



PRIVACY CONCERNS IN FACEBOOK SITE

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Abstract

Today social networking sites play an important role and inexpensive way to maintain existing relationships and present oneself. However, the increasing use of online sites give rise to privacy concerns and risks. All Internet sites are also under attack from phishers, fraudsters, and spammers. They aim to steal user information and expose users to unwanted spam. They have so many resources at their disposal. This paper studies the awareness of college students regarding the privacy in Facebook. The authors intended to know how students are concerned about their privacy in Facebook, and the extent to which they use the privacy enhancement enablers. In our study, we present results from a survey of 200 users of Facebook who are studying in college. The results show, that most of our respondents, who are active users of Facebook, not disclosing the considerable amount of private information, they are well aware of the visibility of their information to people, they change their privacy setting accordingly and do not accept the strangers friend request. Furthermore, Facebook's updated privacy policy and the terms of use were largely known by our respondents.

Key words : *privacy, Social networking sites, Facebook*

Now a days almost everyone uses social networking sites. One of the popular site is a Facebook. The internet is an invention that has had a tremendous impact on the world. Facebook was founded in 2004 by Harvard student Mark Zuckerberg and originally called thefacebook. It was quickly successful on campus and expanded beyond Harvard into other Ivy League schools. With the phenomenon growing in popularity, Zuckerberg enlisted two other students, Dustin Moskovitz and Chris Hughes, to assist. Within months, thefacebook became a nationwide college networking website. Zuckerberg and Moskovitz left Harvard to run thefacebook full time shortly after taking the site national. In August of 2005, thefacebook was renamed Facebook, and the domain was purchased for a reported \$200,000 US Dollars (USD). At that time, it was only available to schools, universities, organizations, and companies within English speaking countries, but has since expanded to include anyone. Facebook users create a profile page that shows their friends and networks information about themselves. For interaction and uploading large quantities of personal information people are using Facebook site. Since its origin, Facebook Site have attracted different groups and communities. Technical experts, Businessmen, Social Activists, and Researchers intend to find out the structure of Facebook site, and at the same time take advantage of it. In other way, facebook site is an inseparable part of people's life. The drastic growth in Facebook use has created a privacy concerns. In this paper, author focuses on the concern of the personal privacy that arise between facebook users and how effectively they manage their concerns by expressing preferences for who should be allowed to access posted content.

The social networking site, Facebook has been receiving a lot of attention all over the world, particularly because of privacy issues. Facebook is now one of the biggest social networking sites. it is open for everyone who has a valid email address. The success and growth of Facebook has been incredible.

The popular social Network Site, Facebook, is the main case study in this paper, that attracts a huge number of users all over the world. Based on a recent report, Facebook has more than 200 million active users. Many research has been done about the different types of information that is posted on Facebook profiles and the privacy settings that users use. The main purpose of this study is to see the awareness of users regarding their privacy setting and protect their information without ignorance or lack of caring while using Facebook site. In this survey, author watched the users profile to find out if

the user changed the amount of information that they provided and to available information to whom. If users change their profile then they are well aware of privacy settings and not providing personal information to everyone. On the other hand, if profiles remained unchanged then it shows that users are not concerned with protecting the information that they give out about themselves. In this survey, the author has considered information disclosed by Facebook users about specific pieces of content that they had posted to their profiles, as well as their levels of comfort sharing content with their friend networks and with strangers. It was observed that most of the respondents denied access to their profile content and friend lists to strangers or people outside their friend network. Respondents who were concerned with privacy settings were not sharing any posts with strangers and significantly blocked the strangers from accessing their profiles. Thus, the results indicate that most of the respondents effectively intensify their concerns over sharing content with strangers. The researcher briefly provide background on Facebook's privacy settings. A Facebook profile is a place where user can manage its information. Some of the users create a Facebook profile with real name and profile picture and some with fake name and profile picture. In addition, users can share various types of data with other users. Such data includes contact information, personal information like gender, birth date, hometown, education and work information, information regarding interest movies, music, clubs, books, relationship status and partner's name, and political orientation. Users can in fact choose to fill in any of this information fields and update their information at any time. Users can communicate by using profile walls or private messages and also share photos and videos with other users. Writing something to others wall is normally visible to either everybody or only friends or to the received user only it depends on the private setting who can see this profile and information in it. Users can also like and comment to the photos, videos or other posted elements. With using "status updates" users can also tell the others what they are doing, where they are, and so on.

Facebook's Privacy Model : At the time of the survey, Facebook site allowed users to manage the privacy settings of uploaded content using five different granularities: Only Me, Specific People, Friends Only, Friends of Friends, and Everyone. Specific People allows users to visible content to only a certain set of people. The default or "recommended" privacy setting for all content is Everyone, Users create a friend list,



add a subset of their friends to it, name it, and can then select the list as a basis for privacy control. Friend lists are private to the user who creates them, unless the user chooses to display them as part of his profile. Each time user make a post or create a photo album, can use lock icon to select who can see that post and album. For remaining content types, users can specify different privacy settings for each piece of content.

Objectives of the Study : To develop Facebook profile to understand the Use of Facebook's privacy features, and users attitudes towards the strangers friend request and awareness of Facebook privacy in their posted content.

Method : The researcher collected data of students profile information and also collected data on users' attitude towards the strangers friend request and change in privacy setting. The survey as a Facebook application; enabled to pose questions using real profile data and specifically interested in how users manage their profile information, their use of Facebook's privacy features, and users attitudes and awareness of Facebook privacy settings. The data was gathered with a web questionnaire. This method was natural choice because of research subject. The first aim of the questionnaire was to find out background information of respondents and then collect the actual data about users' information disclosing in profiles, users' privacy and security concerns and finally their awareness of privacy on Facebook. 200 Facebook users were invited to answer this questionnaire via Facebook. The questionnaire was available for the college students who are facebook users. The survey asks the user who, ideally, should be able to view and comment on the profile content. For changing privacy settings the user is presented with a number of options, currently allowed by Facebook are *Only Me* - Indicating that the content should be private the user; *Specific people* - The user is asked which of his friends should be able to access the posts. The user can select friends individually from a list, or can specify users using any friend lists they have created; *All Friends* - Indicating that all of the user's friends should be able to access the posts; *Friends of Friends* - Indicating that all of the user's friends, and all of their friends, should be able to access the posts; and *Everyone* - Indicating that all Facebook users should be able to access the posts. The population was selected from college students who are using Facebook. The survey was conducted on 200 college students who are active user of facebook. The tool of the study comprised to create a facebook profile and to develop questionnaires.

Analysis and interpretation : Out of the 200 facebook user majority of the users 69% say that they only disclose their name and profile picture in their facebook profile, while 31% either they disclose their name only or profile picture only or not both of them.

Table 1

Disclosing real name and profile photo in the facebook profile

Questionnaire item	Yes	%	No	%	n
Are you disclosing both real name and profile photo in facebook profile.	138	69%	62	31%	200

Response-Yes/No : The majority of respondents 86 % say that they have changed or modified the privacy settings and 14% say that they have not changed the profile setting. The respondents also claim to be aware about the fact that without modifying their privacy settings, their profile will be visible to all the users.

Table 2

Change or Modify the privacy settings

Questionnaire item	Yes	%	No	%	n
Have you changed the privacy settings of the profile.	172	86%	28	14%	200

Response-Yes/No : Out of the 200 facebook user majority of the users 92% do not accept or reject the friend request from strangers and 8% accept it. It was considered that those who accepted the requests without any investigation or being affected by the gender or picture of the attacker, which presumably is fake will be at risk and become an easy target.

Table 3

Reaction towards the strangers friend request

Questionnaire item	Yes	%	No	%	n
Do you reject the strangers friend request.	184	92%	16	8%	200

Response:Yes/No : This shows that increasing awareness of privacy will affect the user behavior.

Analysis of Privacy Settings : Users on Facebook can share different types of data with others users. These types of data include real name and Profile photo of the facebook profile. Users can in fact choose to fill this information and update their information at any time. In this section, investigator start by investigating the awareness of modification of selected privacy settings and also analysis the reaction of facebook user who are also college students towards the unknown person's friend request. The results show that facebook user have significant privacy concerns, and claim to be fairly aware of privacy risks.

Conclusion : The results indicate, that most of respondents, who seem to be active users of Facebook, do disclose real name and profile photo. Furthermore, the privacy policy and terms of use of Facebook were largely known or understood by our respondents. Furthermore, the privacy policy and terms of use of Facebook were largely known or understood by our respondents that's why most of the respondent reject the friend request from unknown persons and also most of the respondent modify or change their facebook profile. Privacy is a complex construct and, as such, difficult to understand. Accordingly, there are many different factors that affect privacy behavior. Hence, more research into privacy awareness and related behavior on social networking sites is clearly called for.

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