of the results. The latent variables' VIF values ranged from 1 to 2.576, which meets the threshold of less than 3 (Hair et al., 2019).

To assess whether the direct hypothesized paths were supported, we examined the path coefficients and t-values for each hypothesized direct path (See <Fig. 1>). Human-like trust in active technical coping was negative and non-significant ($\beta = -0.175$; $t = 2.419$); thus, rejecting hypothesis 1. In the case of reporting, there has been a significant shift in recent times towards AI reviewing automatically reported accounts and posts on various platforms, thereby enhancing operational efficiency. Consequently, with respect to the trust placed in platform service providers as proposed in this study, the adoption of AI-driven reporting implies transferring the legal responsibility for reported content to the service provider. Therefore, it is possible that the nuanced implications of essential functions of AI in the changed reporting landscape, such as the transfer of legal liability, may not be adequately reflected in the concept of human-like trust. In contrast to active technical coping, human-like trust in passive technical coping

was negative and significant ($\beta = -0.334$; $t = 2.479$, $p < 0.013$); thus, supporting hypothesis 2. Furthermore, system-based trust in active technical coping was positive and significant ($\beta = 0.384$; $t = 3.023$, $p < 0.003$). Thus, hypothesis 3 was supported. Finally, system-like trust in passive technical coping was positive and significant ($\beta = 0.501$; $t = 4.232$, $p < 0.000$); thus, supporting hypothesis 4.



<Figure 1> Results of Structural Model Analysis

Regarding the control variables, it was observed that the time spent using Instagram per day in active technical coping is positive and significant ($\beta = .145$; $t = 2.419$, $p < .016$). Online sexual harassment in Instagram in passive technical coping is negative and significant ($\beta = -.154$; $t = 2.320$, $p < .021$). Meanwhile, perceived sexualization on Instagram on both active technical coping ($\beta = .215$; $t = 3.383$, $p < .001$) and passive technical coping ($\beta = .209$; $t = 3.475$, $p < .001$)

<Table 7> Hypotheses Results

Hypotheses		Effect size	T statistics	P values	Decision
H1	Human-like trust→Active technical coping	-.175	1.205	.229	Not supported
H2	Human-like trust→Passive technical coping	-.334	2.512	.012	Supported
H3	System-like trust→Active technical coping	.384	3.050	.002	Supported
H4	Human-like trust→Passive technical coping	.501	4.364	.000	Supported

is positive and significant. None of the other control variables significantly impact both types of technical coping. For example, bystander experience on Instagram in active technical coping ($\beta = .092$; $t = 1.381$), bystander on Instagram in passive technical coping ($\beta = .080$; $t = 1.308$), the trust in active technical coping ($\beta = -0.039$; $t = 0.348$), disposition to trust in passive technical coping ($\beta = -.006$; $t = .059$), Instagram usage time to passive technical coping ($\beta = .127$; $t = 1.843$), online sexual harassment in Instagram in active technical coping ($\beta = -.050$; $t = .772$), economic status in active technical coping ($\beta = -0.049$; $t = 0.768$), and the economic status in passive technical coping ($\beta = -.013$; $t = .207$) have no significant impact.

VI. Discussion

This study systematically verified the effects of two types of trust on two types of technical coping strategies. A hypothesis test reveals that system-like trust and human-like trust affect the two technical copings (i.e., active and passive coping) differently. In the case of

system-like trust, it has a positive effect because it is the belief that the two coping actions will work well technically. However, in the case of human-like trust, since trust in the platform provider is premised based on trust, technical coping, which reduces and avoids platform use, has been found to have a negative effect. Active coping, which reports the problem situation to the platform provider in the problem situation, turned out that human-like trust did not affect it.

In the context of our study's results, system-like trust exhibited a positive influence on both passive coping intention and active coping intention, thus serving as a motivating factor for individuals to proactively report issues. Furthermore, system-like trust in platform operators played a role in reducing passive SNS usage behaviors, such as concealing one's account, when it was established. This finding is closely related to how companies operating SNS platforms handle situations involving cybercrimes.

To elucidate this correlation, let us examine the Nth room incident, a noteworthy instance of child exploitation dissemination that transpired in South Korea in 2020. In this

particular case, the distribution of illicit videos occurred on various social networking platforms, with Telegram being a prominent channel employed for these unlawful activities. The platform did not proactively cooperate with investigations or take preemptive steps to address the problem, failing to assume social responsibility. Consequently, it continued to be used for various forms of financial fraud and further instances of child exploitation sharing.

As awareness of such platform behavior develops among users, it can lead to a low level of trust that reporting problems on the platform will lead to effective resolution. Moreover, if platform developers continually enhance technical coping features that empower users to protect themselves from various forms of crime, users can configure specific options for reporting, including specifying reasons for reporting and post-reporting processing methods. This ability to adjust the extent of their reporting can help users develop greater trust in the reporting functionality. Therefore, it is crucial for platform administrators to continuously add features and promote them to increase user adoption, from the perspective of platform management.

VII. Conclusion

The results of this study have the following

theoretical contributions. First, this research examines the antecedents of coping behavior that can reduce the use of SNSs. Chen et al. (2014) indicated that most studies on SNS use have focused on activating use, sharing information, and strengthening interactions. However, in many cases, the use of SNSs stops due to people's needs or environmental factors. Furneaux and Wade (2011) discussed the various factors affecting IS discontinuance intention. They state that when discontinuance factors (e.g., change force) and use retention factors (e.g., inertia) work together, discontinuance intention is determined based on which has the greater effect. This study noted that social interaction or information-sharing within SNSs may not be activated if people concerned about cybercrime or who have experienced crimes become passive in using SNS. Therefore, this study contributes by using the function of technology but focuses on the coping strategies, reveals the situation in which technology is used passively, and identifies the factors that affect it.

Furthermore, in this study, technical coping was presented because the coping strategy, which was limited to the existing psychological mechanism, can be changed according to the function of technology. Moreover, this study is significant because it advanced coping research by categorizing technical coping into active and passive. We validated our research model based on the trust formed within the platform

as a psychological motivation that can induce this behavior. Through this, we contribute to the theoretical significance by highlighting that online harassment is inherently formed within technical affordances, leading to the establishment of boundaries for behavior. Furthermore, we shed light on the factors influencing coping strategies in online environments, based on this theoretical foundation. Additionally, because trust affects each coping differently, the existing study has advanced theoretical implications that trust simply harms coping (Chen et al., 2022). Trust is specifically divided into system-like trust and human-like trust in this study, and in the case of technology-based services, trust in the technology itself and trust in the provider that operates the technology is recognized as a concept of trust.

This study also makes the following practical contributions. Using technical coping actively from the platform provider's perspective reduces damage by responding to illegal use at the individual level. However, because active sharing of information is the basic activation method of SNSs, the ability to gradually hide information or block the other user is a technology that opposes information-sharing activation. Nevertheless, rather than altogether discontinuing the use of the platform due to extreme damage or the approach of someone a person wants to avoid, using it passively is a way to maintain users

continuously from a long-term perspective. Accordingly, various platforms suggest functions in the form of disclosing only limited information or arbitrarily adjusting relationships with other users if the user so desires. However, technical coping has not been systematically addressed in IS research. As a result, the first step in this study is to reveal the effect of technical coping and the factors affecting technical coping behavior. The results of this study demonstrated that trust in technology activates coping behavior in cybercrime situations, but when trust in the platform provider is strong, coping behavior decreases. Therefore, even when a problem occurs, SNS use does not decrease. This suggests that while platform providers must provide technologies that can technically perform coping, enabling users to continuously build trust in platform providers is important for platform activation. According to the findings of this study, when users have trust in technology as a foundation, they tend to actively report criminal situations and also engage in passive coping. Therefore, it is recommended to encourage reporting to increase the reporting of problematic accounts or posts and reduce passive coping, where users refrain from sharing information. To achieve this, it is essential to establish trust in platform providers. To do so, platforms should consistently advertise their proactive review and appropriate response strategies when

individuals report crimes or situations with a high likelihood of occurrence. This can be exemplified through the use of AI at the platform level or manual review by the operational team, highlighting how reporting as a technology serves its intended purpose and functions in the desired direction, thus fostering system-like trust.

Furthermore, building trust in platform administrators themselves is crucial. This can be achieved by demonstrating proactive accountability, actions, and legal responsibility when actual crimes occur. It is essential to reduce unnecessary passive coping behaviors by decreasing the likelihood of information being circulated in a closed and secretive manner. Instead, efforts should be made to establish a culture of responsible social media use, promoting transparency and accountability.

This study has the following limitations with future research. First, it considers cybercrime situations as online sexual harassment. Due to the nature of sexual harassment, it is limited in that respondents only include women. Therefore, it is necessary to discuss the type of results that can be derived when gender becomes more diverse. Furthermore, in the case of technical coping, experiences of technical coping can influence the intention of future coping behaviors. Therefore, there is a need to control the existing experience in future research. In addition, since this study was conducted in South Korea, cultural

differences exist in responses to the Internet environment, so there is a limit to generalizing the study results. Therefore, discussing whether to do more active technical coping in similar situations is possible in other countries. One of the limitations of this study is that it focused on the platform Instagram to examine technical coping behaviors and developed survey items accordingly. Instagram is a photo-based platform, and while some aspects of blocking accounts are similar to other social media platforms, it has unique characteristics, such as the ability to maintain anonymity, hide personal identity, and create multiple accounts without revealing one's gender. Therefore, some of the technical coping intentions used in this study, particularly within the passive coping category, may need to be adapted to fit the functionalities of different platforms. Consequently, in future research, it would be valuable to diversify technical coping strategies for platforms that are not based on social media but involve online social relationships, such as online gaming platforms, or social networking services that do not rely on anonymity but focus on real-name identity. Additionally, there was no separate question about ignorance, which is commonly used in the context of sexual harassment. This is because this study focuses solely on technical coping, leaving out other types of coping. Future research should consider the impact of trust on a comprehensive coping strategy that

includes technical coping. In this study, we primarily focused on discussing the impact of two forms of trust on active and passive coping intentions. Previous research has traditionally explored various factors influencing coping strategies from the perspectives of perpetrators, victims, and bystanders. They have examined how individual characteristics, organizational features, or past experiences from these different perspectives can lead to variations in coping strategies. While our study did not encompass variables such as past experiences, we considered the possibility that environmental factors related to the intensity and severity of cybercrimes, which can be influenced by trust in platform providers or functionalities, may act as moderating variables affecting whether individuals choose to utilize these resources or not. Therefore, future research should validate an expanded research model that considers environmental factors as moderating variables that may influence coping intentions.

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<Abstract>

When in danger, who will help you? Two types of trust in technical coping on online platforms

Lee, Saerom

Purpose

Social networking service (SNS) platforms employ distinct networking strategies to meet the varying needs of their users, resulting in divergent sets of technological functionalities offered by each platform. Consequently, unique features on various SNSs give rise to distinct social issues. Moreover, the available technical coping mechanisms for users vary significantly across platforms.

Design/methodology/approach

Therefore, this study analyzes the factors affecting technical coping intention based on technical functions of SNSs for users exposed to cybercrime, such as sexual harassment. We divide coping intention into active and passive coping intention. Furthermore, this research focuses on trust as an antecedent of coping intention and verifies how human and system-like trust affects two coping intentions in different directions.

Findings

Findings reveal that system-like trust significantly affects both active and passive coping intention as a belief in whether the technology will work properly. However, in the case of human-like trust, trust in the platform provider was found to negatively affect passive coping, which is considered unsocialized behavior on SNS platforms. Therefore, both human-like and system-like trust for the platform must be appropriately applied to cope with the problem while activating the platform.

Keyword: System-like Trust, Coping Strategy, Online Sexual Harassment, Social Media Platform, Technical Coping Intention.

* 이 논문은 2023년 11월 10일 접수, 2023년 11월 20일 1차 심사, 2023년 12월 2일 게재 확정되었습니다.