Factors Affecting Immoral Behaviors in Social Networks based on Planned Behavior Model

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Abstract: The proliferation of social networks and their many capabilities has become a double-edged sword that people use both morally and immorally. The purpose of this study is to find the important factors affecting the moral decisions of individuals, which is based on the theory of planned behavior (Theory of Planned Behavior). For this purpose, four different scenarios have been designed that have been used in the final questionnaire to examine the impact of different factors on the moral or immoral behavior of individuals. A total of 660 valid answers were collected from the questionnaires, which were analyzed through the partial least squares' technique - structural equation modeling. The results showed that attitude is the most effective factor, followed by perceived behavioral control and mental norms of individuals as influential factors on moral decisions. Finally, the role of different scenarios as a moderator was investigated and the results showed that the intensity of the relationship between the factors identified in different scenarios is different.

Introduction

In recent years, social networking sites[3] (SNSs) They have become an important tool for social communication and information exchange. Facebook alone has more than 2.2 billion users, which means that one third of the world's population is using it (Edwards, 2014)[4]. Understanding SNSs has raised many concerns about ethical issues associated with their use. These include monitoring employee performance (Rothberg, 2008)[5], using user data for tabloid purposes (Reynolds, 2011)[6], privacy (Hall et al., 2011)[7], inappropriate user content (Plochet and Carl, 2009)[8], Sai Beri harassment (Kwan & Scurric, 2013)[9], cyberbullying (Krishnan et al., 2010)[10], and cyber addiction (Balchi and Golcho, 2013)[11]. Social networking sites are one of the most powerful information and communication technologies that communicate between people and provide a huge amount of information and entertainment on the Internet. These concerns highlight the importance of ethics and ethical awareness of SNSs (Light and McGrath, 2010)[12]. In order to increase responsibility and make moral decisions, individuals should be guided in the early stages of the formation of moral character through education and moral discussions. Since the presentation of any solution to any problem requires accurate identification, it is necessary to find the factors influencing such behaviors before theorizing about ways to improve the moral situation in virtual environments. In this regard, the present study will be

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[3] Social Networking Sites

[4] Edwards

[5] Rothberg

[6] Reynolds

[7] Hull et al.

[8] Peluchette and Karl

[9] Kwan and Skoric

[10] Krishnan et al.

[11] Balci and Gölcü

[12] Light and McGrath

an attempt to find the factors affecting ethical or immoral behaviors in the world of information technology, which is based on a model of planned behavior.

Theoretical foundations and background of research
Social Networking Sites (SNSs)
The Internet offers an endless range of attractions for users. Statistics show that there were 2.7 billion Internet users in the world in 2014 (key ICT indicators for developing and developed countries in 2014), which covers 38.8% of the world's population. SNSs, meanwhile, are powerful tools that provide relevant content for enthusiasts.

Based on the definition of Boyd and Ellison (2007)[1] network site Social are web-based services that allow people to 1- create public profiles within the system; 2. Provide a list of other users and people related to you; 3- Be able to review and view the lists of communications created by oneself and others. The gender of these connections may vary from site to site. Facebook is the most popular social network, with more than 2.2 billion active users by 2012 (Whitaker, 2012)[2]. Other popular social networks such as Google+, Twitter, WhatsApp, Telegram, LinkedIn and Instagram have each gathered a large population of users from around the world. According to statistics provided by Statista.com, in 2017, there were 2.46 billion social network users.

Theory of Planned Behavior (TPB)
Various theories and models have been proposed to examine the relationships between different factors and individuals' behavior. One of these theories is the Theory of reasoned action proposed by Fishban and Ajzan (1975)[3]. This theory examines the voluntary behaviors of individuals. Components later extended this theory to the Theory of Planned Behavior Suggested (1985)[4]. These two theories are among the most widely used theories in the field of voluntary behavior of individuals. According to the theory of planned behavior, behavioral intention is preceded by three factors: Attitude, Subjective norms, and Perceived Behavioral Control. Is seen. According to component theory (1985), this theory can be used in voluntary behaviors and activities and in different behavioral situations. Figure 1 shows the view of this theory.
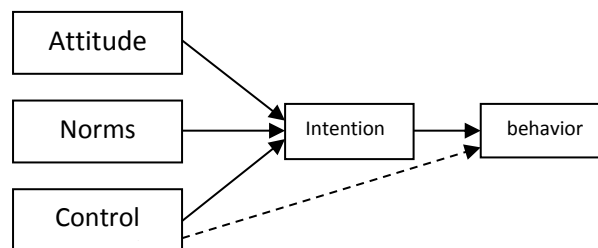

Figure (1): Theory of Planned Behavior

- Attitude, a positive or negative evaluation of a particular behavior Is one of the two infrastructures of behavioral beliefs and evaluation of behavioral outcomes that lead to attitudes toward A behavior to be formed.
- Mental carpenters refer to the social pressure perceived by the individual to do or not to do the behavior under study. According to the above theory, the behavior of individuals, among other things, is influenced by the opinion of others about it, and generally the attitude of others has a direct impact on the behavior of an individual.
- Perceived behavioral control is the degree How a person feels about whether or not a behavior is under his or her voluntary control.

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[1] boyd and Ellison

[2] Whittaker

[3] Fishbein and Ajzen

[4] Ajzen

- Behavioral intention indicates the intensity of an individual's intention and will to carry out the target behavior. According to this theory, behavioral intention is a prelude to real behavior.
- Behavior, in cases where it is voluntary, is always after the behavioral intention and under its control. In planned behavioral theory, the behavior of the main dependent variable is predicted based on the above. However, since it is not possible to examine behavior in this study, behavioral intent is considered as a precursor to behavior.

Armitage and Conner (2001)[1] reviewed 185 studies and concluded that the theory of planned behavior is one of the most important and accurate theories to study the factors affecting the behavior of individuals. Numerous studies have also considered this theory to be effective in the field of information and communication technology (Banerji et al.[2], 1998; Ifindo[3], 2012; Leonard et al.[4], 2004; Namlu and Adobasi[5], 2007). Therefore, since this research is related to the study of factors affecting the moral behaviors of individuals, this theory is a good option to use as the basis of this research.

Related researches

Ethics and social networks are important topics that have been explored in other studies. Light and McGrath (2010)[6] reviewed Facebook with a qualitative perspective and over the course of two years, raised some ethical issues in this context. Goose et al. (2009)[7] addressed issues related to patient-physician relationships that are influenced by social media. Some researchers have addressed the ethical issues raised in Internet research (e.g., Farmer et al. (2009)[8]; Kadushin (2005)[9] and Zimmer (2010)[10]). Clark and Roberts (2010)[11] addressed issues in employers' use of the Internet to manage human resources. These issues have been addressed in other research (e.g., Brown and Wagon (2011)[12], Davison et al. (2011)[13], Sanchez Abriel et al. (2012), Trottier, & Lyon (2012)[14]). The purpose of this study is to investigate the effect of the factors of the planned behavior model on the moral decisions of individuals in social networks according to different scenarios.

Research Hypotheses

It is very difficult to measure the real behavior of people in situations where they face different moral dilemmas. For this reason, this study tries to define different scenarios to examine the behavioral intent of individuals. As mentioned, based on the theories of planned behavior and the theory of rational behavior, behavioral intention is an introduction to real behavior, and since real behavior cannot be examined, behavioral intention as the main dependent variable of this research. In order to identify the effect of a set of variables on the behavioral intention of individuals in moral decisions, the following hypotheses have been considered. Finally, based on these hypotheses, a model of immoral behaviors in the field of social networks is presented.

Attitude[15]

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[1] Armitage and Conner

[2] Banerjee et al.

[3] Ifinedo

[4] Leonard et al.

[5] Namlu and Odabasi

[6] Light and McGrath

[7] Guseh et al.

[8] Farmer et al.

[9] Kadushin

[10] Room

[11] Clark and Roberts

[12] Brown and Vaughn

[13] Davison et al.

[14] Trottier and Lyon

[15] Attitude

Although some researchers view attitude as a factor Reported unimportant (Benerji et al., 1998)[1], many researchers have argued that attitude is an important factor in predicting behavioral intent (Ajzan & Madan, 1986; Erula et al., 2008; Beck & Ajzan, 1991; Chiang et al. Et al., 2009; Cox, 2012; Dabatin et al., 2009; Dorendel & Hogg, 2002; Olson & Zana, 1993; Paradise, 1990)[2]. Attitude, in blue currency _ A person of how desirable or undesirable Refers to an action (Ajzan, 1991)[3]. This factor is shown in the theory of rational behavior (Ajzen and Fishbein, 1969; Fishbein and Ajzen, 1975)[4] and is emphasized in its developed model (Theory of Planned Behavior). Ajzan and Fishbein (1969) showed that attitudes depend on one 's beliefs and values. He has those beliefs and beliefs. Attitude is influenced by the moral judgment of an action (Elise and Griffith, 2000)[5] and is rooted in the characteristics of individuals and moral development (Kalberg, 1975)[6]. The effect of attitude on behavioral intention has been tested in a large number of studies (Vankatesh et al., 1975)[7]. It is expected that individuals, engage more in activities That their attitude towards the action under study is positive. Therefore, the first hypothesis is defined as follows:

Hypothesis 1: A person's attitude has a positive effect on a person's intention to perform an action.

Mental norms[8]
Mental norms refer to a person's perception of the ideas and opinions of people who are important to him. The effect of this factor on behavioral intention has always been questioned, and various researchers claim that mental norms justify only a small part of the variance in behavioral intention (Godin and Cook, 1996; Shepard et al., 1988; Tarkianin et al. Sangost, 2005; Trafimo Wu Final, 1996)[9]. Accordingly, some researchers did not consider this factor in the behavioral model. Contrary to this view, Trafimo (1996)[10] stated that although the effect of r Mental norms is not as effective as attitude, it is still one of the important factors in the study of behavioral intention and its importance depends on the field under study. In a review study, Trafimo (1996) found evidence that there are people who are in control of attitudes and there are people who are more influenced by mental norms. On the other hand, Armitage and Conner (2001)[11] stated that poor performance Mental norms as a structure lie in the weakness of its measurement because many researchers have used the one - item scale to measure it. Armitage and Conner (2001) reviewed 185 studies on the theory of planned behavior and showed that when researchers use a multi - item scale to measure it, a strong logical relationship There are mental norms and behavioral intentions. Hence, in this research Mental norms in order to identify the effect or not of its effect in the context of non - immoral behavior on social networking sites Was examined. More people are expected to engage in activities that are more acceptable to those who matter to them. Accordingly, the second hypothesis is defined as follows:
Hypothesis 2: Carpenters Mental influence on a person 's intention to perform an action Leaves positive.

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[1] Banerjee et al.

[2] Ajzen and Madden; Arvola et al.; Beck and Ajzen; Chiang et al.; Cox; Debatin et al.; Durndell and Haag; Olson and Zanna; Paradice

[3] Ajzen

[4] Ajzen and Fishbein; Fishbein and Ajzen

[5] Ellis and Griffith

[6] Kohlberg

[7] Venkatesh et al.

[8] Subjective Norms

[9] Godin and Kok; Sheppard et al.; Tarkiainen and Sundqvist; Trafimow and Finlay)

[10] Trafimow and Finlay

[11] Armitage and Conner

Perceived behavioral control[1]
Perceived behavioral control refers to the ease with which an action is performed in the individual. Even if you intend to behave If a person is high in a particular behavior, this factor can play an important role in stopping him or her from engaging in that particular behavior. Madan et al. (1992)[2] argue that if people can do it intentionally A behavior in a specific scenario Control, the effect of size PBC can be removed. In fact, it only matters for those actions Which is not in complete control of the individual will (Taj and Connor, 2001). For example, when no one wants to watch a movie _ It does not matter how easy it is to download the stolen movie. On the other hand, when someone _ He wants to download the stolen movie and there is no way to stop him from doing so, PBC Ease of access to the websites that offer this movie. People are expected to engage more in behaviors that seem easier to perform (Bandura, 2006)[3]. Therefore, the third hypothesis is defined as follows:

Hypothesis 3: Perceived behavioral control affects an individual 's intention to perform an action Leaves positive. _ _

Based on the proposed cases and hypotheses, the conceptual model The case study in this research is shown in Figure 2. Based on this model, theoretically It has been hypothesized that when a person is faced with a moral dilemma, variables of attitude, mental norms, and control of perceived behaviors influence a person's decision to perform moral actions. The purpose of this study is to investigate these relationships and their level of importance in the conceptual model. In this model, the effect of different scenarios (which is described in the next section of the article) is also investigated.
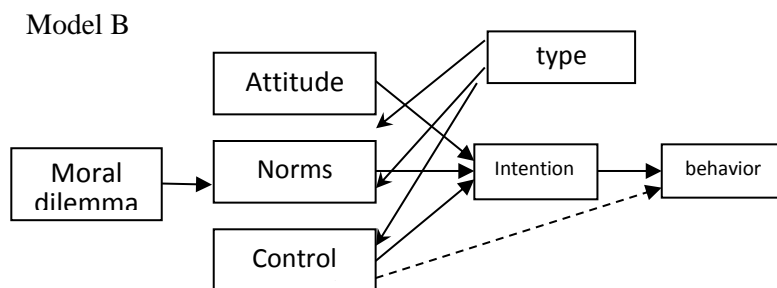
Model B

Figure (2): Research Model

Research Methodology
A: Scenario design
In this study, as in previous researches in the field of unethical behavior, a questionnaire design was used to measure the model structures that indicate the tendency of people to perform unethical behavior when faced with scenarios related to social networks. The scenarios include ethical dilemmas that have been studied before. The details of the scenario design are discussed in the article by Jafar Karimi et al. (2017). In total, four different scenarios have been investigated, which are listed in Appendix No. 1. According to the scenarios, valid measurement tools and items were used in the final questionnaire, which are presented in Appendix No. 2. This questionnaire consists of two sections of demographic information and questions related to the model, which have been approved by 3 experts for content validation. A preliminary study was conducted on 30 people who were selected by convenience sampling method and based on the preliminary analysis of the questionnaire; it was finalized for the main study. Due to the complaints received by the respondents due to the length of the questionnaire, only one scenario was presented for each respondent in the main survey.

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[1] Perceived Behavioral Control

[2] Madden et al.

[3] Bandura

B: Statistical community
The questionnaire of this research was distributed among the students of Mazandaran and Tehran universities and 750 of the total 760 questionnaires were received. According to Hair et al.'s (2013) method, before data analysis, data cleaning was done, and questionnaires with many unanswered data and missing data were checked, as well as questionnaires that indicated the lack of involvement of the respondents. , identified and removed. At this stage, 90 questionnaires were removed, and finally 660 questionnaires were prepared for the final analysis. 40% of the respondents were female and 60% of the respondents were male.

Findings and data analysis
In order to analyze the data, the partial least squares technique - structural equation modeling as well as Smart PLS 3 software were used. For this purpose, the measurement model and the structural model were investigated.

A: Structural model evaluation
To evaluate the measurement model, internal correlation, convergence and diagnostic validity were calculated based on the instructions of Hair et al. [1](2013). Cronbach's Alpha and Composite Reliability tests were used to test internal consistency. In order to measure the validity of convergence, the Average Variance Extracted method has been used, the results of which are presented in Table 1.

Table (1): Measurement model evaluation results

Indicator Reliability		Convergence validity (Convergent Validity)	Internal compatibility reliability (Internal Consistency Reliability)		
Outer Loading (> 0.7)		AVE (> 0.5)	Structural reliability (Composite reliability> 0.7)	Cronbach's alpha (> 0.7)	Variable name
0.921	ATT1				
0.904	ATT2	0.823	0.933	0.892	Attitude
0.896	ATT3				
0.877	SN1				
0.907	SN2	0.776	0.912	0.855	social norms
0.858	SN3				
0.899	PBC1				
0.751	PBC2	0.674	0.861	0.784	Perceived behavioral control
0.807	PBC3				
0.904	INT1				
0.897	INT2	0.787	0.917	0.865	Behavioral intention
0.860	INT3				

According to the table above, all the results show that the variables had an acceptable threshold. On the other hand, in order to ensure the validity of the variables, Former and Larker tests were evaluated. The results of this test are also shown in Table 2.

Table (2): Former and Larker test results

social norms	Perceived behavioral control	Behavioral intention	Attitude	Hypothesis
			0.907	Attitude
		0.887	0.758	Behavioral intention
	0.821	0.257	0.266	Perceived behavioral control
0.881	0.192	0.55	0.64	Mental norms

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[1] Hair, JFJ et al.

As the results show, the values on the original diameter of the matrix (the second root of the extracted values of variance (AVE)), are larger than all the values in the corresponding row and column. This also shows the correlation of indicators with their dependent structures.

B: Test the hypotheses
In order to test the hypotheses, the path coefficient (which is the result of performing the PLS function) as well as the statistics of t and p (which is the result of bootstrapping) were evaluated (Table 3). The results also showed that the model has a good structure and the proposed variables in the model predict the final variable that is a behavioral intention in the field of social networks ($R^2 = 0.626$). Table 3 shows the test results of the hypotheses.

Table (3): Hypothesis test results

to make sense	Statistics (p)	Statistics (t)	Route coefficient (b)	Direction	Hypothesis
Positive and meaningful	0.000	14,335	0.602 ***	Attitude -> Behavioral intention	1
Positive and meaningful	0.018	2,374	0.085 **	Mental norms -> Behavioral intention	2
Positive and meaningful	0.001	3,186	0.087 ***	Perceived Behavioral Control -> Behavioral Intention	3
* p <0.1; ** p <0.05; *** p <0.01; ns: Not Significant					

According to the report shown in the table above, all hypotheses are accepted. This means that all variables have a positive and significant effect on the behavioral intention of individuals. As shown in Table 4, the effect size of each of the independent variables in the model was the most influential factor. Perceived behavioral control and subjective norms were also influential, respectively.

Table (4): Effect volume f ^{2}

Effect volume		Direction (R2 = 0.616)
Interpretation	The value of f2	
big	0.428	Attitude -> Behavioral intention
Little	0.0109	Mental norms -> Behavioral intention
Little	0.017	Perceived Behavioral Control -> Behavioral Intention

Examining the role of scenarios
As explained in the research method section, data were collected through 4 different scenarios in the form of a questionnaire. Since the type of scenarios may affect the assumed relationships in the model, it can be considered. The PLS-MGA test is used for this purpose. As shown in Table 5, the importance of the relationships in the model is not the same in all scenarios.

Table (5): Measurement model evaluation results

Significance level	P Value	T value	Path coefficient	Direction	Scenario type
Meaningful	0	6,968	0.589 ***	ATT -> INT	
	0.106	1,619	NS 0.103	PBC -> INT	Scenario A
Meaningful	0.031	2,166	0.171 **	SN -> INT	
Meaningful	0	9,274	0.573 ***	ATT -> INT	
	0.496	0.682	0.048 NS	PBC -> INT	Scenario B
	0.582	0.55	0.031 NS	SN -> INT	
Meaningful	0	8,537	0.7 ***	ATT -> INT	
	0.761	0.304	0.014 NS	PBC -> INT	Scenario C
	0.53	0.629	0.045 NS	SN -> INT	
Meaningful	0	4.53	0.507 ***	ATT -> INT	
Meaningful	0	3,956	0.281 ***	PBC -> INT	Scenario D
	0.123	1,544	0.14 NS	SN -> INT	

* p <0.1; ** p <0.05; *** p <0.01; ns: Not Significant

The reports in Tables 6 to 9 show the results of comparing each scenario with the rest of the scenarios.

Table (6): Examining the role of scenario A compared to other scenarios

p-Value (A vs D)	p-Value (A vs C)	p-Value (A vs B)	Path Coefficients-diff (A - D |)	Path Coefficients-diff (| A - C |)	Path Coefficients-diff (| A -B |)	
0.28	0.821	0.438	0.082 [NS]	0.11 [NS]	0.017 [NS]	ATT -> INT
0.969	0.131	0.289	0.177 [NS]	0.089 [NS]	0.055 [NS]	PBC -> INT
0.403	0.123	**0.082**	0.03 [NS]	0.126 [*]	0.14 [NS]	SN -> INT

* $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$; ns: Not Significant

As Table 6 shows, the role of subjective norm in scenario A differs from scenario B, but there is not much difference in the rest of the scenarios.

Table (7): Examining the role of scenario B compared to other scenarios

p-Value (B vs D)	p-Value (B vs C)	p-Value (B vs A)	Path Coefficients-diff B - D |)	Path Coefficients-diff (B -C |)	Path Coefficients-diff (| BA |)	
0.307	0.887	0.565	0.065 [NS]	[NS] 0.127	0.017 [NS]	ATT -> INT
0.995	0.302	0.705	[NS] 0.232	0.034 [NS]	0.055 [NS]	PBC -> INT
0.857	0.559	0.93	0.11 [NS]	0.014 [NS]	0.14 [NS]	SN -> INT

* $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$; ns: Not Significant

The contents of Table 7 show that there is not much difference in the relationship between scenario B and other scenarios.

Table (8): Examining the role of scenario C compared to other scenarios

p-Value (C vs D)	p-Value (C vs B)	p-Value (C vs A)	Path Coefficients-diff C - D |)	Path Coefficients-diff (C -B |)	Path Coefficients-diff (| CA |)	
0.081	0.109	0.175	0.192 [*]	[NS] 0.127	0.11 [NS]	ATT -> INT
0.999	0.709	0.869	[NS] 0.266	0.034 [NS]	0.089 [NS]	PBC -> INT
0.801	0.441	0.882	0.096 [NS]	0.014 [NS]	[NS] 0.126	SN -> INT

* $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$; ns: Not Significant

Table 8 shows that the role of ATT in behavioral intent is stronger in scenario C than in scenario D. But the rest of the relationship is no different in all scenarios.

Table (9): Investigate the role of Scenario D compared to other scenarios

p-Value (C vs D)	p-Value (C vs B)	p-Value (C vs A)	Path Coefficients-diff C - D |)	Path Coefficients-diff (C -B |)	Path Coefficients-diff (| CA |)	
0.917	0.689	0.711	[NS] 0.192	0.065 [NS]	0.082 [NS]	ATT -> INT
0	**0.004**	**0.027**	0.266 [***]	0.232 [***]	0.177 [**]	PBC -> INT
0.206	0.157	0.595	0.096 [NS]	0.11 [NS]	0.03 [NS]	SN -> INT

* $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$; ns: Not Significant

Table 9 shows that the role of PBC in behavioral intention is much stronger in scenario D than in the other scenarios, but the rest of the relationships are not different in all scenarios. According to the results, the proposed research model was approved.

Discussion and conclusion

In the model of planned behavior attitude (ATT) has been shown to be an influential factor in predicting behavioral intention and many researchers have reported its importance (Madden and Ajzen, 1986; Arola et al., 2008; Chiang et al., 2009); Cox, 2012; Debatin et al., 2009). The results of this study also support the effect of this factor in the field of unethical/ethical behavior in SNSs. The results show that attitude is the most important predictor of people's behavioral intention. This significant effect shows that in order to create an ethical culture in social networking sites, most of the efforts should be made in the direction of changing attitudes. The positive effect of mental norms (SN) was also supported in this study. This relationship is also in line with the theory of TPB (Ajzan, 1985). Although some researchers believe the variable SN is not important (e.g., Benerjee et al., 1998; Leonard et al., 2004; Shepard et al., 1988; Sparks et al. [1], 1995) and the weaker It is a variable in TPB (Shepard et al., 1988), but this study shows the opposite. Empirical evidence of variable role Supported SN in the overall model. As a probable cause, it can be concluded that personal normative attitudes and beliefs are the most important factors in activities that can be anonymous. However, it varies in activities that cannot be anonymous _ SN becomes more important. In other words, it can be assumed that people instead of variables SN, when there is no one to judge them, they consider their attitude. Instead, they will condemn their behavior if they find themselves in a situation where others feel They think less about their attitude and more. The social norm becomes important to them.

Empirical evidence reported the positive effect of perceived behavioral control (PBC) on behavioral intention. This means that most people do activities that they feel are more comfortable. This is consistent with the TPB and other studies that consider PBC to be a strong predictor of behavioral intent (e.g., Ajzan, 1991; Armitage & Conner, 2001). Because PBC is defined in this study as the ease of performing a particular behavior, it indicates an individual 's ability to use ICT. Recognizing that this factor has value, as governments around the world strive to develop high - level information literacy learners internationally. Although a society with a high level of ICT literacy brings many benefits, it may also increase the unethical use of information and communication technology. A simple solution is to restrict access to SNSs to solve this problem as is used in some countries (AFP, 2013). This method is used in some countries has been used (Christensen, 2009). But no progress has been reflected in ethical behavior and in some cases, it has even made matters worse. Because people are always able to use new ways to access blocked content (Vilno and Farris, 2008; Jones et al., 2003), and it is common for young people to bypass these filtering systems, this method only Limits adult supervision. Only in the real world can adults act as mentors to teach young people how to behave ethically. Without adults as mentors, more curious youth will be alone in the SNS environment with no one else to teach them how to be a moral person.

Summary and future suggestions

Social networking sites have a broader meaning than dating and networking. Politicians use social media to connect with citizens and businesses to communicate with their customers. Some may also use it to spread rumors and spread lies. The high impact of social media has led to irreparable disasters if misused. As mentioned, this study has tried to investigate the factors affecting the immoral behaviors of people in social networks that these factors were derived from the planned behavior model. On the other hand, the impact of these factors in different situations and scenarios was also examined. For this purpose, a questionnaire was designed to collect the necessary data. Four different scenarios were designed to answer questions in different situations. According to the results, all hypotheses were confirmed and also according to the type of scenarios, the intensity of the relationship changed. This research can be investigated and expanded from several other aspects. The proposed model can be tested and confirmed in different fields, examples and other scenarios. A cross-cultural study with a similar concept is also an interesting topic for future research. Also, the focus of this research was on the use of TPB. Further studies can use other theoretical theories. For example, behavioral decision theory (Simon, 1955) or motivational model (Walder, 1997) can be used to predict ethical or unethical behavior in SNSs. Finally, the role of policies and laws can be examined in future researches.

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[1] Sparks et al.

Since the use of probabilistic statistical samples is practically impossible in this type of research, the most important limitation is the generalization of the findings to the total statistical population. As K. _ Another issue, it should be noted, is that the focus of this research is on ethical issues and the factors that influence individuals ' decision - making in different situations. As a result, they reflect the consequences of the decisions of ordinary social people who do not necessarily intend to engage in immoral behavior. People of Who are inclined to engage in immoral behaviors, if they wish to do so. _ In this section, the intent is about moral dilemmas and people who are unsure about distinguishing between moral and immoral behavior. As a result, in this study, there is no distinction between people with higher levels of IT skills. _ As a result, along with PBC agents, no other option that reflects the level of IT competence is not considered in this study that can be considered in future research.

Appendix 1: Scenarios

- **Scenario A**: Saeed is the manager of a new company that has hired new employees for an important position. By reviewing the resumes of the applicants, he finds two qualified engineers for the position. However, he is unsure which one to hire. He decides to check their Facebook and discovers that one of the applicants is pregnant and assumes that she may not be able to function properly. Finally, he decides to reject the application of the pregnant applicant and hire another applicant, while giving an excuse other than the applicant's pregnancy to reject her application.
- **Scenario B**: Ali recently feels that their marital relationship has changed. He feels that maybe there is someone else in his wife's life. Since he is a skilled programmer, he decides to write a program to monitor his wife's Facebook activities such as comments, likes and shares. This program sends a daily report of activities to Ali's email. He hopes to gain important information by tracking his wife's daily activities
- **Scenario C**: Maria's laptop was recently stolen. Fortunately, he has installed an app that takes photos and sends them to his email at certain times. Shortly after the laptop was stolen, he received a number of photos of the new owner of the laptop in various positions. He was not sure if this person was a laptop thief or an innocent person. However, he saw the only way to get his laptop back is to publish the photo of the new owner of the laptop as a thief in the cyberspace through Telegram and Instagram.
- **Scenario D**: Mohammad receives a list of names of people related to bank embezzlement in Telegram. Since this news has not been published in any official media, Muhammad sends the message to his friends without being able to check the authenticity of the news and because of its appeal.

Appendix 2: Questions Related to Variables

Questions	Items	Variables
If I were X, I would do the same thing he did.	INT1	**Behavioral intention**
Depending on the circumstances, I could have acted like X.	INT2	
I may behave like X in the future.	INT3	
Decision X was a good decision.	ATT1	**Attitude**
Decision X was a wise decision.	ATT2	
Decision X was a useful decision.	ATT3	
If I did what X did in this scenario, those around me would approve.	SN1	**Mental norms**
If I did what X did in this scenario, many people who are important to me would approve.	SN2	
In a similar situation, many people who are important to me think that I should do something like what X did in this scenario.	SN3	
If I wanted to, I could easily do something like what X did.	PBC1	**Perceived behavioral control**
It's technically easy for me to do something like X did in this scenario.	PBC2	
I can do what X did without having to tell anyone how.	PBC3	

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