SOCIAL MEDIA PRIVACY TRENDS AMONG STUDENTS OF CENTRAL UNIVERSITIES IN UTTAR PRADESH: A SURVEY

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Abstract: The Present paper is an attempt to study the privacy trends among the students of six central universities in Uttar Pradesh. Through this paper researcher tried to know the awareness about legal provisions (data protection principles, privacy policies of social media reading habit of students, their perception about privacy etc.) among students of central universities of Uttar Pradesh as well as to know the safety measures taken by the central universities in Uttar Pradesh to protect the data of students, staffs etc. The study was conducted through a well-structured questionnaire distributed among the students of six central universities in Uttar Pradesh and seeking information from the central universities through RTI applications.

Index Terms - Facebook, Privacy, Privacy Rights, Social Networking Sites (SNSs), WhatsApp

1.1 INTRODUCTION

Social media is not merely a tool for exchanging messages in the digital age, but it has increasingly become a means for information dissemination, interaction, and global participation. Social media has opened a plethora of opportunities for the users, especially for the young people who no longer need a physical space for innovative and initiative action.

Social media is a fast-growing phenomenon in India, as more and more young Indians are getting access to smartphones and the internet. With 250+ million social network users, India has the second-highest number of social media users in the world. Facebook, YouTube, and WhatsApp dominate the social media space in India. While Instagram is also very popular amongst urban Indian youth.[1]

About two-thirds of Indian youth perceive addiction to social media, loss of privacy, fake news, and cyberbullying as potential risks of social media.[2]

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[1] Social Media for Youth and Civic Engagement in India, page 11 (2019) *available at*: https://www.coursehero.com/file/80975786/SOCIAL-MEDIA-REPORTpdf/ (last visited on October 30, 2023).
[2] *Ibid.*

Every social media website has a privacy policy. The purpose of a privacy policy is to outline how organizations will collect, maintain, and share user data. Often organizations write the privacy policy in a way that protects the organization more than the user.[3]

In K. S. Puttiswamy v Union of India[4], Supreme Court held that "Right to privacy is an intrinsic part of the right to life and personal liberty." This right has become more vulnerable in times of social media.

In recent years there has been an increasing awareness that a high level of data protection is essential to foster people's trust in online services and in the digital economy in general. Privacy concerns are among the top reasons for people not buying goods and services online. With the technology sector directly contributing to 20% of overall productivity growth in Europe and 4% of overall investment aimed at the sector, individual trust in online services is vital for stimulating economic growth in the EU.[5]

1.2 STATEMENT OF PROBLEM

Social Networking Sites like Facebook, Google and many others are violating the privacy of users through economic surveillance. They store, merge and analyse collected data. This allows them to create detailed user profiles and to know a lot about the users' personal interests and online behaviours. Social media that are based on targeted advertising sell prosumers as a commodity to advertising clients. There is an exchange of money for access to user data that allows economic user surveillance.[6]

Considering the potential threats in the form of communication surveillance, its interception, data theft, unauthorized personal data access, trans-border flow of data etc. the UN has affirmed that the same rights that people have offline must also be protected online, including the right to privacy.[7]

Young people are said to be less concerned with their privacy and to value their privacy less compared to older people. This view rests mainly on studies that show that young people share a great deal of information on social network sites and anecdotal reports in the media, which show how such disclosures can lead to personal misfortune.[8]

Although young people claim, or appear to be, both concerned about and aware of privacy issues, they usually do not take any precautionary measures to protect themselves.[9]

Another issue with privacy policies is that most users do not read them. Research shows that users have concerns for how data is collected and stored, yet most users ignore the most important tool available in data protection, which is to read and understand the organization's privacy policies.[10]

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[3]A. W. Haynes, "Online privacy policies: Contracting away control over personal information" *Penn State Law Review* 111, 587 (2007).

[4] (2017) 10 SCC 1.

[5] The European Commission issued a consultation paper titled '*Safeguarding Privacy in a Connected World'* (January 25, 2012). *available at:*
http://ec.europa.eu/justice/data-protection/document/review2012/com_2012_9_en.pdf (last visited on October 30, 2023).

[6] Christian Fuchs, *Social Media: A Critical Introduction,* 108 (Sage Publications, New Delhi, 2014).

[7] The right to privacy in the digital age: report of the Office of the United Nations High Commissioner for Human Rights, The right to privacy in the digital age : (un.org) (last visited on October 30, 2023).

[8] Wouter M. P. Steijn and Anton Vedder "Privacy under Construction: A Developmental Perspective on Privacy Perception" 40 (4) *Science, Technology, & Human Values* 616 (July 2015).
Stable URL: https://www.jstor.org/stable/43671276

[9] Monroe E. Price, Stefaan G. Verhulst, et.al. (eds.), Routledge Handbook of Media Law 476 (Routledge, New York, 2013).

[10] Julie J. Beyer, Privacy: The endangered species of the digital era 3 (Faculty of Utica College, ProQuest LLC, 2018).

1.3. REVIEW OF LITERATURE

Normann Witzleb, David Lindsay, Moira Paterson, Sharon Rodrick in their book explores current developments in privacy law, including reform of data protection laws, privacy and the media, social control, and surveillance, privacy and the Internet, and privacy and the courts.[11]

Laura Scaife considers the significant legal developments that have arisen due to social media. It provides an expert explanation of the issues those practitioners and business need to consider, as well as the special measures that are required in order to minimise their exposure to risk.[12]

Neil Richards explains the importance of "intellectual privacy". Intellectual privacy means protection from surveillance or interference when we are engaged in the processes of generating ideas – thinking, reading and speaking with confidantes before our ideas are ready for public consumption.[13]

Christian Fuchs in his book has presented the critical approach of social media that readers need to understand the complexities and contradictions of social media and the information society.[14]

Social Media for Youth & Civic Engagement in India, published Jointly by Ministry of Youth Affairs & Sports, UNV (United Nations Volunteer India), and UNDP (2019), the report has highlighted that social media has opened a plethora of opportunities for the young people who no longer need a physical space to innovate and initiate action. Social media, if used effectively, has the power to harness the potential of the youth and direct them towards civic engagement.[15]

1.4. OBJECTIVES OF THE STUDY

▪ To analyse the awareness about legal provisions of data protection and privacy policies of social media among students of central universities in Uttar Pradesh.

▪ To know the privacy policies adopted by the central Universities in Uttar Pradesh to protect the data of students, staffs (teaching and non-teaching).

▪ To know the promptness of Central Universities in Uttar Pradesh taking measure to protect the personal data of students, staffs.

▪ To suggest social media users and universities measures to be taken to protect their privacy rights.

1.5 METHODOLOGY

The researcher has divided the study into two parts: Part A and Part B. Part A contains the information collected in a form of a questionnaire with 15 questions from students and Part B contains the information collected from Central Universities in Uttar Pradesh through RTI (Right to Information) applications with six questions. Data in Part A and Part B has been analysed. The researcher has made efforts to extract certain findings on the basis of data analysis in order to put their suggestions in resolving issues in social media concerned with the young generation. Both online communication and personal interaction or

[11] Normann Witzleb and David Lindsay *et.al.* (eds), *Emerging Challenges in Privacy Law* (Cambridge University Press, United Kingdom, 2014).
[12] Laura Scaife, *Handbook of Social Media and the Law* (Routledge, 2015).
[13] Neil Richards, *Intellectual Privacy Rethinking Civil Liberties in the Digital Age* (Oxford University Press, 2015).
[14] Christian Fuchs, *Social Media a Critical Introduction* (Sage Publication, New Delhi, 2017).
[15] Social Media for Youth and Civic Engagement in India, page 11 (2019) *available at*: https://www.coursehero.com/file/80975786/SOCIAL-MEDIA-REPORTpdf/ (last visited on October 30, 2023).

contact mode have been adopted for gathering information for empirical study. The random sampling method for the data collection has been used.

1.5.1 UNIVERSE OF STUDY

There are 54 Central Universities in India[16]. Six central universities namely Aligarh Muslim University, Aligarh (AMU), Babasaheb Bhimrao Ambedkar University, Lucknow (BBAU), Banaras Hindu University, Varanasi (BHU), Rajiv Gandhi National Aviation University, Raebareli (RGNAU), Rani Lakshmi Bai Central Agriculture University, Jhansi (RLBCAU), University of Allahabad, Prayagraj (AU) in Uttar Pradesh (India) has been taken as the universe of the study.

1.5.2 SAMPLE SIZE

A total 600 hundred questionnaires have been filled up by students of six central universities (100 from each university) in Uttar Pradesh.

1.5.3 TOOLS AND TECHNIQUES FOR DATA COLLECTION

The questionnaire, consisting of 15 different questions has been used to collect primary data of students of six central universities using social media. Through persuasion, several verbal reminders, and frequent personal contacts, the researcher has succeeded in getting feedback from 600 respondents. Apart from this, the information from the concerned authorities (six central universities in Uttar Pradesh) has been sought through filing online and offline applications under the provisions of the Right to Information Act, 2005 to know the privacy trends in these universities. Then the obtained data was processed with the help of statistical tools like Statistical Package for Social Science (SPSS) and MS-Excel.

1.5.4 DURATION OF DATA COLLECTION

The researcher collected data from students of six central universities in Uttar Pradesh during November, 2021 to February, 2022.

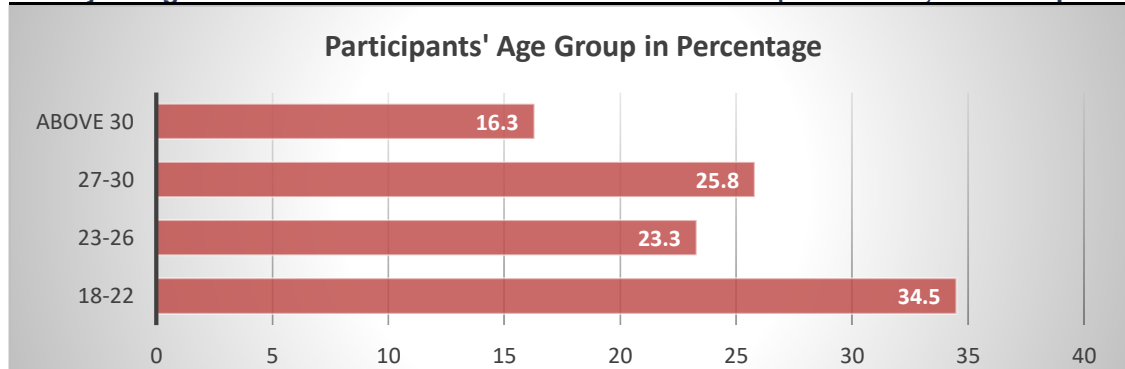### 1.6 PART A: ANALYSIS AND INTERPRETATION OF DATA COLLECTED FROM STUDENTS

In this part the researcher has analysed and interpreted data collected from students of six central universities to know their awareness level about legal provisions and privacy policies of social media. The researcher has analysed and interpreted data question-wise.

Q.1.   Age Group

Figure 1 shows the participation of respondents age-wise. From Figure 1 it is clear that maximum participation is from the 18-22 age group i.e. 34.5 % while minimum representation is from the age group above 30 i.e. 16.3 %.

**Figure 1:** Age-wise Participation of Respondents

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[16] https://www.ugc.ac.in/oldpdf/Consolidated_CENTRAL_UNIVERSITIES_List.pdf (last visited on October 30, 2023).

Participants' Age Group in Percentage

Age Group	Percentage
ABOVE 30	16.3
27-30	25.8
23-26	23.3
18-22	34.5

Q.2.   Level of Courses Pursuing

Figure 2 shows course-wise representation of respondents in the survey. From Figure 2 it is clear that maximum participation course-wise is from the students pursuing post-graduation i.e. 40.3 % while minimum participation is from the students pursuing other courses including diploma i.e. 10.8%.

Figure 2: Courses Pursuing by the Respondents

Course Pursuing

Course	Percentage
Graduation	29.70%
Postgraduation	40.30%
M.Phil./Ph.D.	19.20%
Other	10.80%
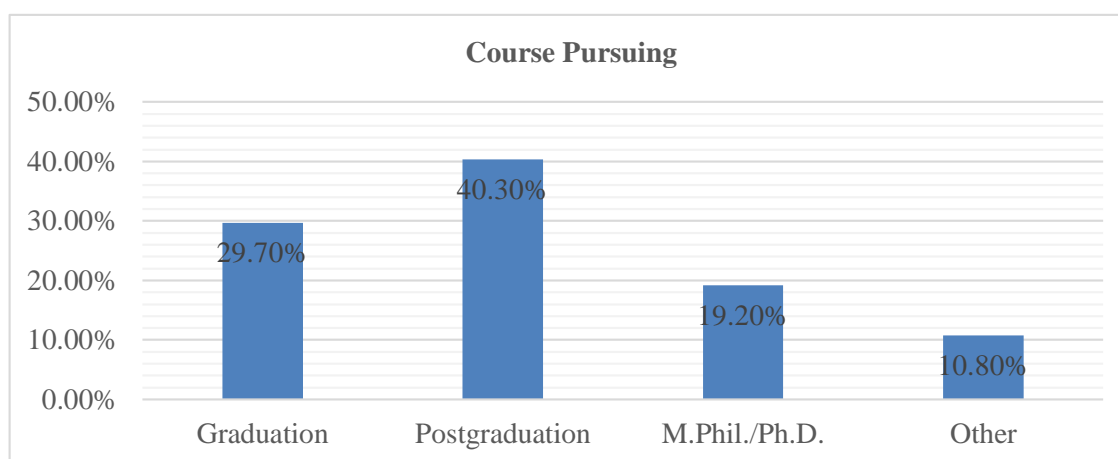
Q.3. To which university do you belong?

Figure 3 provides information regarding samples taken from six central universities Aligarh Muslim University (AMU), Babasaheb Bhimrao Ambedkar University (BBAU), Banaras Hindu University (BHU), Rajiv Gandhi National Aviation University (RGNAU), Rani Laxmi Bai Agriculture University (RLBAU) and University of Allahabad (UA). 100 samples (16.7%) from each university; thus total 600 samples have been taken in survey for the study.

Figure 3: Representation of Students from Universities

SAMPLE FROM CENTRAL UNIVERSITIES

AMU BBAU BHU RGNAU RLBAU Allahabad
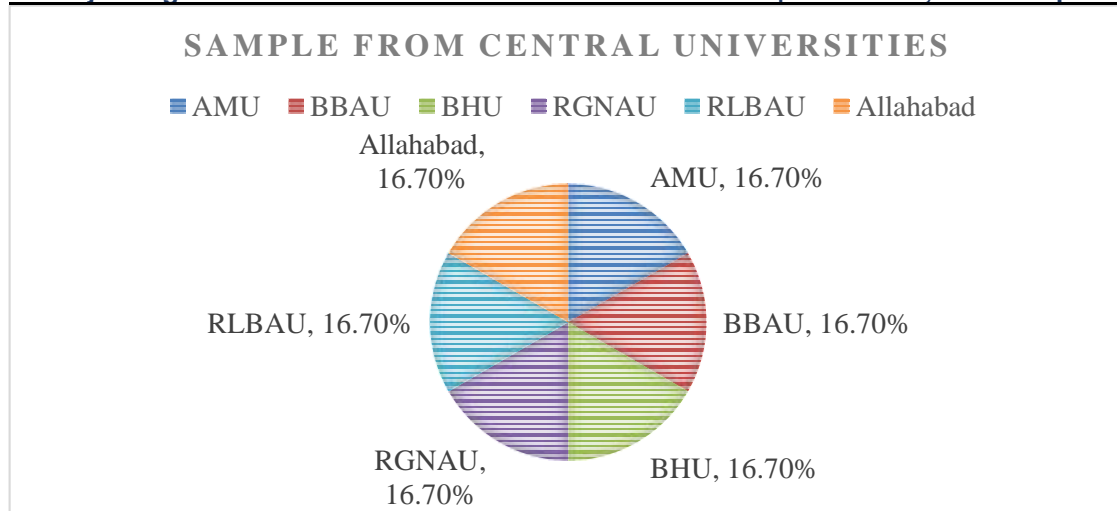
Q.4. Which social networking sites (SNSs) /apps do you use most?
Table 1: Case Summary of $SNSUsed

100% of survey respondents answered this question (see the percentage in the Case Summary table immediately below – bolded cell).

	Cases					
	Valid		**Missing**		**Total**	
	N	**Percent**	**N**	**Percent**	**N**	**Percent**
$SNSUsed[a]	600	**100.0%**	0	0.0%	600	100.0%

a. Dichotomy group tabulated at value 1

Table 2 shows that the researcher received 3221 responses in total. The highest response is 540 in terms of WhatsApp, which suggests that WhatsApp is the first choice of social media users; this total represents 16.8% of total response given (540/3231), but 90.5% of the cases (540/600). YouTube is used by 15.0% of respondents given (482/3221), but 80.7% of the cases (482/600). Facebook is used by 14.1% of total responses given (455/3221) but 76.2% of the cases (455/600). Thus, YouTube is the second choice and Facebook is the third choice of the respondents.

Table 2: Percentage of Cases of $SNSUsed

		Responses		Percent of Cases
		N	Percent	
$SNSUsed[a]	**Facebook**	**455**	**14.1%**	**76.2%**
	Instagram	380	11.8%	63.7%
	WhatsApp	**540**	**16.8%**	**90.5%**
	Google	454	14.1%	76.0%
	YouTube	**482**	**15.0%**	**80.7%**
	Google Pay	265	8.2%	44.4%
	Twitter	155	4.8%	26.0%
	Wikipedia	144	4.5%	24.1%
	LinkedIn	77	2.4%	12.9%
	Telegram	238	7.4%	39.9%

|			
Others	31	1.0%	5.2%
Total	3221	100.0%	539.5%

a. Dichotomy group tabulated at value 1.

Q.5.   Does your university permit you to use social networking sites in your cyber library /computer lab?

UN Volunteers India and Ministry of Youth Affairs' 2019 Report titled as 'Social Media for Youth and Civic Engagement in India' stated that "Proportion of social media youth users across the states of India, has positive correlation with the State Human Development Index".[17]

In response to this question as shown below in Figure 4, 34.60% (204 out of 600) respondents replied positively while 39.4% (232 out of 600) respondents replied negatively.

Figure 4: Permission to Use SNS/Apps in Cyber Library
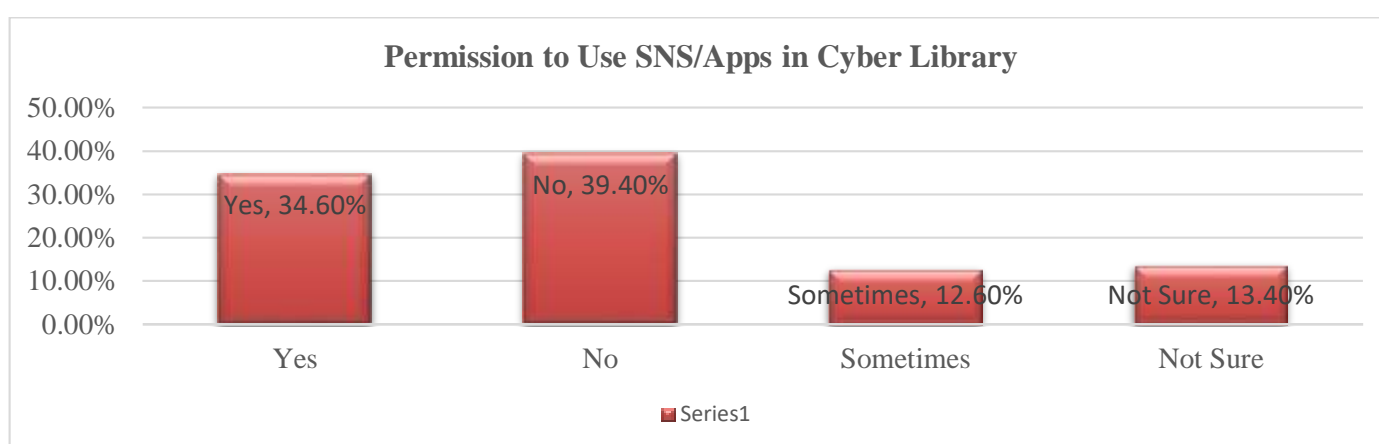
Q.6. What do you normally post in social media sites / Apps?
Social Networking Sites/Apps facilitate users to share information in the form of text messages, images, videos, links, and other forms. Table 3 shows that 98.0% (588 out of 600) respondents responded to this question while 2.0% (12) respondents did not respond to this question.

Table 3: Case Summary of $Posts

	Cases					
	Valid		**Missing**		**Total**	
	N	**Percent**	**N**	**Percent**	**N**	**Percent**
$Posts[a]	588	98.0%	12	2.0%	600	100.0%

a.   Dichotomy group tabulated at value 1

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[17]   Social Media for Youth and Civic Engagement in India, page 11 (2019) *available at*: https://www.coursehero.com/file/80975786/SOCIAL-MEDIA-REPORTpdf/ (last visited on October 30, 2023).

Table 4: Percentage of Cases of $Posts

		Responses		Percent of Cases
		N	**Percent**	
$Posts^a	**Text Messages**	**470**	**34.0%**	**79.9%**
	Images	417	30.2%	70.9%
	Videos	247	17.9%	42.0%
	Links	179	12.9%	30.4%
	Others	70	5.1%	11.9%
Total		1383	100.0%	235.2%

a.   Dichotomy group tabulated at value 1.

Table 4 shows that 470 respondents communicate in the form of text messages with others; this total represents 34.0% of total response given (470/1383), but 79.9% of the cases (470/588).

Q. 7. For what purpose do you use social media?

In India, social media is a fast-growing phenomenon as more and more people, especially youth, are getting connected with increased penetration of smartphones and internet. The youth in India are excessively dependent on social media be it for communication, education, entertainment, shopping, finance, gaming or other purposes.

Table 5 shows that 99.7% (598 out of 600) respondents responded to this question while 0.3% (2 out of 600) respondents did not respond to this question.

Table 5: Case Summary of $Purpose

	Cases Summary					
	Valid		**Missing**		**Total**	
	N	**Percent**	**N**	**Percent**	**N**	**Percent**
$Purposeᵃ	598	99.7%	2	0.3%	600	100.0%

a.   Dichotomy group tabulated at value 1.

Table 6 shows that the highest response is 498 in terms of education, which suggests that social media users use social media for education purpose at the top; this total represents 29.20% of total response given (498/1708), but 83.6% of the cases (498/598) followed by communication and entertainment purpose.

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Table 6: Percentage of Cases of $Purpose

		Responses		Percent of Cases
		N	**Percent**	
	Communication	456	26.7%	76.5%
	Education	**498**	**29.2%**	**83.6%**
	Entertainment	377	22.1%	63.3%
$Purposeᵃ	**Shopping**	178	10.4%	29.9%
	Finance	111	6.5%	18.6%
	Gaming	73	4.3%	12.2%
	Others	15	0.9%	2.5%
Total		**1708**	**100.0%**	**286.6%**

a.   Dichotomy group tabulated at value 1.

Q. 8. When you hear the word privacy, what comes to your mind?

Privacy is a sweeping concept, encompassing inter alia freedom of thought, control over one's body, solitude in one's home, control over personal information, freedom from surveillance, protection of one's reputation, and protection from searches and interrogations.[18]

Table 7 shows that 98.8% (593 out of 600) respondents responded to this question, while as 1.2% (7 out of 600) respondents did not respond to this question.

Table 7: Case Summary of $Privacy

	Cases					
	Valid		**Missing**		**Total**	
	N	**Percent**	**N**	**Percent**	**N**	**Percent**
$Privacy[a]	593	**98.8%**	7	1.2%	600	100.0%

a.   Dichotomy group tabulated at value 1.

Table 8 shows the researcher received 1898 responses in total. The highest response is 429 in terms of information privacy, which suggests that whenever social media users hear the word 'privacy' the majority of the users perceive 'information privacy' as a privacy; this total represents 22.6% of total response given (429/1898), but 72.3% of the cases (429/593). The table also shows that 14.8% of respondents (280/1898) perceive privacy as bodily privacy, communication privacy, informational privacy, territorial privacy as whole; but 47.2% of the cases (280/593).

Table 8: Percentage of Cases of $Privacy

		Responses		Percent of Cases
		N	**Percent**	
$Privacy[a]	**Bodily Privacy**	402	21.2%	67.8%
	Communicational Privacy	426	22.4%	71.8%
	Informational Privacy	**429**	**22.6%**	**72.3%**
	Territorial Privacy	323	17.0%	54.5%
	All of Above	**280**	**14.8%**	**47.2%**
	None of Above	13	0.7%	2.2%
	Any Others	25	1.3%	4.2%
Total		**1898**	**100.0%**	**320.1%**

a.   Dichotomy group tabulated at value 1.

9. What kind of personal information shared by you is collected by social networking sites /apps?

Social Media enterprises have built business models reliant on a currency of personal data. Individuals depend on free accesses to many services, from search engines to price comparison, social networking sites and media services such as YouTube, Facebook, Twitter, Google and many more. Symbiotic relations of individuals with online commercial enterprises facilitate social networking sites and apps to gather personal data of users through various overt and covert means in return of so-called free services of SNSs/Apps. Social networking

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[18] Daniel J. Solove, Understanding Privacy 1 (Harvard University Press, USA, 2008).

sites and apps collect users account information, contact information, payment information, location information, device information. The researcher has tried to know the awareness level of targeted group social media users through this question.

Table 9 shows that 99.2% (595 out of 600) respondents responded to this question, while 0.8% (5 out of 600) respondents did not respond to this question.

Table 9: Case Summary of $Information_Collected

	Cases					
	Valid		**Missing**		**Total**	
	N	**Percent**	**N**	**Percent**	**N**	**Percent**
$Information_Collected[a]	595	**99.2%**	5	0.8%	600	100.0%

a. Dichotomy group tabulated at value 1.

Table 10: Percentage of Cases $Information_Collected

		Responses		Percent of Cases
		N	**Percent**	
Personal Information Collected[a]	**Account_Information**	445	25.2%	74.8%
	Contact_Info	357	20.2%	60.0%
	Payment_Info	213	12.1%	35.8%
	Location_Info	290	16.4%	48.7%
	Device_Info	243	13.8%	40.8%
	All Above	**169**	**9.6%**	**28.4%**
	Do Not Know	47	2.7%	7.9%
Total		**1764**	**100.0%**	**296.5%**

Q. 10. For what purpose social networking sites / apps do use your personal information?

One of the basic purposes of collection of users information by the SNSs/Apps is to generate revenue through advertisement. Apart from advertisements, social media claims that personal data collected by them is to provide better services, develop new services and sharing users' data with law enforcement agencies on demand. The researcher has tried to know the awareness level of targeted users regarding for what purpose personal information is collected by SNSs/Apps.

Table 11 shows that 98.8% (593 out of 600) respondents responded to this question, while 1.2% (7 out of 600) respondents did not respond to this question.

Table 11: Case Summary of $Collection_Purpose

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
$Collection_Purpose[a]	593	98.8%	7	1.2%	600	100.0%

a. Dichotomy group tabulated at value 1

Table 12 shows that the total received responses is 1419. Only 164 respondents opined that social media collects data of users for advertisement purpose, for providing better and new services and for sharing with law agencies; this total represents 11.6% of total response given (164/1419) but 27.7% of the cases (164/593).

Table 12: Percent of Cases of $Collection_Purpose

|		Responses		Percent of Cases
		N	Percent	
$Collection_ Purpose[a]	Advertisement Purpose	389	27.4%	65.6%
	Better_Services	316	22.3%	53.3%
	New_Services	261	18.4%	44.0%
	Share_Law_Agency	214	15.1%	36.1%
	All Above	164	11.6%	27.7%
	Can't Say	75	5.3%	12.6%
Total		1419	100.0%	239.3%

a. Dichotomy group tabulated at value 1

Q.11. Do you read all the terms and conditions of social networking sites/Apps at the time of registration?

One of the major issues in the domain of social media is that the privacy policies are presented in such a complex fashion that it seems a long boring document with ambiguous and misleading language that is one of the reasons most users do not read them. [19]

Figure 5 shows that Majority of the respondents 56.3% (335 out of 600) do not read privacy policies/ Terms and Conditions, 32.4 % (193 out of 600) respondents replied positively.

Figure 5: Status of reading privacy policies by the respondents
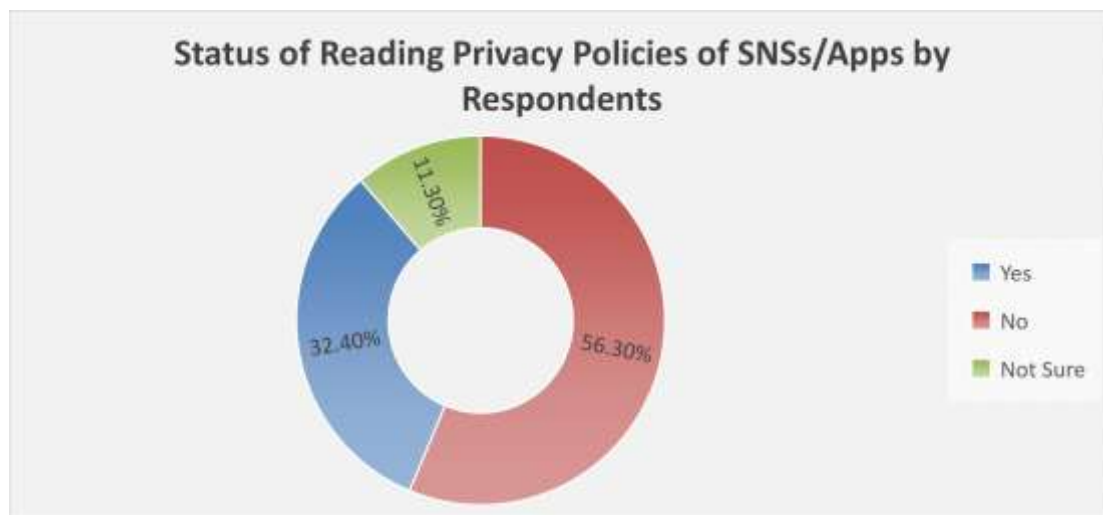
Q.12. How do you concern about privacy of your personal information on social media?

Through this question, the researcher has made efforts to know in what manners respondents concern about privacy over social media platforms. Figure 6 shows that 13.3% (79 out of 600) respondents do not concern about privacy of personal information on social media, while 31.9% (189 out of 600) respondents specified settings, 35.1% (208 out of 600) respondents are concerned about personal information but still share personal information, 19.6% (116 out of 600) respondents shown their concern; they don't share their personal information. 1.3% (8 out 600) did not respond to this question.

Figure 6: Privacy Concern of respondents while using Social Media

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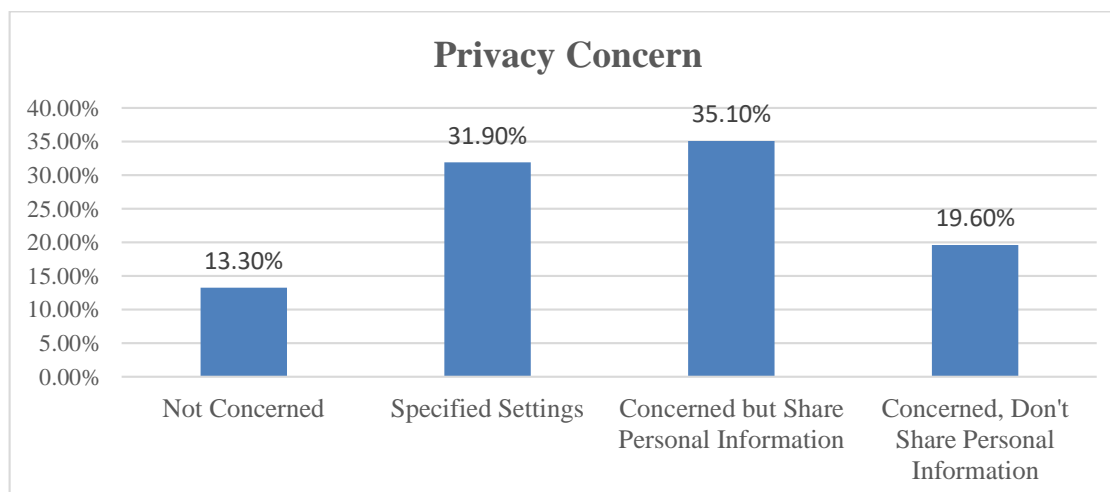
[19] Julie J. Beyer, Privacy: The endangered species of the digital era 22 (Faculty of Utica College, ProQuest LLC, 2018).

13. What are the rights of Data Subjects (Social Media Users)?

As per the law SNSs/Apps must inform data subjects about the manner in which processing of the information is done. Some of the rights of data subjects are 'right of access'; 'right to be informed of the logic in automatic decision taking'; 'right to compensation'; 'right to rectify inaccurate data'; 'right to complain to ICO'; 'right to go to court' etc.

Table 13 shows that 97.8% (587 out of 600) respondents responded to this question, while 2.2% (13 out of 600) respondents did not respond to this question.

Table 13: Case Summary of $Rights_Data_Subject

	Cases					
	Valid		**Missing**		**Total**	
	N	**Percent**	**N**	**Percent**	**N**	**Percent**
$Rights_Data_Subject[a]	587	97.8%	13	2.2%	600	100.0%

a. Dichotomy group tabulated at value 1.

Table 14 shows that the total received responses is 1641. Only 226 respondents perceive all the above-mentioned rights as data subject rights; this total represents 13.8% of total response given (226/1641) but 38.5% of the cases (290/587).

Table 14: Percent of Cases of $Rights_Data_Subject

		Responses		Percent of
		N	**Percent**	**Cases**
$Rights_Data_Subject[a]	**Right To Information**	390	23.8%	66.4%
	Right To Access	339	20.7%	57.8%
	Right To Withdraw Consent	295	18.0%	50.3%
	Right To Delete Data	290	17.7%	49.4%
	All Above	226	13.8%	38.5%
	None of the Above	11	0.7%	1.9%
	Not Sure	90	5.5%	15.3%
Total		1641	100.0%	279.6%

a. Dichotomy group tabulated at value 1.

14. What do you expect from social networking sites and apps while processing of your personal data?

It is obligatory for the social networking sites and apps to adhere to the universally accepted data protection principles like Collection Limitation Principle, Data Quality Principle, Purpose Specification Principle, Use Limitation Principle, Security Safeguards Principle, Openness Principle, Individual Participation Principle, and Accountability Principle while processing personal data of data subjects.[20] Through the present question

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[20] Organization for Economic Cooperation and Development, Guidelines on the Protection of Privacy and Transborder Flows of Personal Data (October 1, 1980). available at: http://www.oecd.org/document/18/0,2340,en_2649_34255_1815186_1_1_1_1,00.html (last visited on October 30, 2023).

the researcher has made efforts to know the legal awareness of respondents regarding data protection principles.

Table 15 shows that 98.8% (593 out of 600) respondents responded to this question, while 1.2% (7 out of 600) respondents did not respond to this question.

Table 15: Case Summary of $Data_Protection_Principles

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
$Data_Protection_Principles[a]	593	98.8%	7	1.2%	600	100.0%

a. Dichotomy group tabulated at value 1

Table 16: Percent of Cases of $Data_Protection_Principles

|		Responses		Percent of Cases
		N	Percent	
$Data_Protection_Principles[a]	Fair & Lawful	374	24.9%	63.1%
	Purpose Limitation	317	21.1%	53.5%
	Data Quality	295	19.7%	49.7%
	Data Security	297	19.8%	50.1%
	All Above	201	13.4%	33.9%
	None of Above	17	1.1%	2.9%
Total		1501	100.0%	253.1%

a. Dichotomy group tabulated at value 1.

Table 16 shows that total response received is 1501. Only 201 respondents have expressed their view that while processing of personal data all data protection principles (fair & lawful, purpose limitation, data quality, data security) must be kept in mind by the SNSs/Apps which represents 13.4% of total response given (201/1501) but 33.9% (201/593).

Q.15.   Have you ever participated in any program organized by your university to spread awareness about privacy/cyber issues in online social media platform?

Figure 7 shows that 29% (171 out of 600) respondents participated in a privacy/cyber issues awareness programme organized by the concerned university. 58.2% (343 out of 600) respondents did not participate in any privacy/cyber issues awareness programmes.

Figure 7: Privacy Awareness Programme
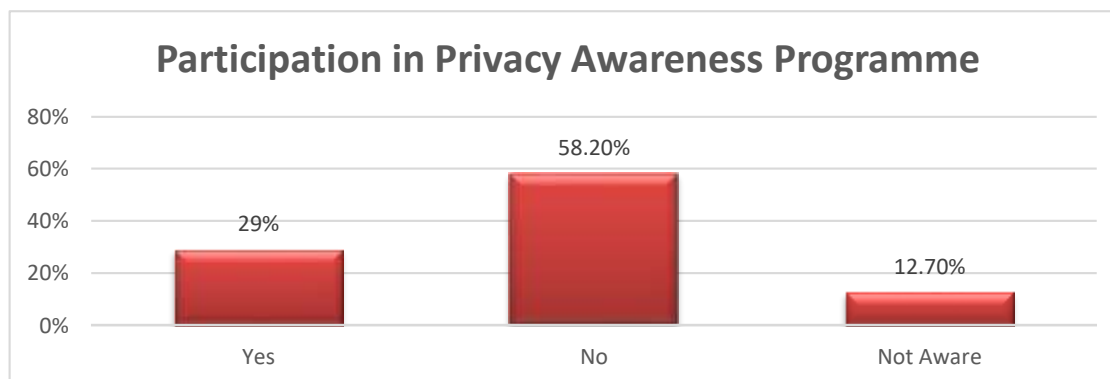
1.7 PART B: DATA SHOWING PRIVACY CONCERNS OF CENTRAL UNIVERSITIES IN UTTAR PRADESH

Part B is based on information received from central universities in response to six queries of the researcher asked in the form of Right to Information 2005 application. Information received from central universities in Uttar Pradesh has been analysed as below:

Table 17: Status of Information received from central universities in Uttar Pradesh

Name of University	Whether Information received from central universities or not (Yes/No)
Aligarh Muslim University, Aligarh	Yes
Babasaheb Bhimrao Ambedkar University, Lucknow	No
Banaras Hindu University, Varanasi	Yes
Rani Lakshmi Bai Central Agricultural University, Jhansi	No
Rajiv Gandhi National Aviation University, Amethi	No
University of Allahabad, Prayagraj	No

From Figure 7 it is clear that only 33.33% universities responded to the queries of the researcher while 66.67% universities did not respond to the queries.

Figure 8: RTI response from universities
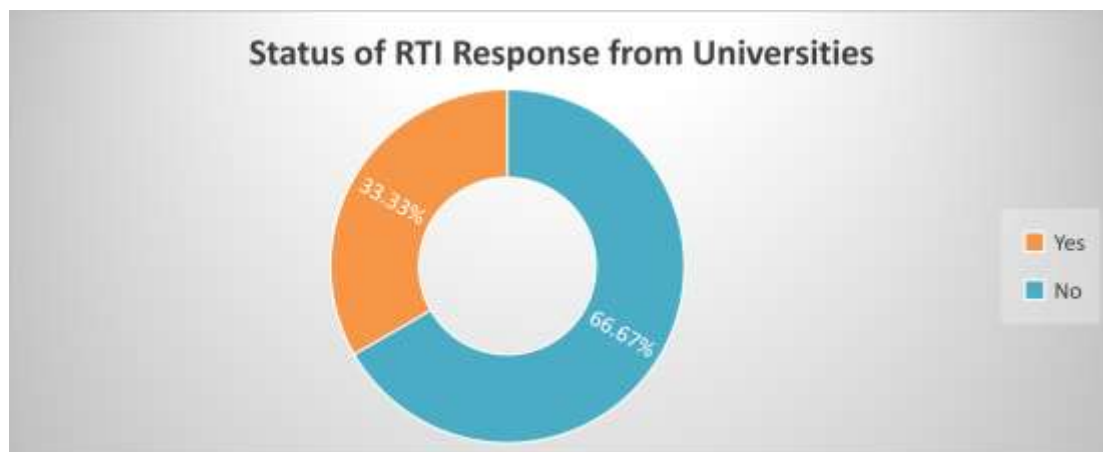
Table 18: Information received through RTI from Central Universities in U.P.

Queries raised in RTI application	Response received from Aligarh Muslim University (Aligarh)	Responses from Banaras Hindu University (Varanasi)
What kind of social networking sites and apps university is using for imparting online education or intercommunication with staffs? a. GoogleMeet b. Zoom c. Webexd. d. Facebook e. YouTube f. Others ……………	1. Multiple platforms including Google Meet, Zoom, YouTube, Moodle LMS etc. are being used various Faculties, Departments, OUs as per the number of concurrent users in the class/session/online events and preference of the individual Faculties / Departments / Colleges / Institutes.	1. a. Google Meet b. ebex
Does university has its own software/apps used for online teaching & other purpose free from violation of privacy? (a) Yes (b) No	2. n addition to multiple secure online platforms mentioned at point number 1, University also has an on-premise institutional LMS (https://lms.amu.ac.in) which is made available at all faculty of studies for progressive adoption by all concern.	2. No
Is there any policy adopted by the University to protect personal information of students, research scholars, teaching staffs and non-teaching staff? (a) Yes (b) No	3. University has adopted IT Policy and guidelines, a copy of the same is available at public domain (https://api.amu.ac.in/storage/file/pdf/cc/ITP.pdf)	3. Privacy Policy as available on BHU website: new.bhu.ac.in
What measures is being taken between university and agencies (acting on behalf of university like National Testing agency and others) regarding the processing of personal information of concerned persons (students, teaching staffs, non-teaching staff) to respect, protect the right to privacy?	4. Item related to another office Admissions and Examinations,the matter may be referred to this office.	4. Information not available in the Computer Centre

(a) Have a MOU between University and agencies not to share personal data with others. (b) Delete data after reasonable time period, once purpose is fulfilled. (c) Seek consent of concerned persons regarding processing of data like uploading on website		
Does your university's website follow any privacy policies? a. Yes b. No	5. University has multiple websites maintained by respective computer cells like Computer Cell admissions and Examinations, Computer Cell Registrar's Office etc. Each of which is governed by IT Policy mentioned at point number 3. URL (www.amu.ac) is not correct however University is committed to respecting and following privacy.	5 a) Yes
6 (a) Has any department of university organized privacy awareness program for students in context of social media? (b) If yes, how many such programs have been organized from January 2019 to January December 2021?	6. Information seeker may like to pursue the university website where information may be available at multiple sections including departmental webpages (https://amu.ac.in/department-list), past events (https://amu.ac.in/events) and News Section (https://amu.ac.in/news) etc. in its quest for information.	6. Information not available in Computer Centre

Table 18 shows the Information received through RTI from two central Universities (Aligarh Muslim University and Banaras Hindu University) in U.P.

1.8 FINDINGS

- Data analysis from Figure 1 reveals that maximum participation in the survey is from age group 18-22 i.e., 34.5 % while as minimum participation is from age group of above 30 i.e., 16.3%. It reflects that respondents of the youngest age are more addicted to social networking sites and apps.

- The maximum participation course wise is from the students pursuing post-graduation i.e., 40.3%; while minimum participation is from the students pursuing other courses including diploma i.e. 10.7 %.

- Data shows that WhatsApp (16.8%) is the first choice of respondents followed by YouTube (15.0%) is the second choice while Facebook (14.1%) and Google (14.1%) are the third choice of respondents.

- Figure 4 shows that universities are partially allowing respondents to use social networking sites /apps in their cyber libraries

- Data (Table 3 and Table 4) shows that majority of the respondents i.e. 34.0% respondents prefer to communicate with others in form of text messages, while as 30.2% use images to communicate their views and expressions, 17.9% respondents post videos, 12.9% post links while as 5.1% respondents communicate in other forms.

- Data (Table 5 and Table 6) shows that majority of the respondents use social networking sites/apps for education purpose, followed by communication, others use for entertainment, shopping, finance activities, gaming purpose.

- Data (Table 7 and Table 8) shows that 14.8% respondents perceive bodily privacy, communication privacy, informational privacy, territorial privacy as whole. 0.7% respondents replied that none of the options is a part of privacy. It reflects that respondents are not much aware about privacy concepts.

- Social Media sites and apps are collecting users' information through overt and covert means. The researcher found in a survey (Table 9 and Table 10) that the awareness level of respondents about different types of information collected by SNSs/Apps is very low. Only 9.6% respondents have the perception that all kinds of information i.e., account information, contact information, payment information, location information, device information is collected by social networking sites and apps.

- Table 11 and Table 12 indicate that only 11.6% respondents have the perception that SNSs/Apps collect personal information of users for advertisement purposes, to provide better services, to develop new services, to share with law agencies on demand. Hence the awareness level of respondents about the purpose for which personal data of respondents is collected by SNSs/Apps is not satisfactory.

- Through this survey (Figure 5) the researcher found that majority of the respondents 55.8% do not read privacy policies/ Terms and Conditions of social networking sites / apps. This is alarming situation among respondents that they are not showing concerns towards privacy.

- The researcher found (Table 13 and Table 14) that only 13.8% respondents are aware about data subjects rights while the remaining respondents are partially aware about data subjects rights. Hence, awareness about data subject rights among respondents is not satisfactory.

- Table 15 and Table 16 show that only 13.4% respondents have expressed their view that while processing personal data all data protection principles (fair & lawful, purpose limitation, data quality, data security) must be kept in mind by the SNSs/Apps. Hence, it shows that awareness about data protection principles among respondents is not satisfactory.

- The researcher found that (as Figure 7 reveals) majority of the respondents (57.2%) did not participate in any privacy/cyber issues awareness programmes, only 28.5% respondents participated in a privacy/cyber issues awareness programme organized by concerned university while as 12.5% respondents are not aware about such programmes.

- The researcher found that privacy concerns of central universities in Uttar Pradesh are not satisfactory. Out of six universities only Aligarh Muslim University, Aligarh and Banaras Hindu University, Varanasi responded to the queries of the researcher.

- The researcher found that universities are mostly dependent on social networking sites / apps for imparting education. They don't have their own software.

- The non-responsive nature of universities (Table 17) depicts that no university (considered in research work) is taking any measures to protect the personal data of students, teaching staffs and non-teaching staffs to protect, respect the right to privacy of concerned persons.

- The survey (Table 18) shows that programmes organized by universities to make students aware about privacy/cyber related issues is negligible.

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1.9 CONCLUSIONS & SUGGESTIONS

Awareness about legal provisions of data protection and privacy policies of social media among students of central universities in Uttar Pradesh is not satisfactory. Only Aligarh Muslim University is adopting Privacy policies online to protect the data of students, staffs (teaching and non-teaching). The promptness of Central Universities in Uttar Pradesh in taking measure to protect the personal data of students, staffs is not satisfactory.

Effective remedy against the violation of privacy can be a reality only when the law considers the context of the time. The ubiquitous nature of data in our present day has generated progress but at the same time there is a need for the law to respond to this progress by protecting vulnerable rights of citizens. To protect our privacy in digital age we need to know the value of our personal information that we share online and other aspects like who is gathering data about us, how that data is used by whom, who can hold that data, how can we delete our personal data and so forth. There is a need to make people socially and legally aware of right perception of privacy, privacy as a legal and human right, rights of data subjects, and remedies available in case of online violation of privacy in the context of social media. Higher educational institutions and others can play a major role in spreading awareness among users to protect privacy in social media platform.