

IS IT POSSIBLE TO PROTECT YOUR PRIVACY ON SOCIAL MEDIA? NEWLY ACQUIRED FEAR IN YOUNG INDIAN WOMEN FACEBOOK USERS

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Abstract: In this digital age, we all live our lives online. As a result of which companies everywhere are creating large storehouses of data on all of us. Social media apps have the most privacy issues because they are commonly used by almost everyone and many users think the social media apps are really secure and they post whatever they want to on these vulnerable platforms. But little do they know that whatever they upload or search is open for everyone to use. Women have been targeted everywhere, both in real and virtual world and their safety problem is always a topic of debate and discussion. The researcher has used qualitative focus group discussion method to find out the difference between usage of Facebook before and after the revelation of Cambridge Analytica scandal as well as to find if there is any difference in privacy related cyber threat between male and female Facebook users in India.

Keywords- Privacy, social media, Facebook, women's privacy, Cambridge Analytica

I.INTRODUCTION

In this digital age, we all live our lives online. As a result of which companies everywhere are creating large storehouses of data on all of us. Here comes the question of privacy. Social media apps have the most privacy issues because they are commonly used by almost everyone and many users think the social media apps are really secure and they post whatever they want to on these vulnerable platforms. The users don't really take time to actually read the privacy policy before agreeing to it. Users also don't actually read what they are allowing the app to access when they first download it.

Facebook having 2.23 billion monthly active users brag about their privacy policies and how it is very safe and is actually private. But the question is having a user base of 2.23 billion-how private it can really be. Basically, nothing is private on Internet. Everything you post is open for the world to access. Users misunderstand the privacy settings most of the time. Some of the privacy issues that Facebook has had in past includes-

- *Not all photos are private-* Even if you set your profile to be private; some of your photos will still appear because the individual photo setting is set to public.
- *Your comments are searchable-* Many of the users think that their comments or statuses are not searchable. But in reality, their posts and comments can actually appear on Google searches.
- *Profile will appear-* If you search your name on Google and you have a Facebook profile then nine out of ten times your Facebook profile will pop out.
- *Hidden posts will still appear-* The posts that you hide will still appear even if you hide them from your timeline
- *"Like" pages tracked-* Whenever you like a sponsored post, Facebook tracks that it puts information into a database. They claim that they use these data to give the user's experience better.

One of the examples related to Facebook privacy is the messenger app issue. Facebook made it so, that the user cannot access to the messages through the regular app. It forces user to either download the messenger app or go online to view the messages. Many people didn't want to this this because once you download the app you have to allow the app to have access to so many different things that they felt their privacy was invaded. One of the issues that the users reported was that the app could use your microphone to record you whenever they want and they could also use the camera to view what you are doing. Because of these issues the users have either not downloaded the messenger app or have deleted their Facebook app altogether.

The most recent and biggest privacy issue of Facebook was reported by the New York Times and the Guardians on 16th of March 2018. It was reported that a data mining firm named Cambridge analytical which had worked on Donald Trump's Presidential

campaign had improperly obtained access to more than 50 million users' profile. Experts believe that the firm could have used that data to gain an unfair advantage in targeting voters. After the big reveal, Mark Zuckerberg, the founder of Facebook didn't comment on this till 5 days. Finally, after 5 days of silence, Zuckerberg posted a Facebook post and gave an interview in CNN apologising. Cambridge analytical had this access from more than two years. This is the biggest public relation crisis that Facebook has ever faced since the aftermath of the 2016 election. In 2014, a University of Cambridge researcher named Aleksandr Kogan developed an app- thisisyourdigitallife, in which he passed on the information of the users to Cambridge Analytical. Facebook's platform let developers like Kogan to access information. The main idea behind this was by obtaining your Facebook likes; the company can understand your personality more effectively and could target political advertising at you. In 2015, Facebook went to Kogan and Cambridge Analytica and demanded to delete all the data obtained violating the Facebook rules. But they never deleted and Facebook never investigated. Public's perception about Facebook became negative. The Cambridge Analytica story was a spark that turned into a bonfire. People started #deletefacebook campaigns and Facebook lost many users. Now Facebook is dealing with the Data privacy issue, Cambridge Analytica story revelation issue and is trying to get back the trust of people on Facebook. If we can't expect privacy, is it possible to protect it? Should people deactivate their Facebook accounts to protect their online privacy? What are the consequences of data leak on women? Because women have been targeted everywhere and their safety problem is always a topic of debate and discussion.

II. REVIEW OF LITERATURE

(Chewae, Hayikader, Hasan, & Ibrahim, 2015) This paper reviews how the current privacy plays on social network sites, analyses how personal information is being influenced by internet and social network, and also discusses how the privacy has become a risk and how to employ security awareness to avoid privacy risk. This paper has briefly come across privacy on social network. As many websites and social networks out there, people are more concern on how much privacy do they still have. The paper has also highlighted what is the current situation on using social network, as well as what are the threats that can affect the users on social network activates as almost everything we post or share on website will be shared with others. The paper also states some security and privacy awareness that can be practiced in order to be more aware of social network threats.

(Mathiyalakan, Heilman, & White, 2013) Facebook is the most used social media with a user base in billions. In Facebook one has to put up their personal information without even intending to as the user are not very aware about privacy settings. In this study, the researchers present the results of an examination of students' use of privacy settings in Facebook as well as their attitudes toward the risks associated with usage of both Facebook and the Internet in general. The researchers also look for the existence of gender differences.

(Duncan, 2007) The journal talks about the information used to come by default, mainly because of the high costs imposed on the snooper. Yet today, technology has lowered the cost of gathering information about individuals, linking personal details, storing information and broadcasting the results. The author says with the cost barrier lowered for data capture, storage, integration and dissemination, our privacy is no longer implicitly protected. According to the report that the author takes from UK Royal Academy of Engineering, because of Human Rights law, organizations maintaining systems that use personal information should be accountable for designing them to provide privacy. The author also highlights the important reasons to use personal data, for example- Under Megan's Law, websites permit the public to locate and identify convicted sex offenders in the USA. On the other hand, the author also throws light on the misuse of this information which can be used to exploit or harm individuals; he gives the example of children who are on social networking sites who might be targeted by those with evil intent using the personal information. This helps the researcher to understand both the positive and negative aspect of data sharing. The author gives a lot of examples but kept his point short, crisp and easy to understand.

(Haumann, 2015) The journal is basically a Facebook case study which illustrates how our privacy rights on social (Duncan, 2007) media websites have become increasingly vulnerable to exploitation, commodification, and surveillance. Facebook have become increasingly popular and those who utilise such websites have tended to fill their online profiles with vast amounts of personal information, which in turn, has been mined for re-use and resale by various corporate and state entities. So to be crisp, our data has become a commodity for Facebook to sell to business houses. The users often find their privacy to be intruded by business houses and stranger without their prior consent. The author in conclusion says that we can strengthen our privacy protections by establishing opt-in privacy policies, by creating efficient privacy watchdog groups, and by creating social networks that are not driven by a profit motive. This journal being a case study of Facebook gives the researcher detailed information about how Facebook plays with privacy of its users and how users are not aware of it and if also they are aware, they don't know how to manage their privacy online.

(Greenawalt, 1978) The journal talks about how the prospective employers, banks, government agencies, have to no longer depend on the widely held knowledge of a person's character and circumstances that used to exist in the traditional small town. As a result, the collection of dossiers substitutes for personal acquaintance. Because of the demands of public education, taxation, social

security, welfare, and law enforcement, government agencies now acquire enormous quantities of information about people, including those who have never served in the military or been on the public payroll from the data saved online. Most of the information in public and private records is obtained without the user's consent. The computerization of records poses a special problem. When a person supplies data about various aspects of his daily life - whether it involves banking, education, or whatever - he often does so with the hope or expectation that it will be held in a confidential manner by the collecting organization, used for a specific purpose, and not released for others to use. The author points out the problems that one faces or might face due to the amount of personal information available online. The aspect of personal privacy gives the researcher an overview about the personal damage caused at personal level.

(Solove, 2008) The journal talks how young people share the most intimate details of personal life on social networking websites, portending realignment of public and private. The author gives an example of a young boy video himself waving around a golf ball retriever while pretending it was a light saber stumbled around awkwardly and it was uploaded to an Internet video site. Anybody can disseminate information around the world. During our parents' times past used to be saved in photographs, video tapes etc whereas for today's generation past is preserved forever on Internet, these changes raises the question of how much privacy people expect or even desire in an age of ubiquitous networking. Before rumours and gossips used to be limited to social circles but today it is accessible for all. The journal represents how the concept of privacy is ending and how people specially today's generation is getting trapped in the web of internet.

(Roose, 2018) The writer says that the original idea behind social media was producing healthy discussions, unlocking new forms of creativity, and connecting people to others with similar interests which shouldn't be discarded because of the failures of the current market leaders. The primary problem with today's social networks is that they're already too big, and are trapped inside a market-based system that forces them to keep growing and keep competing. The writer gives the example of Facebook by quoting that Facebook can't stop selling our personal data for the same reason that Starbucks can't stop selling coffee — it's the heart of the enterprise. The article somehow justifies why social media are selling and monetizing our data and it also gives solution for the same, which will help the researcher to look into the solutions of privacy issue.

(Solove, 2008) This journal talks about how business companies and Government takes data from social media sites, e-commerce sites and even airlines without our consent and knowledge for their own use. Government use such data to determine if a person's activity online, for example, what he is shopping and what he is looking for online hints him to be likely a criminal or terrorist. According to the author, many contend that fighting privacy is a losing battle. Law focuses on the expectations of the users and protect the privacy whereas privacy should be protected on basis of what we desire. The author also says Privacy is much more than keeping secrets, it's about confidentiality. The author concludes by saying that Copyright law is an example of law regulating the way information is used providing control over that data. It may not be a solution to privacy but it illustrates that it is possible for law to restrict uses of data if it wants to. The journal tried to give a solution in a short and crisp manner.

(Allen, 2001) The journal says that the current age characterised by anxious discourse about "end of privacy" being upon us. The author has compared today's online generation with the past generation. She gives an example where 100 years ago women might have sued to case the shame of a stranger witnessing the birth of her child, today she might give birth live on World Wide Web (Allen, 2000). The journal also talks about how we are obsessed with privacy and so we express outrage when others invade our privacy, but we are equally obsessed with others private lives. She gives an example how T.V shows and online series features the personal challenges and conflicts of adults living together in communal houses. So basically, the journal talks about how our privacy is invaded because of our obsession of invading others privacy.

(Gurumurthy & Menon, 2009) This report talks about the consultation on women and the use of Information Technology that addressed how policy choices need to avoid narratives of fear around new technology, the narratives that can effectively constrain women's freedom to use digital space. The authors talk about how people have multiple online identities and they forge new relationships and networks with women and then relationship becomes abusive and violent. The abuser uses these online platforms to commit violence against women and get away with it without getting caught. The authors also throw light on how a lot of times images of women are morphed and used as a means of harassment. Rape videos are floated on porn sites to blackmail the victims. Basically, the report talks about how the women are not free to use the cyberspace due to this emerging fear of violence online which is completely related to the topic the researcher wants to research on.

(Allen, Gender and Privacy in Cyberspace, 2000) The journal talks about men and women use cyberspace variously to build and enhance careers or businesses, to purchase consumer goods and services to magnify and challenge their political voices, to educate themselves and the general public, to enhance their social life. According to the author, both men and women are vulnerable to unwelcome privacy invasions in cyberspace. Women often had too much privacy in the senses of imposed modesty, chastity and domestic isolation and not enough privacy in the sense of adequate opportunities for individual modes of privacy and private choice. The author highlights how women in cyberspace don't enjoy the same level and types of desirable privacy like men do as they are

perceived inferior both in cyber space and in real world. She also gives examples about the girls who trade their privacy for money as well as the girls who trade their privacy for social causes. The author throws light on some cases of cybercrimes against women on the cyberspace. The journal generalises all the crimes on cyberspace against women.

(The Social Network Facebook And Privacy Media Essay, 2013) The essay throws light on the simple definitions of social media, IT and privacy. The essay revolves around privacy in Facebook. It says, according Facebook's privacy and policy, "Facebook has the right to save our information and to share with third parties if necessary". That mean, with whom they are sharing user's information the user is unaware about it. Similarly, the third party, they do not have any obligation to share our information. So, the third party can share that information with anyone or can use our information for any purpose. And that's how the world is losing privacy in social media like Facebook. Various companies can use the preference of individuals for their surveys without acknowledging people from their information given at the time of having the account of any social network. Another thing is, as Facebook is an open source network when you sign in you are getting a lot of advertisement or application where someone can easily access. And if anyone access in those applications, there is terms that they can access your personal information. By this the user is giving his/her information to them unwillingly and unknowingly. The essay also gives case studies about Facebook and how it misuses its users' personal information. The essay helps the researcher in understanding the past happenings in Facebook privacy.

(N, K, & K, 2016) The journal talks about how social networks have become a part of human life. Starting from sharing information like text, photos many have started sharing latest news, and news related pictures in the Media domain, question papers, assignments, and workshops in Education domain, online survey, marketing, and targeting customers in Business domain, and jokes, music, and videos in Entertainment domain, no domain is left untouched. Because of its continuous usage by Internet surfers in, even we would mention the social networking media as the current Internet culture. While enjoying the information sharing on Social Media, one should be concerned about the security and privacy. The author discusses about the possible threats and risks related to privacy on social media. He also highlights the proposed methodology for privacy issues in social media sites which will help the researcher to understand the methodology to protect oneself from privacy related issues online.

After going through a number of literatures, the researcher found that no research has been conducted to look into the difference in privacy related cyber threats between male and female users in Facebook specifically in India.

III.OBJECTIVES

1. To find out the difference in usage of Facebook before and after the Cambridge Analytica Scandal revelation among young Indian Facebook user.
2. To find out difference in privacy related cyber threats between male and female Facebook users in India.

IV.RESEARCH QUESTIONS

1. Is there any difference in the usage of Facebook before and after revelation of Facebook Cambridge Analytica scandal?
2. Are there any differences in cyber threats on Facebook between male and female in India?

V.METHODOLOGY

Methodology used was **Qualitative method**. The researcher used the method of *Focus Group Discussion*.

A focus group discussion is a good way to gather together people from similar backgrounds or experiences to discuss on a given topic related to the research. The group of participants will be guided by a moderator (or group facilitator) who will introduce the topic for discussion and will help the group to participate in a lively and natural discussion amongst themselves. The moderator will be taking notes throughout the discussion and put forth more questions to get an in-depth knowledge about the thinking, mind set and attitude of the participants towards the topic.

Objectives of focus group discussion

To find out the difference between men and women's usage of Facebook: In the discussion, I'll be trying to find out the amount of time men and women spend on Facebook and the amount of content like photos, videos, statuses they upload on the online platform.

- *To find out the usage of Facebook after the scandals:* I'll try to find out if there is any difference in the usage of Facebook even after knowing that all the private data are being sold to business houses for profit by Facebook. I will give special reference to Cambridge Analytica scandal during the discussion.
- *To find out their awareness about privacy settings on Facebook:* Facebook has a lot of privacy settings, so in the discussion I'll try to find out if they are aware of the settings and how well do they use them on their respective accounts. And if there is any difference between both the genders in the understanding of privacy settings on Facebook.

- *To find out difference in attitude between both the genders towards Facebook:* In Review of literature, I have come across a lot of journals talking about the difference in the attitude towards Facebook, so I will try to find out the difference in Indian context.

The number of participants was 6 people with equal number of young men and women Facebook users. The researcher was the moderator. And the Focus group discussion was for 40 minutes.

VI.THEORETICAL FRAMEWORK

Uses and Gratification theory: The Uses and Gratification theory focuses on the effects of the media on people. It explains how media is used by people for their own need and get satisfied when their needs are fulfilled. In other words, it can be said that the theory argues what people do with media rather than what media does to people. Also, this theory is in contradiction to the Magic Bullet theory, which states that the audience is passive and takes whatever is injected in their brains. This theory has an audience-centred approach. Even for simple communication, say – interpersonal, people refer to the media for the topic to discuss among themselves. By referring the media, they gain more knowledge, credibility and exposure to the world beyond their limited eyesight. There are several needs and gratification for people. They are categorized into five needs. (Communication theory, 2018)

- Cognitive needs
- Affective needs
- Personal Integrative needs
- Social Integrative needs
- Tension free needs

VII.ANALYSIS

The researcher found out that there is a decline in the use of Facebook among the participants, because they are seen shifting to Instagram as it is more appealing to them. It is also been observed that even though they are fonder of Instagram, but at the end of the day, they fall back to Facebook for connecting to long lost friends, for promotions, events and reminders as Facebook has a wider range in terms of user base. It has also been observed that the participants prefer posting photos and stories on Instagram rather than on Facebook because Facebook is a very old social media platform that they joined when they were very young and without filtering they used to add friends which makes them more concerned while posting photos on Facebook whereas Instagram is a very new platform and now they are more aware of whom they are adding, so they feel Instagram is safer than Facebook as the safety lies on the hand of the users. According to the participants, no change has been observed after the revelation of Cambridge Analytica scandal as people are least bothered about their data being leaked. People are so dependent on the Facebook that they don't care about the data mining that's happening. But when it comes to online safety, according to the participants, both men and women are not safe on Facebook but women are more prone to online sexual harassment, identity theft, hacking, mis usage of photographs, blackmailing and many more. The researcher got to know a lot of stories from the participants and in all the stories women were the victim of privacy threat.

VIII.CONCLUSION

The researcher found no differences in the usage of Facebook after and before the Cambridge Analytica scandal. But she has observed a shift of users from Facebook to Instagram as it is more appealing and colourful for them. Facebook is a very old social media platform that the young users joined when they were in school and without filtering, they used to add friends which make them more concerned while posting photos on Facebook whereas Instagram is a newer platform and they are more aware of whom they are adding, so they feel Instagram is safer than Facebook as the safety lies on the hand of the users. The researcher also found out that women are much more prone to cyber-crimes than men as there are a lot of sexual predators hidden online. As the research results are based on opinion of 6 people the conclusion may vary if more people are added in the discussion or if a survey is taken.

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