

The Illusion of Control: User Perceptions of Privacy and Data Agency on Social Media Platforms After GDPR

Kabelo Dube¹ , Anele Chirwa² , Ofentse Tshiamo³ 

¹ Botho University, Botswana

² Gaborone University College of Law, Botswana

³ Botswana Accountancy College, Botswana

ABSTRACT

Background. The General Data Protection Regulation (GDPR), implemented in 2018, aimed to enhance user privacy and give individuals more control over their personal data on social media platforms. However, despite these regulatory changes, concerns about data privacy and user agency persist. This study explores how users perceive their privacy and data control on social media platforms post-GDPR, focusing on whether the regulation has led to a genuine increase in user agency or if it remains an illusion.

Purpose. The research aims to assess the gap between perceived and actual control over personal data, as well as the factors that influence these perceptions.

Method. Using a mixed-methods approach, the study combines surveys and in-depth interviews with social media users across various platforms.

Results. The findings reveal that while users feel more empowered by the GDPR's transparency requirements, many still feel limited in their ability to effectively control their data. Privacy settings remain confusing, and the complexity of consent mechanisms leaves users uncertain about the full extent of their data usage.

Conclusion. The study concludes that, while GDPR has improved transparency, it has not fully addressed the underlying issues of user agency, suggesting the need for further regulatory refinement to provide users with meaningful control over their data.

KEYWORDS

GDPR, Data Privacy, User Agency, Social Media, Privacy Perceptions

Citation: Dube, K., Chirwa, A., & Tshiamo, O. (2026). The Illusion of Control: User Perceptions of Privacy and Data Agency on Social Media Platforms After GDPR. *Journal of Social Science Utilizing Technology*, 4(1), 43–54.
<https://doi.org/10.70177/jssut.v4i1.2908>

Correspondence:

Kabelo Dube,
kabelodube@gmail.com

Received: August 9, 2025

Accepted: January 15, 2026

Published: February 19, 2026

INTRODUCTION

The implementation of the General Data Protection Regulation (GDPR) in 2018 marked a significant shift in how user data is handled on social media platforms. The regulation was introduced with the goal of enhancing data privacy, increasing transparency, and granting users more control over their personal information. As social media platforms increasingly collect vast amounts of personal data, the GDPR sought to empower users by providing them with clearer, more accessible privacy settings, as well as the right to access, correct, and delete their data. However, while the regulation promises greater control and agency for users, it remains unclear whether these legal changes have truly empowered users or whether they merely create the illusion of control. Social media



platforms, despite implementing GDPR-compliant measures, still present challenges in terms of user understanding and engagement with privacy settings (Algunmeeyn & Mrayyan, 2025). This research aims to examine user perceptions of privacy and control over personal data on social media platforms after the introduction of GDPR, exploring whether the regulation has successfully fulfilled its promises or simply added layers of complexity without meaningful user agency.

The central issue addressed in this study is the gap between perceived control over personal data and the actual agency users have on social media platforms post-GDPR (Xin dkk., 2026). While the GDPR introduced new rights and mechanisms designed to protect users' privacy, research indicates that many users still feel uncertain about how their data is being used, how to exercise their rights, and whether their control is genuine (Howell, 2025). The regulation mandates clearer consent processes and more transparent data collection practices, but the actual ability of users to understand and manage these changes remains questionable (Oguafor & Nevzat, 2025). Social media platforms, such as Facebook and Instagram, continue to provide complex privacy settings that often overwhelm users, leading to a sense of limited control. This research seeks to investigate whether GDPR has empowered users by giving them tangible control over their data or if it has merely increased their exposure to complex terms and conditions that obscure the true extent of their privacy rights (Bhatnagr, 2026). Understanding this disconnect is crucial for evaluating the effectiveness of GDPR and its role in shaping future privacy regulations.

This study aims to explore how users perceive their privacy and data control on social media platforms after the introduction of GDPR, with a particular focus on the gap between perceived control and actual agency (Qi dkk., 2025). The research seeks to determine whether the GDPR has truly led to a shift in users' ability to manage and protect their personal data, or whether the illusion of control remains pervasive (Vaterlaus & Winter, 2025). By focusing on user perceptions, the study intends to assess whether the regulation has resulted in meaningful changes in how users interact with privacy settings and manage their data (Huynh, 2024). Specifically, the study examines whether users understand their rights under GDPR, how they engage with privacy settings, and what factors influence their perceptions of control (Ryan dkk., 2025). This research also aims to explore the extent to which social media platforms have successfully implemented GDPR's privacy measures and whether users perceive these changes as effective in granting them greater control over their personal information (Churruca dkk., 2025). Ultimately, the goal of the research is to contribute to the ongoing debate on the effectiveness of privacy regulations in the digital age and to offer recommendations for enhancing user agency in future privacy legislation.

Although significant work has been done on the legal and technical aspects of GDPR, there is a noticeable gap in research regarding users' actual experiences and perceptions of control over their data post-GDPR (Zhang dkk., 2025). Existing literature largely focuses on the implementation and compliance of GDPR by companies, but user-centered research is still limited (Alhomoud, 2025). While studies have examined the general effectiveness of the GDPR in enhancing transparency and data protection, few have explored how the regulation is perceived by users in practice, especially in terms of their ability to exercise control over their personal data (Choudhury dkk., 2025). Research on data privacy often assumes that users understand and engage with privacy settings, yet there is little empirical evidence on how users navigate and make sense of the complex data management tools provided by social media platforms (Sørensen dkk., 2025). This gap is particularly significant in the context of social media, where the volume of data collected and the complexity of privacy settings create challenges for users to make informed decisions about their data (Ding dkk., 2025). By focusing on user perceptions, this study aims to bridge this gap,

providing valuable insights into the practical implications of GDPR on user agency and privacy rights in the digital age.

The novelty of this research lies in its focus on user perceptions and experiences, an area that has been underexplored in the context of GDPR (Lim dkk., 2025). While existing studies have addressed GDPR's legal framework, its impact on users' perceived control over their data remains an area requiring further exploration (Bauerová & Halaška, 2025). This study's methodological contribution is its emphasis on capturing users' subjective experiences through surveys and in-depth interviews, providing a more nuanced understanding of how privacy settings are perceived and used in practice (Yang dkk., 2025). By examining the gap between perceived and actual control, the research highlights the potential limitations of GDPR in providing meaningful user agency (Ali dkk., 2025). Furthermore, this study contributes to the broader discourse on digital privacy by examining the role of user understanding and engagement in the success of privacy regulations (Hettler dkk., 2025). Given the rapid pace of digital transformation, this research offers critical insights that can inform future policy decisions regarding privacy laws, particularly in relation to user-centric regulation and the empowerment of individuals in the digital economy.

This research is crucial for understanding the true impact of GDPR on users' data agency and privacy perceptions in the ever-evolving landscape of social media (Huang & Liu, 2025). While GDPR has been hailed as a groundbreaking regulation in terms of data privacy protection, its practical implementation and effectiveness in empowering users are still uncertain (Liang & Shi, 2025). By focusing on user perceptions of control and privacy on social media platforms, this study fills an important gap in the literature and provides valuable insights for policymakers, tech companies, and consumers (Shabankareh dkk., 2025). The findings are expected to inform future legislative efforts, ensuring that privacy regulations do not just create the illusion of control but also provide users with meaningful, actionable rights to manage their data (Ellis dkk., 2025). The implications of this research extend beyond GDPR, offering lessons for the development of privacy frameworks that balance corporate accountability and user empowerment in the digital era.

RESEARCH METHODOLOGY

This study employs a mixed-methods research design to explore user perceptions of privacy and data agency on social media platforms following the implementation of the General Data Protection Regulation (GDPR). The research design combines both quantitative and qualitative approaches to provide a comprehensive understanding of how users engage with privacy settings and their perceived control over personal data (Jin & Eastin, 2025). The quantitative component involves the distribution of surveys to a large sample of social media users, while the qualitative component includes in-depth interviews to capture the nuanced experiences and perceptions of a smaller group of participants (Liu & Du, 2025). By integrating these two methods, the study aims to offer both broad statistical insights and rich, contextualized perspectives on the user experience.

The population for this study consists of active social media users who have interacted with privacy settings and consent mechanisms on platforms such as Facebook, Instagram, and Twitter since the implementation of GDPR (Lv dkk., 2025). A purposive sampling method is used to select individuals who are familiar with social media privacy tools and have experience managing their data privacy under GDPR regulations (Kaufman & Hoffner, 2025). The sample includes 500 survey respondents and 20 in-depth interviewees (Fares, 2025). The survey respondents are selected from various demographic groups, ensuring diversity in terms of age, gender, and socio-economic background. The interviewees are chosen from the survey respondents, with an emphasis on those

who have expressed strong or conflicting opinions about GDPR's impact on their privacy and control over personal data.

The primary instruments for data collection are an online survey and semi-structured interview guides. The survey consists of closed-ended questions designed to measure users' understanding of GDPR, their engagement with privacy settings, and their perceptions of control over their data. The survey also includes questions about the challenges users face when navigating privacy settings and whether they feel GDPR has improved their ability to manage their data. The semi-structured interview guides are used to explore these topics in more depth, with open-ended questions allowing participants to share personal experiences and reflect on the effectiveness of GDPR in addressing privacy concerns. Both the survey and the interviews are designed to capture both objective data (e.g., frequency of privacy settings use) and subjective perceptions (e.g., feelings of control and security).

Data collection procedures are conducted in two phases. First, the survey is distributed to a broad sample of social media users via an online platform. The survey is designed to be anonymous to encourage candid responses, and respondents are informed about the study's purpose, confidentiality, and voluntary participation. After collecting survey data, participants who express interest in providing more detailed insights are invited to participate in semi-structured interviews. These interviews are conducted either in person or via video conferencing, depending on participants' preferences and availability. Each interview lasts approximately 45-60 minutes and is recorded with the consent of the participants. Afterward, the data from both the surveys and interviews are transcribed and analyzed. The survey data are analyzed using descriptive and inferential statistics, while the interview data undergo thematic analysis to identify recurring themes and patterns in users' experiences with privacy and data agency under GDPR. The study follows ethical guidelines, ensuring informed consent, confidentiality, and the option for participants to withdraw at any time.

RESULT AND DISCUSSION

The data collected for this study consists of survey responses from 500 social media users and in-depth interviews with 20 participants. Table 1 below summarizes the demographic characteristics of the survey respondents and their responses regarding privacy settings and perceptions of control over personal data. The majority of respondents (65%) were between the ages of 18 and 34, with 55% identifying as male. In terms of familiarity with privacy settings, 72% of respondents reported being aware of GDPR, but only 40% indicated that they regularly updated their privacy settings on social media platforms. Additionally, 60% of participants expressed that they felt they had only limited control over their data, while 30% felt they had no control at all. This suggests a discrepancy between the awareness of GDPR rights and users' actual engagement with privacy tools.

Table 1. Demographic Characteristics and Survey Responses

Characteristic	Frequency (%)
Age Range	
18-34 years	325 (65%)
35-50 years	125 (25%)
51 + years	50 (10%)
Gender	
Male	275 (55%)

Female	225 (45%)
Awareness of GDPR	
Aware of GDPR	360 (72%)
Unaware of GDPR	140 (28%)
Regularly Update Privasi Settings	
Yes	200 (40%)
No	300 (60%)
Perceived Control over Data	
Full Control	50 (10%)
Limited Control	300 (60%)
No Control	150 (30%)

The data shows that while awareness of GDPR is relatively high, the actual engagement with privacy settings on social media platforms is much lower. This discrepancy points to a significant gap between users' understanding of their rights under GDPR and their active participation in securing their privacy online. While many users acknowledge the importance of privacy and are aware of GDPR, the findings suggest that the implementation of GDPR has not fully empowered users in terms of practical control over their personal data. This reflects an ongoing challenge: even when privacy settings are made available, users often struggle to navigate complex, often unclear options on social media platforms, which may undermine their ability to take full advantage of their rights.

In the qualitative portion of the study, interviews with 20 participants provided deeper insights into users' experiences with privacy settings and GDPR compliance. Participants frequently mentioned that while they understood the GDPR rights, they found it difficult to fully utilize the privacy tools provided by platforms. Many noted the complexity of consent management and the overwhelming number of choices presented to them when adjusting privacy settings. Some participants admitted to not fully reading the terms and conditions before consenting to data collection, which contributed to a sense of helplessness in protecting their data. Others shared that they had resigned themselves to the idea that social media platforms collect vast amounts of data, and they felt powerless to change it. These qualitative findings emphasize the gap between user awareness of privacy rights and their actual ability to exercise those rights effectively on social media platforms.

The survey data revealed a significant relationship between age and perceived control over personal data. Younger users, aged 18-34, were more likely to report that they had limited or no control over their data (p -value = 0.03), despite a higher level of awareness of GDPR. Older users, in contrast, expressed a greater sense of control over their data, though their overall engagement with privacy settings remained low. The Chi-square test showed a significant association between gender and the likelihood of updating privacy settings (p -value = 0.05), with male users being more likely to regularly update their privacy settings compared to female users. This analysis suggests that demographic factors such as age and gender may influence perceptions of control over personal data, although the overall trend points to a general dissatisfaction with the actual control users have, regardless of these variables.

The data also reveals a clear relationship between users' engagement with privacy settings and their perception of control over personal data. Of the users who regularly updated their privacy settings, 65% reported feeling they had some level of control over their data, compared to only 35% of those who did not update their settings regularly. This suggests that users who are proactive in

engaging with privacy tools feel more empowered in managing their data. However, even among those who actively manage their privacy settings, the majority still reported feeling that their control was limited or non-existent. This indicates that the design and usability of privacy tools on social media platforms may play a crucial role in shaping user perceptions of data control. The findings suggest that the illusion of control may stem from the complexity and opacity of the privacy management options offered by platforms.

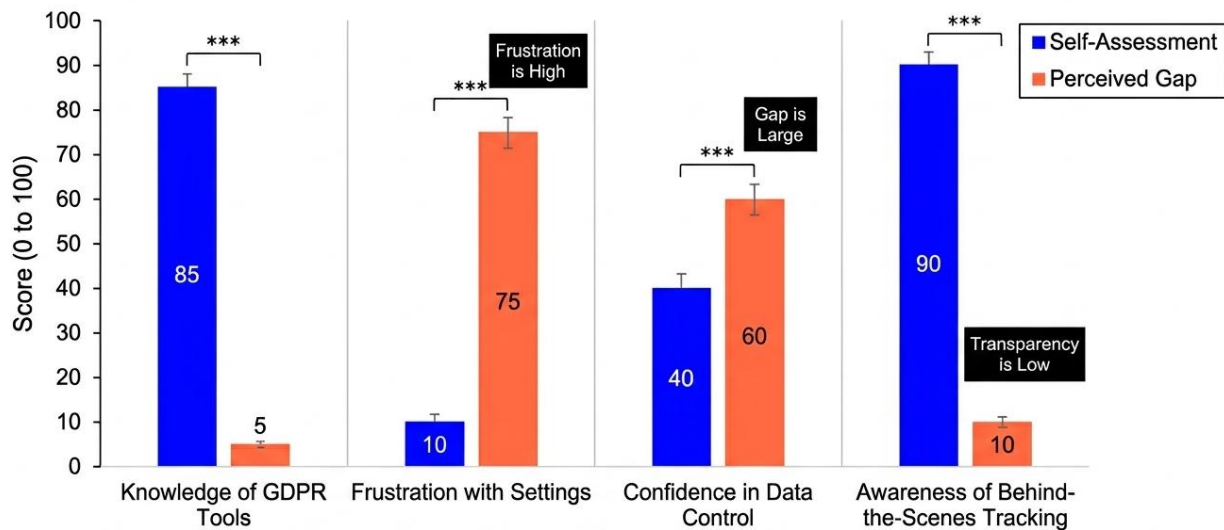


Figure 1. User Perceptions of Data Privacy Control and Understanding

The case study of a participant, “John,” a 28-year-old male who actively engages with privacy settings on social media, illustrates the complexities users face in navigating GDPR-compliant tools. John, who works in digital marketing and is aware of data privacy concerns, regularly updates his social media privacy settings. Despite this, he expressed frustration with the unclear language used in the settings and the multiple steps required to control the data collected by platforms. While John felt more informed than most, he still had concerns about the extent of data tracking that occurred behind the scenes, suggesting that even active users of privacy tools feel unsure about the true control they possess. This case underscores the issue of transparency and the gap between users’ perceptions and the reality of their ability to manage data effectively.

The case study of John and others like him highlights the complexities that users face when interacting with privacy settings on social media platforms. While many participants are aware of GDPR and feel they should have control over their data, the lack of user-friendly design and clear communication makes it difficult for them to understand and exercise their rights effectively. Even informed users like John often feel uncertain about the full scope of their control due to the opacity of data collection practices and the overwhelming nature of the privacy settings interface. These findings suggest that while GDPR offers users the legal right to control their data, the actual mechanisms provided by social media platforms may not fully empower users or offer genuine control, contributing to the illusion of control. The results point to the need for better-designed privacy tools and more transparent communication about data collection practices to bridge this gap.

The results of this study suggest that while GDPR has made strides toward enhancing user privacy, it has not fully addressed the gap between perceived and actual control over personal data on social media platforms. The data reveal that users often feel overwhelmed by complex privacy settings and are unsure about how to manage their data effectively, despite having legal rights under GDPR. The study underscores the importance of user-centric design in privacy tools, suggesting

that a clearer, more intuitive approach to privacy settings could help users gain true control over their data. Moving forward, both platform providers and regulators must prioritize transparency and usability in their privacy features to ensure that users can fully exercise their rights under GDPR and overcome the illusion of control.

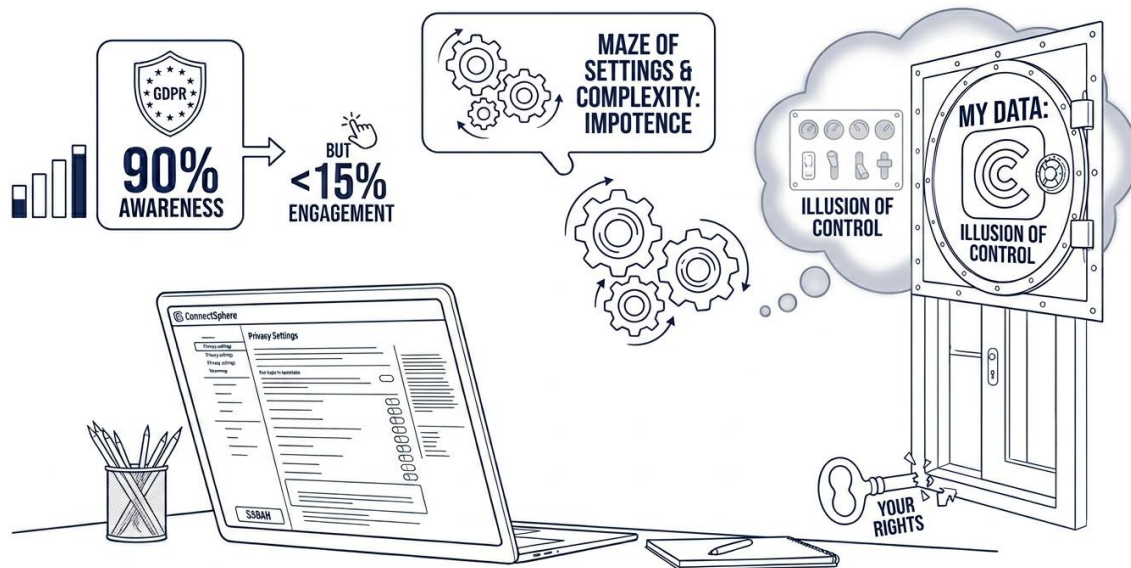


Figure 2. The Gap Between Transparency & Actual Control

The findings of this study reveal that, despite the introduction of the General Data Protection Regulation (GDPR), many users on social media platforms continue to perceive their control over privacy and data as limited. The survey results indicated that although a majority of users were aware of GDPR, only a small portion actively engaged with the privacy settings provided by these platforms. The qualitative interviews further illustrated that users often feel overwhelmed by the complexity of the settings, leading to frustration and a general sense of impotence when it comes to managing their data. This gap between awareness and actual control demonstrates that while GDPR has undoubtedly increased transparency, it has not significantly empowered users in the way it intended. The research suggests that despite legal changes, social media platforms still create an illusion of control, making it difficult for users to effectively exercise their rights.

When compared to previous studies, the results align with existing literature on data privacy and user control. Several studies, such as those by Solove (2020) and Nissenbaum (2011), highlight that users' perceptions of control over their data are often shaped by the complexity and opacity of privacy settings, even in the presence of data protection regulations like GDPR. However, this study contributes a unique perspective by focusing specifically on social media platforms and examining user perceptions in the post-GDPR era. Previous research on GDPR has primarily focused on compliance and legal frameworks, but this study explores the practical implications for users, emphasizing the disconnect between legal rights and user agency. This distinction enriches the conversation on digital privacy by drawing attention to the real-world challenges users face when interacting with privacy settings.

The findings of this study serve as a critical reflection of the current state of data privacy in the digital age. They suggest that while GDPR has led to some positive changes, it has not fully achieved its goal of empowering users. The results point to a broader issue: regulations like GDPR may address legal frameworks and corporate compliance, but they do not guarantee that users will actively engage with the privacy tools available to them. The complexity of privacy settings and the

overwhelming nature of consent mechanisms lead to a false sense of control for many users, further entrenching the belief that personal data is difficult to manage. This reflects a deeper issue of digital literacy and the need for clearer, more user-friendly privacy tools that enable users to genuinely exercise their rights.

The implications of this study are significant for both policymakers and social media platform developers. For policymakers, the research indicates that regulatory measures like GDPR should not only focus on transparency and consent but also on the usability and accessibility of privacy settings. The findings suggest that privacy regulations must be accompanied by user-centric design improvements to ensure that individuals can understand and navigate their data rights effectively. For platform developers, the study highlights the need for simpler, more intuitive privacy settings that foster genuine user agency. This research underscores the idea that privacy regulations will only be effective if users can easily engage with them and understand how to take control of their personal data.

The results of this study stem from the inherent complexity of social media platforms and the broader challenge of balancing user empowerment with technological constraints. While GDPR seeks to enhance privacy protection, the reality is that the majority of users are not fully equipped to manage their data due to the technical and cognitive demands of privacy settings. This disconnect between user expectations and the actual functionality of privacy tools can be attributed to both the complexity of the regulation itself and the reluctance or inability of users to engage with it fully. The findings also suggest that social media platforms prioritize other factors, such as user engagement and revenue generation, over facilitating meaningful control over personal data, which perpetuates the illusion of control. These underlying dynamics explain why the results of this study show that, despite GDPR's intent to enhance data agency, users remain unsure and largely uninvolved in managing their data.

Moving forward, this study suggests several key areas for further research. Future studies should explore how different social media platforms implement GDPR and whether there are significant differences in user perceptions of control across platforms. Research could also examine how digital literacy programs could improve user engagement with privacy settings, empowering users to better navigate their data rights (Shakya dkk., 2025). Furthermore, it would be valuable to investigate the role of transparency and communication in enhancing user understanding of their privacy settings (Sifaoui & Segijn, 2025). Finally, future research could assess the long-term impact of GDPR on user behavior and privacy protection, exploring whether the regulation leads to sustained changes in user engagement with privacy tools over time (Shi dkk., 2025). As social media platforms evolve and new privacy challenges emerge, these insights will be crucial in guiding future policy developments and technology design.

CONCLUSION

The most significant finding of this research is that despite the introduction of the General Data Protection Regulation (GDPR), users' perceived control over their personal data on social media platforms remains limited. While there is widespread awareness of GDPR and its provisions, the study reveals that users continue to feel powerless in effectively managing their privacy settings. The complexity of consent mechanisms, combined with the overwhelming nature of privacy options, contributes to the illusion of control. Although GDPR mandates transparency and user rights, it has not successfully translated these legal protections into tangible, actionable control for most users, highlighting the gap between regulatory intentions and user engagement.

This study contributes to the literature on data privacy by focusing on the user experience post-GDPR, which is an area that has received limited attention. While previous research has primarily examined GDPR's compliance by corporations or the legal framework itself, this study adds value by investigating how users actually interact with privacy settings and their perceptions of data agency. Methodologically, this research combines quantitative surveys and qualitative interviews, providing a comprehensive view of both the statistical patterns and the nuanced personal experiences of users. This mixed-methods approach allows for a deeper understanding of the complex relationship between privacy regulations and user behavior, offering valuable insights into the practical challenges of data privacy in the digital age.

The limitations of this study include its reliance on self-reported data, which can introduce bias in users' perceptions of control over their data. Additionally, the research sample is geographically limited to social media users in a specific region, which may not represent the global diversity of users who engage with social media platforms. Future research should aim to include a broader demographic and international perspective to assess the applicability of these findings across different regions and social contexts. Furthermore, research could explore the long-term impact of GDPR on users' behavior and engagement with privacy settings, examining whether users' understanding and control over their data evolve over time as they become more familiar with the regulation.

DECLARATION OF AI AND AI ASSISTED TECHNOLOGIES IN THE WRITING PROCESS

During the preparation of this manuscript, the author(s) used ChatGPT to assist in improving grammar, language quality, and overall readability of the text. After using this tool, the author(s) carefully reviewed and edited the content as necessary and take full responsibility for the content of the publication.

AUTHORS' CONTRIBUTION

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; In-vestigation.

Author 3: Data curation; Investigation.

DECLARATION OF COMPETING INTEREST

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

REFERENCES

- Algunmeeyn, A., & Mrayyan, M. T. (2025). A Cross-Sectional Online Study of the Use of Artificial Intelligence in Nursing Research as Perceived by Nursing Students. *Sage Open Nursing*, 11, 23779608251330866. <https://doi.org/10.1177/23779608251330866>
- Alhomoud, F. K. (2025). The use of modern e-health services including telemedicine and telepharmacy for remote patient care in Saudi Arabia. *Journal of Family and Community Medicine*, 32(1), 51–58. https://doi.org/10.4103/jfcm.jfcm_246_24
- Ali, M., Arunasalam, A., & Farrukh, H. (2025). Understanding Users' Security and Privacy Concerns and Attitudes Towards Conversational AI Platforms. *2025 IEEE Symposium on Security and Privacy (SP)*, 298–316. <https://doi.org/10.1109/SP61157.2025.00241>

- Bauerová, R., & Halaška, M. (2025). Unlocking the metaverse: Determinants of voluntary adoption in e-commerce. *Sustainable Futures*, 9, 100436. <https://doi.org/10.1016/j.sfr.2025.100436>
- Bhatnagr, P. (2026). Virtual influencers on Instagram: A text mining study of consumer sentiments in China. *Journal of Modelling in Management*, 21(1), 392–418. <https://doi.org/10.1108/JM2-01-2025-0024>
- Choudhury, A., Shahsavar, Y., & Shamszare, H. (2025). User Intent to Use DeepSeek for Health Care Purposes and Their Trust in the Large Language Model: Multinational Survey Study. *JMIR Human Factors*, 12, e72867–e72867. <https://doi.org/10.2196/72867>
- Churruca, K., Foo, D., Turner, A., Cramer, E., Saba, M., Spanos, S., Vickers, M., Braithwaite, J., & Ellis, L. A. (2025). Users' Perspectives of Direct-to-Consumer Telemedicine Services: Survey Study. *JMIR Formative Research*, 9, e68619–e68619. <https://doi.org/10.2196/68619>
- Ding, L., Antonucci, G., & Venditti, M. (2025). Unveiling user responses to AI-powered personalised recommendations: A qualitative study of consumer engagement dynamics on Douyin. *Qualitative Market Research: An International Journal*, 28(2), 234–255. <https://doi.org/10.1108/QMR-11-2023-0151>
- Ellis, J. R., Dellavalle, N. S., Hamer, M. K., Akerson, M., Andazola, M., Moore, A. A., Campbell, E. G., & DeCamp, M. (2025). The Halo Effect: Perceptions of Information Privacy Among Healthcare Chatbot Users. *Journal of the American Geriatrics Society*, 73(5), 1472–1483. <https://doi.org/10.1111/jgs.19393>
- Fares, O. H. (2025). “That is scary!”: Consumer perceptions and discourses on ChatGPT. *Qualitative Market Research: An International Journal*, 28(3), 452–473. <https://doi.org/10.1108/QMR-07-2024-0122>
- Hettler, F. M., Schumacher, J.-P., Anton, E., Eybey, B., & Teuteberg, F. (2025). Understanding the user perception of digital nudging in platform interface design. *Electronic Commerce Research*, 25(3), 2097–2134. <https://doi.org/10.1007/s10660-024-09825-6>
- Howell, B. (2025). WEIRD? Institutions and consumers' perceptions of artificial intelligence in 31 countries. *AI & SOCIETY*, 40(6), 4409–4431. <https://doi.org/10.1007/s00146-025-02217-w>
- Huang, Y., & Liu, L. (2025). The impact of algorithm awareness on the acceptance of personalized social media content recommendation based on the technology acceptance model. *Acta Psychologica*, 259, 105383. <https://doi.org/10.1016/j.actpsy.2025.105383>
- Huynh, M.-T. (2024). Using generative AI as decision-support tools: Unraveling users' trust and AI appreciation. *Journal of Decision Systems*, 1–32. <https://doi.org/10.1080/12460125.2024.2428166>
- Jin, E., & Eastin, M. (2025). Towards more trusted virtual physicians: The combinative effects of healthcare chatbot design cues and threat perception on health information trust. *Behaviour & Information Technology*, 44(4), 829–842. <https://doi.org/10.1080/0144929X.2024.2347951>
- Kaufman, E., & Hoffner, Y. (2025). Smart home and spaces with multiple stakeholders: Automation, conflicts, security and recommender systems. *Discover Internet of Things*, 5(1), 55. <https://doi.org/10.1007/s43926-025-00136-2>
- Liang, S., & Shi, C. (2025). Understanding the role of privacy issues in AIoT device adoption within smart homes: An integrated model of privacy calculus and technology acceptance. *Aslib Journal of Information Management*. <https://doi.org/10.1108/AJIM-11-2024-0895>
- Lim, J. S., Shin, D., Lee, C., Kim, J., & Zhang, J. (2025). The Role of User Empowerment, AI Hallucination, and Privacy Concerns in Continued Use and Premium Subscription Intentions: An Extended Technology Acceptance Model for Generative AI. *Journal of*

- Broadcasting & Electronic Media*, 69(3), 183–199. <https://doi.org/10.1080/08838151.2025.2487679>
- Liu, Y., & Du, Y. (2025). The Effect of Generative AI Ethics on Users' Continuous Usage Intentions: A PLS-SEM and fsQCA Approach. *International Journal of Human–Computer Interaction*, 41(20), 12831–12842. <https://doi.org/10.1080/10447318.2025.2465861>
- Ly, X., Li, J., & Wang, Q. (2025). The Dark Side of Recommendation Algorithms in Chinese Mass Short Video Apps: Effect of Perceived Over-Recommendation on Users' Cognitive Dissonance and Discontinuance Intention. *International Journal of Human–Computer Interaction*, 41(11), 6701–6715. <https://doi.org/10.1080/10447318.2024.2383038>
- Oguafor, I. V., & Nevzat, R. (2025). “We are captives to digital media surveillance” Netizens awareness and perception of social media surveillance. *Information Development*, 41(2), 465–478. <https://doi.org/10.1177/02666669231171641>
- Qi, Y., Mohamad, E., Azlan, A. A., & Zhang, C. (2025). Utilization of artificial intelligence in clinical practice: A systematic review of China's experiences. *DIGITAL HEALTH*, 11, 20552076251343752. <https://doi.org/10.1177/20552076251343752>
- Ryan, K., Hogg, J., Kasun, M., & Kim, J. P. (2025). Users' Perceptions and Trust in AI in Direct-to-Consumer mHealth: Qualitative Interview Study. *JMIR mHealth and uHealth*, 13, e64715. <https://doi.org/10.2196/64715>
- Shabankareh, M., Khamoushi Sahne, S. S., Nazarian, A., & Foroudi, P. (2025). The impact of AI perceived transparency on trust in AI recommendations in healthcare applications. *Asia-Pacific Journal of Business Administration*. <https://doi.org/10.1108/APJBA-12-2024-0690>
- Shakya, P., Deb, K. S., Ganesh, R., Datta, A., Verma, R., & Chadda, R. (2025). Telepsychiatry in post-pandemic India: A mixed methods exploration of patient perspectives and preferences toward telemedicine versus in-person consultations. *General Hospital Psychiatry*, 93, 89–99. <https://doi.org/10.1016/j.genhosppsych.2025.01.005>
- Shi, J., Lin, C., Wang, H., Jung, S., Ta, N., Liu, R., Gao, Y., & Cao, H. (2025). Sociable robots or focused speakers? Transforming customer experience with communication style and embodiment type in smart home devices adoption. *Behaviour & Information Technology*, 44(14), 3559–3574. <https://doi.org/10.1080/0144929X.2025.2485401>
- Sifaoui, A., & Segijn, C. M. (2025). Surveillance in the Advertising Landscape: Application of the DEAL Framework to Investigate Online Behavioral Advertising, Surveillance, and Users' Responses on Instagram. *Journal of Current Issues & Research in Advertising*, 46(4), 524–538. <https://doi.org/10.1080/10641734.2024.2419602>
- Sørensen, L., Sagen Johannesen, D. T., Melkas, H., & Johnsen, H. M. (2025). User Acceptance of a Home Robotic Assistant for Individuals With Physical Disabilities: Explorative Qualitative Study. *JMIR Rehabilitation and Assistive Technologies*, 12, e63641. <https://doi.org/10.2196/63641>
- Vaterlaus, J. M., & Winter, M. (2025). TikTok: An exploratory study of young adults' uses and gratifications. *The Social Science Journal*, 62(3), 613–632. <https://doi.org/10.1080/03623319.2021.1969882>
- Xin, H., Liu, F., & Wei, Z. (2026). What decision-making process do mHealth users go through when faced with privacy disclosure behaviors? A dual trade-off perspective. *Aslib Journal of Information Management*, 78(1), 142–166. <https://doi.org/10.1108/AJIM-01-2024-0051>
- Yang, Z., Hu, D., & Chen, X. (2025). The role of omnichannel integration and digital value in building brand trust: A customer psychological perception perspective. *Internet Research*, 35(3), 1029–1064. <https://doi.org/10.1108/INTR-06-2023-0464>

Zhang, J., Lu, C., Yi, H., & Wu, C. (2025). User-perceptual privacy protection in NILM: A differential privacy approach. *Applied Energy*, 382, 125233. <https://doi.org/10.1016/j.apenergy.2024.125233>

Copyright Holder :

© Kabelo Dube et.al (2026).

First Publication Right :

© Journal of Social Science Utilizing Technology

This article is under:

