

Privacy Concern with Social Networking-An Empirical Study

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ABSTRACT: In recent years, social networking plays a vital role in daily life for many. Most of the social networking provides various features like online interaction, getting updates on activities by friends, sending messages privately, sharing photos and archiving events as well as developing new relationships, which also raise privacy, security and trust concerns. So, it is highly essential to examine the effect of security and privacy in social networking. From the survey of 80 respondents the findings suggested that privacy concern has an effect on the users.

KEYWORDS: Privacy, Trust, security and social networking

I. INTRODUCTION

The use of social network sites worldwide has been increasing in recent years. Due to rapid growth of social networking sites such as Face book, Orkut etc millions of individuals try to build a public or semi public profile within a bounded system. More and more attention has been given to understand users' behaviour when they are using the sites. The foremost fear is users are ready to disclose their personal information and to meet new people through SNS. Another motivating factor is to know whether users keenly post information frequently and whom they allow to access the information. The major factor that leads to successful online transactions and interaction is trust. Prior research in e-commerce sites showed that higher the trust, higher the intention to purchase a product and lower the trust, the customer will be less active in disclosing personal information. Hence, privacy concern is a dominant factor in influencing users' trust building. There are much privacy issues that threaten personal information, such as stalkers, child and family abusers, employers and even governments (Jacquie Bowser, 2009).

II. RELATED WORK

Erickson and Kellogg, (2000), states that a digital message can remain in a system for an undefined and undisclosed period, both individuals and organisations need privacy management.

Gefen et al. (2003a) suggests that the primary reason many people do not shop online is a fundamental lack of trust in online transactions.

Chiaromonte and Martinez, (2006); Hass, (2006); Mintz, 2005; Read,(2006) : explains that the reputations of SNSs have been decreased by a number of adverse events publicized by the news media.

Boyd (2007): defines a SNS as a web-based environment that allows users to (1) create a public or semi-public profile within a bounded system, (2) construct a list of user in that system with whom the user maintains connection, and (3) view connection lists and traverse between other connections' profiles.

Dwyer et al., (2007): when people trust in something or someone, it increases their intention to do something via reduced uncertainty about the consequences of an anticipated behavior.

Kirkpatrick (2009), argues that Face book set the default privacy settings in such a way that public users have access to wall posts, photos, and videos posted by an individual.

International Journal of Innovative Research in Science, Engineering and Technology

(An ISO 3297: 2007 Certified Organization)

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Vol. 6, Issue 7, July 2017

Concept of Privacy and Trust in Social networking

Major issue of social networking is privacy and trust concern which is the main focal point of this study. Privacy is defined as, control over the flow of personal information. Trust is defined as willingness to share information and to be at risk because of another party's action based on the expectation that the other will perform a particular action important to the trustee irrespective of the ability to monitor or control that other party. Security is defined as the extent to which a user believes that using a social networking application will be risk free.

Privacy concerns with social network's services.

Social networking is popular among the people and it is no more a secret. They freely interact with anyone regardless of their mutually know each other or not. Though, there is much controversial issue with regard to the social networks services to what extent they maintain the privacy in confidential. There are many possible ways that might make the user's compromise the privacy of their information on the network due to poorly understood defaults, accidental data release and intentional use of private data for marketing purposes by the social networking site, court order and so on. In some circumstance, users want their information to be known only by a small circle of close friends and by strangers. But others reveal personal information to unknown persons which might cause a serious issue in their life. This is not realized by most of them.

III. RESEARCH OBJECTIVES

After reviewing both national and international literature pertaining to concern for privacy in social networking, the researcher identified questions still remained unanswered namely measuring the perceived trust, security and privacy in social networking.

IV. RESEARCH METHODOLOGY

The research paper is based on both primary and secondary data. Primary data is obtained from the respondents to identify the attitude and usage of SNS. The researcher circulated 100 well structured questionnaires and obtained 80 responses. Hence the sample size of research is 80. The researcher adopted frequency analysis and percentage to analyze the data.

V. DATA ANALYSIS

Analysis of data was done using descriptive statistics like frequency table and percentage.

Demographic Profile of Respondents

Table shows the sample demographics of collected data.

Table 1

S.No	Variable	Frequencies	Percentage
1.	Gender		
	Male	36	45%
	Female	44	55%
2.	Age(in years)		
	18-19	42	52.5%
	20-21	28	35%
	22-23	8	10%
	24 and above	2	2.5%
3.	Use Of SNS		
	Don't use	40	50%
	One	12	15%
	Two	8	10%
	More than twice	20	25%

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Vol. 6, Issue 7, July 2017

4.	Duration of usage		
	Don't use everyday	28	35%
	<30minutes	20	25%
	1 hr	14	17.5%
	>2 hr	4	5%
	2 hr and more	14	17.5%

The above table shows that 80 students participated in this study. 45% were male and 55% were female. 52.5% of them belong to the age group 18-19 years while only 2.5% belong to the above 24 years. Half of the respondents do not use SNS. Only 25% of them use more than twice a day. 35% of them don't use SNS every day. 18(22.5%) of the respondents use SNS more than one hour a day and only 50% of them use less than 1/ 2hr a day.

Frequency Table

Items	Frequency	Percent
I am concerned about online identity theft- Privacy-P1		
Valid 2	80	100.0
I feel in control in updating my profile in SNS-privacy-P2		
Valid 2	5	6.3
3	5	6.3
4	67	83.3
5	3	3.8
Total	80	100.0
There are many privacy enhancements that help the users-privacy-P3		
Valid 2	6	7.5
3	3	3.8
4	62	77.5
5	9	11.3
Total	80	100.0
It is honest-Trust-T1		
Valid 2	17	21.3
3	6	7.5
4	57	71.3
Total	80	100.0
It cares about customers-Tust-T2		
Valid 2	3	3.8
3	5	6.3
4	72	90
Total	80	100.0
It is trustworthy-Trust-T3		
Valid 2	2	2.5
4	37	46.25
5	41	51.25
Total	80	100.0
My personal information is protected-Security-S1		

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Vol. 6, Issue 7, July 2017

Valid 2	4	5
3	2	2.5
4	11	13.75
5	63	78.75
Total	80	100.0
Personal information will not be used for other purposes security- S2		
Valid 2	2	2.5
5	78	97.5
Total	80	100.0
I feel secured while sharing personal details- Security- S3		
Valid 2	3	3.8
4	45	56.25
5	32	40
Total	80	100.0

Note: All questions were responded on 5-point likert scale from strongly disagree to strongly agree

From the above it is found that mostly (100%) of the respondents are concerned about identity theft. 83.3% of the respondents totally disagree for control in updating their profile. There are many privacy enhancements that help the users was disagreed by 77.5% of the users. Majority of the respondents do not have confidence in privacy enhancements and trust. Most of users don't feel secured in using SNS.

VI. FINDINGS AND CONCLUSION

Social network and technology have made communication much easier than before. In this study, we have assessed users' privacy concern and trust in social networking. Nearly half of the respondents are not using SNS due to the fear on how much privacy do they still have and the rest of them use SNS in spite of their fear in their mind to interact and maintain social relationship. The research paper highlights what is the present situation on using social network. This study was conducted on a small group of college students which may not cover the general populations of social networking sites users.

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