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Social Media and Data Privacy Awareness

Ayushi Bhange ^a, Sumit Bawne ^b, Harshal Pusdekar ^c, Shantanu Chavan ^d

^a Dept. of Computer Applications, T.G.P.C.E.T., Nagpur, India

^b Dept. of Computer Applications, T.G.P.C.E.T., Nagpur, India

^c Dept. of Computer Applications, T.G.P.C.E.T., Nagpur, India

^d Dept. of Computer Applications, T.G.P.C.E.T., Nagpur, India

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ABSTRACT:-

Social media has become an important part of everyday life. People use social media for communication, education, entertainment, business, and sharing personal information. Users regularly share photographs, videos, opinions, locations, and other details on different online platforms. Along with these benefits, social media has also created concerns about the privacy and security of personal information.

Data privacy awareness means understanding how personal information is collected, used, stored, and shared online. Many users accept application permissions and privacy settings without properly understanding them. This can increase the risk of unauthorized access, identity theft, phishing, unwanted tracking, and misuse of personal information.

This study focuses on the importance of data privacy awareness among social media users. It examines common privacy risks, user awareness, privacy settings, account security, application permissions, and responsible information sharing. The study also highlights simple practices that users can follow to protect their personal information.

The study concludes that better privacy awareness can help users make safer decisions while using social media. Regularly checking privacy settings, using strong passwords, avoiding suspicious links, and limiting unnecessary personal information can improve online privacy and security.

INTRODUCTION:-

Social media has changed the way people communicate and share information. Platforms for social networking, messaging, and video sharing allow users to connect with others and share content quickly. Social media is now used by individuals, students, businesses, and organizations for different purposes.

However, social media also involves the collection and use of personal information. Users may provide their name, email address, phone number, photographs, location, interests, and other details while creating and using an account. Information can also be generated through activities such as searches, likes, comments, follows, and viewed content.

Many users are not fully aware of how their information is handled. Some users keep their profiles public, share personal details openly, or provide application permissions without checking them. This can create privacy risks.

Data privacy awareness helps users understand these risks and make better decisions. Users should know how to control their privacy settings, protect their accounts, avoid suspicious links, and limit unnecessary information sharing.

Therefore, awareness about data privacy has become an important part of digital literacy. Responsible use of social media can help users enjoy its benefits while reducing the possibility of personal information being misused.

REVIEW OF RELATED LITERATURE:-

Social Media and Personal Data

Social media platforms collect information provided by users as well as information generated from their online activities. Profile information, photographs, interactions, searches, and preferences can contribute to a user's digital profile.

The Federal Trade Commission has examined data practices of major social media and video-streaming companies, including the collection, use, sharing, and storage of user information. Such findings highlight the importance of understanding digital data practices.

Privacy Awareness

Privacy awareness refers to the knowledge users have about protecting their personal information. Users with better privacy knowledge may be more likely to review privacy settings, use secure passwords, and avoid sharing unnecessary information.

Privacy awareness is important because users may not always understand technical privacy policies or application permissions. Therefore, privacy education should use simple explanations and practical examples.

Social Media Users

Young people and students are frequent users of social media and often share photographs, videos, opinions, and other personal information. They may not always consider the long-term effects of sharing such content.

Educational institutions can help improve awareness by teaching students about account security, privacy settings, phishing, responsible posting, and safe information sharing.

Importance of Privacy Education

Privacy education can help users understand common online risks. It can teach users how to create strong passwords, enable additional security, check application permissions, control profile visibility, and identify suspicious messages.

Regular awareness is important because online technologies and privacy risks continue to change.

METHODOLOGY & IMPLEMENTATION

A. Research Methodology

This study uses a descriptive and exploratory approach to understand social media usage and data privacy awareness.

The study focuses on common privacy risks and the methods users can follow to protect their personal information. Information related to social media, privacy, cybersecurity, and digital awareness was considered for the study.

The main areas studied include:

- Personal information sharing
- Privacy settings
- Password security
- Application permissions
- Location sharing
- Phishing and suspicious links
- Responsible social media usage
- Privacy education

The collected information was reviewed to identify common privacy problems and simple solutions for improving user awareness.

B. Data Collection

Information was collected from:

- Research papers related to social media and privacy
- Privacy and cybersecurity reports
- Government resources
- Digital awareness publications
- Social media privacy documentation

- Online privacy studies

These sources helped provide information about privacy risks, user behavior, and methods of protecting personal information.

DATA PRIVACY AWARENESS PRACTICES

Social media users can follow some basic practices to improve their privacy.

1. Check Privacy Settings: Users should regularly check who can see their profile, posts, photographs, and other information.
2. Avoid Unnecessary Sharing: Sensitive information such as addresses, financial details, identification documents, and private information should not be shared publicly.
3. Use Strong Passwords: Users should create strong and unique passwords and avoid using the same password for multiple accounts.
4. Enable Additional Security: Multi-factor authentication should be enabled when available to provide additional protection against unauthorized access.
5. Check Application Permissions: Users should review permissions requested by applications and avoid providing unnecessary access to contacts, camera, microphone, or location.
6. Be Careful with Links: Unknown links and suspicious messages should be avoided because they may be used for phishing or stealing personal information.
7. Think Before Posting: Users should consider the possible future effects of information before posting it online. Content can be copied or saved by others.

CONCLUSION:-

Social media provides many benefits in communication, education, entertainment, and business. However, the increasing amount of personal information shared online has made data privacy an important concern.

This study shows that privacy awareness can help users understand the risks associated with social media and take suitable protective measures. Users should carefully control the information they share and understand the privacy settings available on their accounts.

Simple practices such as using strong passwords, checking privacy settings, avoiding suspicious links, controlling application permissions, and limiting personal information can improve online safety.

Privacy protection is a shared responsibility. Users need to behave responsibly while organizations should provide suitable privacy controls and clear information about data practices.

Future research can focus on measuring privacy awareness among students and developing simple educational programs to promote safer social media usage.

In conclusion, better data privacy awareness can help users use social media responsibly while reducing unnecessary risks to their personal information.

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