



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

STUDENTS PERCEPTION TOWARD ONLINE PRIVACY AND SECURITY

RAHUL.V

Department of MBA

INDIAN SCHOOL OF SCIENCE AND MANAGEMENT

CHENNAI 600041, INDIA

ABSTRACT

Social networks are developed in a wide range all over the world. There are several different sites that has been developed along with artificial intelligence. As much as the technology has developed the severity of crimes has also been developed. Cyberbullying is one of the major issue that youngsters get victimized. It occurs due to over dependance and careless handling of the applications without following the privacy policies and lack of awareness about its security features. This study was majorly conducted amongst the youngsters to get to know their range of awareness of these features and people victimized. It has been known that several people are aware about these factors but yet become victims to these bullying due to their negligence. It is necessary for the youngster to stay aware to protect their privacy and stay away from harm.

Keywords: Social networks, Social networking sites, Cyberbullying, Security features, Privacy policies

INTRODUCTION

Social networking is a vast platform that leads to connectivity amongst the people worldwide. Youngsters are much more advanced in these newly developed technologies and are keen interested due to its eminent features. These applications also helps us in learning the cultural norms and others in a simple manner. Students nowadays from little champs to grown up adults are well-known about this platform. On the other side, it has also become an addiction to the youngsters. They are completely addicted towards these applications and are unaware about its impact in their life. These applications were created as a platform just to interact and gain knowledge of several things but it's used to commit crimes. Addiction towards these tends to bring diversion from their academics and separation from families and societies.

The use of technology in tormenting or harassing behavior is known as cyberbullying or cyberharassment. Online abuse also includes cyberbullying and cyberharassment. As the digital sphere has grown and technology improved, it has become more widespread, particularly among teenagers. Cyberbullying is when someone, usually a teenager, bullies or harasses others online and in other digital spaces, especially on social media platforms. Posting rumors, threats, sexual comments, a victim's private information, or derogatory labels are all examples of harmful bullying behavior. (i.e., hate speech). When a behavior is repeated and there is an intention to cause damage, it is bullying or harassment. Lower self-esteem, increased suicidal thoughts, and various negative emotional reactions, such as being anxious, frustrated, angry, or despondent, may be experienced by cyberbullying victims.

Cyber safety is affected by ideas like online anonymity and security. Personal information should be used, handled, processed, and stored securely online. Information security aims to safeguard data from nefarious intrusions or unauthorized access. Personal data is defined as "any information relating to an identified or identifiable living individual" by the General Data Protection Regulation (GDPR). Additionally, "personal data" refers to various pieces of information that, when put together, can identify a specific individual. Our innate need for protection is at the heart of online privacy. The same holds true for your digital existence if you naturally protect your physical possessions and home. Privacy provides you control over your identity and everything it's made of, regardless of the technology you use (or don't use).

REVIEW OF LITERATURE

James P. Lawler and his colleagues in year of 2010 explores students' perceptions of privacy and security on social networking sites (SNS). This study highlights a lack of knowledge among students regarding the privacy and security aspects of SNS. The authors emphasize the need to educate students about the potential risks associated with information sharing on these platforms. Overall, the study underscores the importance of raising awareness and understanding of privacy and security issues among SNS users.

This study conducted in year 2016 by and Sarathchandra, Haltinner, Lichtenberg examines factors influencing college students' cybersecurity perceptions and behaviors. It identifies four key factors: routinization of risk, optimistic bias, self-efficacy bias, and the 'Can-I-Live' syndrome. Through an online survey of 498 students, the study quantifies the prevalence of these factors. The findings have implications for cybersecurity scholars and practitioners, shedding light on college students' risk awareness and practices.

Bernhard Debatin, Jennette P. Lovejoy in year 2009 investigates Facebook users' awareness of privacy issues and perceived benefits and risks of utilizing Facebook. Research found that Facebook is deeply integrated in users of Facebook and online privacy examines users' attitudes and behaviors. Users upload personal information despite privacy risks, attributing them to others. Privacy concerns include disclosure, reputation damage, unwanted contact, surveillance, data usage, and hacking. Those who experience privacy invasion adjust settings. A shift in user attitudes is needed for safer social network use.

Nicole E. Hurt and his colleagues in year 2012 investigates the use of Facebook as a tool for academic discussions among college students. It compares students' perceptions of Facebook group forums and university-sponsored online tools. The findings indicate that Facebook is preferred by students due to its familiarity, navigability, and aesthetic interface. Students reported feeling more connected to classmates, valued as participants, and learning more course material through Facebook discussions. The study suggests that Facebook, if used appropriately, can enhance student engagement and stimulate intellectual discourse in certain learning contexts.

Sangmi Chai and colleagues explores in year 2009 the factors influencing preteens and early teens' behavior regarding online information privacy. The survey of 285 participants highlights the importance of perceived privacy importance and self-efficacy in shaping privacy behavior. The findings emphasize the need for education and support from peers, teachers, and parents to promote positive privacy protection among young internet users.

Amrul Asraf Mohd in year 2016 explores how young adults in Malaysia perceive online service quality, and how it relates to their satisfaction and loyalty towards e-tailers. The researchers collected data from 385 undergraduate and postgraduate students and found that website design, reliability, privacy/security, and customer service are all significant predictors of e-satisfaction and e-loyalty, with reliability having the greatest impact and website design having the lowest impact. The study suggests that firms need to deliver services accurately and promptly, treat customer data with confidentiality, provide excellent customer service, and offer user-friendly and attractive web interfaces to increase customer satisfaction and loyalty.

METHODOLOGY

The tool used for collecting primary data is Questionnaire method.

RESEARCH DESIGN

The research design is Descriptive technique.

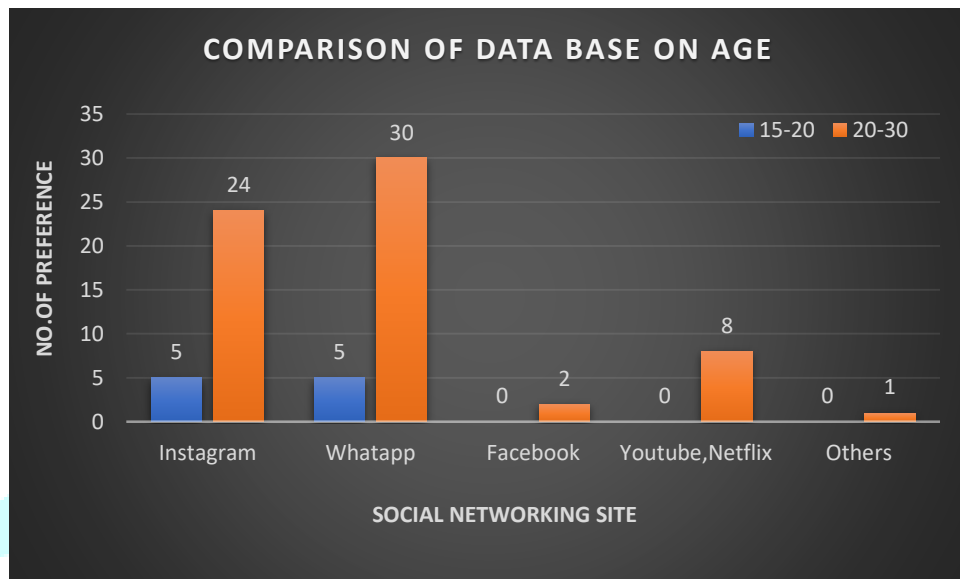
SAMPLING TECHNIQUE

The sampling technique used is Convenient sampling.

RESULTS

A total of 75 samples were collected.

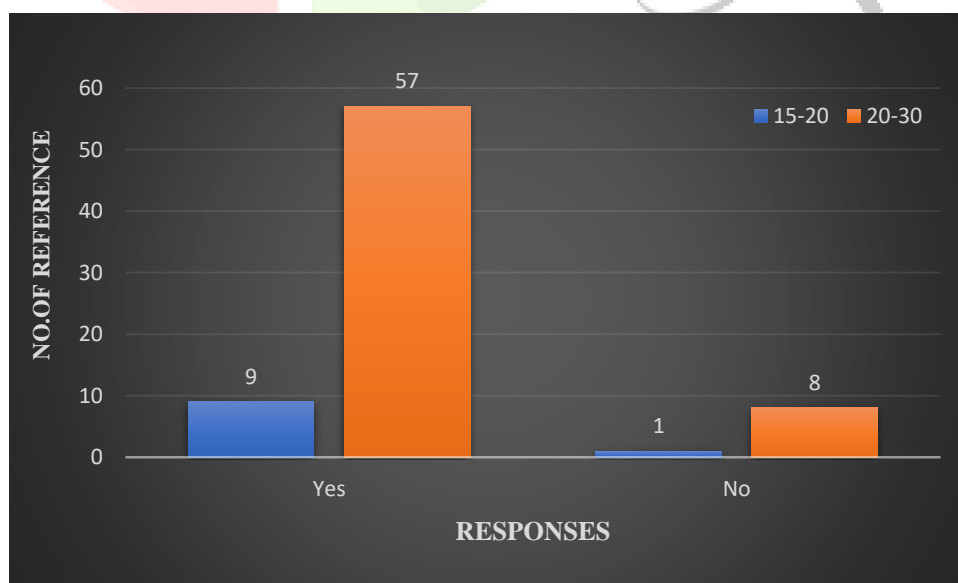
Figure 1: Comparison between age and mostly preferred social site



INFERENCE:

The data shows that Instagram is the most used platform among the 15-20 age group, with WhatsApp and Facebook following closely behind. For the 20-30 age group, WhatsApp and Facebook are the most used platforms, with YouTube and Netflix also popular.

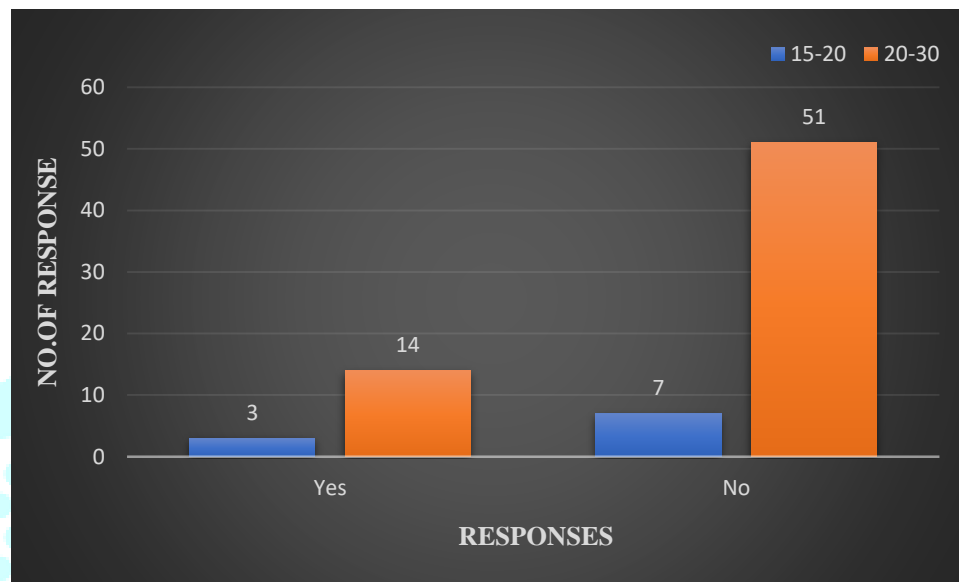
Figure 2: Comparison of responses based on the awareness of security features



INFERENCE:

Out of the surveyed individuals aged between 15-20 years, 90% were aware of the privacy and security features of social media. Among those aged between 20-30 years, 88.5% were aware of these features.

Figure 3: Comparison of responses based on being victimized for cyberbullying along with age



INFERENCE:

Out of the individuals surveyed in the age group of 15-20 years, 30% of them reported being a victim of social media attacks, while the remaining 70% did not report any such incidents. Among those aged between 20-30 years, 21.5% reported being a victim of social media attacks, while 78.5% did not report any such incidents.

CONCLUSION

Social networks have been playing a major role in the society. There have been no age differences on the utilization of it. Cyberbullying has been taking place in a vast range and females are majorly victimized than males. These also lead to blackmailing for money or misusing them. The results have concluded that individuals prefer different applications for use and are also about their security features and privacy policies. Individuals of two different categories have been victims of cyberbullying. From this study, it has been stated that it is necessary to be aware about the social networking sites and should be handled in a safe manner. Misusage of these might lead to severe problems in the futural basis.

REFERENCES

1. Lawler, James & Molluzzo, John. (2010). A Study of the perceptions of students on privacy and security on Social Networking Sites (SNS) on the internet. *Journal of Information Systems Applied Research*. 3.
2. Sarathchandra, Dilshani & Haltinner, Kristin & Lichtenberg, Nicole. (2016). College Students' Cybersecurity Risk Perceptions, Awareness, and Practices. 68-73. 10.1109/CYBERSEC.2016.018.
3. Debatin, Bernhard & Lovejoy, Jennette & M.A, Ann-Kathrin & Hughes, Brittany & Horn, Ann-Kathrin. (2009). Facebook and Online Privacy: Attitudes, Behaviors, and Unintended Consequences. *Journal of Computer-Mediated Communication*. 15. 83 - 108. 10.1111/j.1083-6101.2009.01494.x.
4. Hurt, Nicole & Moss, Greg & Bradley, Christen & Camus, Melinda & Larson, Lincoln & Lovelace, Matthew & Prevost, Luanna & Riley, Nancy & Domizi, Denise. (2012). The 'Facebook' Effect: College Students' Perceptions of Online Discussions in the Age of Social Networking. *International Journal for the Scholarship of Teaching & Learning*. 6. 2-14. 10.20429/ijstl.2012.060210.
5. Chai, Sangmi & Bagchi-Sen, Sharmistha & Morrell, Claudia & Rao, Raghav & Upadhyaya, Shambhu. (2009). Internet and Online Information Privacy: An Exploratory Study of Preteens and Early Teens. *Professional Communication, IEEE Transactions on*. 52. 167 - 182. 10.1109/TPC.2009.2017985.
6. Hamade, Samir. (2013). Perception and use of social networking sites among university students. *Library Review*. 62. 10.1108/LR-12-2012-0131.
7. Flinn, Scott & Lumsden, Jo. (2005). User Perceptions of Privacy and Security on the Web.
8. Schaik, Paul & Jansen, Jurjen & Onibokun, Joseph & Camp, L. & Kusev, Petko. (2017). Security and privacy in online social networking: Risk perceptions and precautionary behaviour. *Computers in Human Behavior*. 78. 10.1016/j.chb.2017.10.007.
9. Youn, Seounmi. (2005). Teenagers' Perceptions of Online Privacy and Coping Behaviors: A Risk-Benefit Appraisal Approach. *Journal of Broadcasting & Electronic Media - J BROADCAST ELECTRON MEDIA*. 49. 86-110. 10.1207/s15506878jobem4901_6.
10. Mohd-Any, Amrul & Mahdzan, Nurul & Valinejad, Hassan. (2016). Young Adults' Perceptions of Online Service Quality. *International Journal of Electronic Marketing and Retailing*. 7. 10.1504/IJEMR.2016.077115.