

A study on youth perception about social networking websites violating basic human privacy rights

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Abstract

Social networking sites have experienced rapid growth in recent years. Social networking sites come with both advantages and disadvantages and brings up many challenges. For free expression in the digital age social media platforms such as Twitter and Facebook have become essential. These networking sites provide attractive means of online social interactions and communications, but also raise privacy and security concerns. Youth perception about the social networking sites violating basic human privacy rights is studied in this research paper. According to the cyber law Breach of privacy and confidentiality deals with people to have a privacy of keeping their information without any other interventions. But this law is often violated. Through hacking data safety and right to privacy is often violated. Universal human right in theory and practise is analysed. Various forms of human right violation that exist in social networking sites are also studied in this research. The research tool employed in the current research is the survey method through structured questionnaire with non-probability sampling. The youth between the age of 20 to 25 who are living in Bangalore were selected as respondents. Percentage analysis is used by the researcher for data analysis. The result of the survey is tabulated to examine the general perception of youth about social networking websites violating basic human privacy rights.

Keywords: social networking sites, human privacy right violation, privacy, media right violation, cyber law. media right violation, online media, Twitter, Facebook, youth, communications

Introduction

Social networking sites comes with both advantages and disadvantages and brings up many challenges. For free expression in the digital age social media platforms such as Twitter and Facebook have become essential.

Social media provide a wider platforms for people to connect with people online. As such, police and security agencies, especially in repressive countries, often rely on social media to force people—members of minority groups, journalists, activists, and others—to reveal their social networks. According to Universal Declaration of Human Rights, everyone has the right to privacy. All the social media users have the right to their privacy. Even then this right gets violated more often than what people think. Many people often believe that if a user keeps their

information private, then it stays private which is not the truth. These networking sites have access to this information because they want access to the user's private information to do advertisements which is done without user's approval which is a violation of people's right to privacy.

Cyber bullying is another form of violation of rights. Malicious contents are sent to people online, article five of declaration, which states "no one shall be subjected to torture or cruel, inhuman or degrading treatment or punishment" is violated.

Significance

According to the cyber law Breach of privacy and confidentiality deals with people to have a privacy of keeping their information without any other interventions. But this law is often violated. Through hacking data safety and right to privacy is often violated. Defamation is another way of violating human rights through social media networks. It is more visible in Facebook. Social networking sites hold a huge personal information and data and is open. Society is under constant changing process so, to understand social situations to get privacy regularly has to be changed. Networking sites differ each other in the level it offers privacy. Social media are platforms that needs privacy and self-protection.

Review of literature

There have been various studies and researches taken place on the concept of youth perception on the role of social media in human rights violation.

Dr. Kumar Rajiv (2007) -The situation of human rights in India is not satisfactory. The citizens are not enjoying them because of certain reasons.

An attempt has been made to discuss the role of media in the protection and promotion of human rights. Media is the most effective and informative means of communication. It can spread information to a large number of people within a short span of time. Media should be a free, fair and powerful to create awareness in the general public. It can build pressure for positive action regarding protection and promotion of violation and also solution for the same.

David Rosenblum (2007) - For the upcoming generation, social networking sites have become the preferred platform for social interactions. However, because of such forums are relatively easy to access, posted content can be viewed by anyone with an interest in the users' personal information.

AnoushaChaudhari (2011)- Incidences of abuse on the internet, especially among teenagers, are growing at an alarming rate causing much concern among parents of teenagers and prompting authorities to regulate internet use among teenagers. Social networking sites (SNS) are criticized for serving as a breeding ground for cyber-bullying and harassment by strangers. However, there is a lack of serious research studies that explicitly identify factors that make teenagers prone to internet abuse, and study whether it is SNS that is causing this recent rise in online abuse or is it something else. This study attempts to identify the key factors associated with cyber-bullying and online

harassment of teenagers in the United States using the 2006 round of Pew Internet American Life Survey that is uniquely suited for this study.

Objectives

The General objective is to identify the youth perception on the role of social media in human privacy rights.

Specific Objectives

- To analyse the awareness of youth about their behaviour in the social media sites violate the human privacy rights
- To explore the various forms of violation of human rights that exist in social media
- To analyse Universal human right in theory and practise

Methodology

Both primary and secondary data collection methods are used. The primary data was collected using quantitative approach. And to get a further detailed understanding about the topic, the researcher depended on secondary data sources such as books, journals, online sources and so on and so forth. Online survey was the tool used to collect the data. The youth between the ages of 20 to 25 who are living in Bengaluru were selected as respondents.

Interpretation:

According to the survey conducted on the perception of youth perception about social networking websites violating basic human privacy rights, 47% of the respondents were female and 53% of them were male. There were 62% of youth above the 25 years of age, 21% of them were between the age of 15 and 20 and the rest 21% of the respondents belong to the age group of 20 to 25 years of age.

The youth prefer whatsapp and facebook than other networking sites. When we compare the results there is a huge difference in the rating. Whatsapp and facebook leads the rating scale whereas all the other networking sites only constitute 45% of the total.

The percentage of people using networking sites for more than 5 years is 54% whereas 37% of the population use these sites for 1 to 4 years of time. In the result obtained 92% of the respondents responded that they use the privacy settings that are available in the networking sites and only an 8% respondents are not using these privacy options.

The majority of the population indicated that they never encountered any privacy related issues in the networking sites they use while 25% of the total population indicated that they have encountered privacy related issues in this sites.

Only 67% of the total population responded as they read through the privacy policy of the networking sites before they provide their personal information whereas 33% of the population is not bothered about the privacy policies before providing their personal information. When the population was asked whether they were aware about the privacy settings provided by the networking sites and government only 61% of the population were aware of this. 74% of respondents indicated that they had changed their settings to customise and 26% of them haven't changed their settings.

When the respondents were asked to indicate whether they feel that there is an invasion of privacy through networking sites 67% of the respondents indicated a positively. Whereas the 35% of the respondents never felt so. The population was asked to indicate what are the type of information that they include on their social networking sites, majority of them responded that they share their E-mail address, home town, photos of others as well as their own and mobile numbers with a higher indication and other information such as instant messenger address and political views were having the least indications.

The population was asked to rate, how difficult is it to manage the privacy controls on the profile, 43% of the population rated it as not too difficult to manage. 33% of the population rated it as somewhat difficult to manage the privacy controls, only 12% among the total population felt it as very difficult to manage and the least rating was given for the option of not difficult at all to manage the settings.

The respondents were asked to rate how concerned were they about submitting some of the personal information on the networking sites the obtained results is; for sharing dating history, financial information (eg. info on things you buy, where you buy from, etc), gossip between friends, intimate secrets and religious and political belief the respondents show a rating of not at all concerned about sharing these information's whereas they show a little concern in sharing lifestyle related (eg. photos, blogs, history etc) information.

The youth were asked whether they feel that their personal information on the social media is protected highest indication of 34% of the population felt that somewhat of the information is protected. 31% of the respondents felt that the information's are not at all protected and 32% of the population felt a little protection in the personal information they provide. Only 5% among the total respondents felt that the personal information on the social media is highly protected.

When the respondents were asked about the types of privacy issues they were aware off the majority of them had indicated for hacking and strangers know about the personal information. And the least ratings was given for companies sending promotional mails to you, E-mail spoofing and the photos being misused and published respectively. The respondents were asked whether they felt any need for more features to privacy stings in the networking sites 88% of the population remarked that there is a need for more privacy features to be added to the networking sites. 61% of the respondents also indicated that they are aware about the basic privacy setting features provided by the government and the 39% of the total population is unaware about this.

The majority of the population indicated that they were not part of any awareness programmes about the privacy rights available in the networking sites and 18% remarked that they were part of awareness programme.

Conclusion:

The primarily objective of the study was to find out that whether the youth was aware about the basic human privacy violation in networking sites. From the results obtained I was able to conclude that majority of the youth are aware about their basic privacy right violations. They are also aware about the various privacy violations that are prevailing in the society. I was able to find out that majority of the respondents felt that there is an invasion of privacy through the networking sites and misusing the information's. A large number of respondents also felt a need for more privacy features that should be added to the networking sites.

The government also should include many awareness programme so that these invasion of privacy can be eliminated and more policies should be introduced by the government. The secondary aim was to analyse about the behaviour of the youth towards these privacy issues and their awareness about these issues. The youth are aware about the different privacy right violations.

Many suggested a need for Incognito mode, photos to be stored in the other person's phone only by the sender's concern, photo security, third parts ads to be restricted in the social networking sites, data security etc. Majority of the respondents suggested a need more making the existing features to be more accurate and efficient.

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