

## **Appendix.**

### **Measurement items**

#### Privacy concern

PVC1: I am concerned that the information I submit on WeChat could be misused.

PVC2: I am concerned that a person can find private information about me on WeChat.

PVC3: I am concerned about providing personal information to WeChat, because of what others might do with it.

PVC4: I am concerned about providing personal information to WeChat, because it could be used in a way I did not foresee.

#### Impression management concern

IMC1: I am concerned about saying socially inappropriate things on WeChat.

IMC2: I am concerned what is appropriate and inappropriate when posting on WeChat.

IMC3: I am concerned with putting myself in a “bad light” on WeChat.

IMC4: I am concern that I will look stupid on WeChat.

#### Subjective well-being

SWB1: In most respects, my online social life on WeChat is close to my ideal.

SWB2: The conditions of my online social life on WeChat are excellent.

SWB3: I am satisfied with my online social life on WeChat.

SWB4: So far, I have obtained the important things I want from my online social life on WeChat.

#### Passive SNS use

PSU1: I am very quiet on WeChat.

PSU2: I rarely comment on friends’ posts or status.

PSU3: I often browse WeChat but do not post status updates.

PSU4: I rarely interact with others on WeChat.

#### Continuance intention

CIN1: I intend to continue to use WeChat rather than discontinue its use.

CIN2: My intentions are to continue to use WeChat than other online social networks.

CIN3: If I could, I would like to continue to use WeChat as much as possible.