Title: Facebook users and undergraduates

(Specially reference to Selected Universities in Sri Lanka)

Author: A.H.Dinithi Jayasekara

Post: Lecturer

Address: Department of Mass Communication

University of Kelaniya

Sri Lanaka

Abstract

New media has play a pivotal role in enhance the relationship between the people and the media. Internet has pros and cons but more and more people all over the world using it for various purposes.Facebook is one of the largest online social network. In Sri Lankathere are more than 1.5 million Facebook users.

Problems of this research were do Facebook users (undergraduates) use their account prudently and do they have enough   knowledge on privacy settings.Objectives were to find out why the face book users reveal their privacy details through the account and found out whether the Facebook users are knowledgeable enough tosafe guard their privacy. This was Qualitative and Quantitative research. I used questionnaires and interviews to collect primary data. According to this research I came across most of the undergraduates were highly interested on Facebook. But they didn't possess substantial knowledge about privacy settings.

Keywords:

New Media, Internet, Privacy , Facebook, Cyber crime

1. Introduction

Social media attract especially younger generation addicted to it. Statistic reveled that More than 2.7 million population has been using internet at the end of the March 2013. Facebook is the largest online social network. Founded in 2004. It's said that the currently Face book has more than one billion active users. It testimony the popularity of social media.

According to Sri Lankan Facebook Statistics issued by social bakers, currently (2013 May) there are more than 1.5 million .Monthly Active Users in Sri Lanka. (http://www.socialbakers.com/facebook-statistics/sri-lanka) According to their statistics, Facebook penetration in Sri Lanka is 7.09% compared to the country's population and 60.98% in relation to number of Internet users. Sri Lanka Facebook demographics – The largest age group is currently 18-24.http://studentlanka.com/2013/04/30/facebook-users-in-sri-lanka/

Facebook has become a favorite hunting ground for hackers resulting in people with malicious Intent searching for their victims within the Facebook network. Identity theft is the most common crime on Facebook where hackers create a fake profile after stealing the information from the Internet and use it to take advantage. Sri Lanka police informed "Sri Lanka has 1.2 Facebook users, 20% of them (240,000) are fake accounts - source SL Police".https://www.facebook.com/SLtelecom/posts/366614890015926)

It is learnt that over 100 complaints relating to social networking website Facebook are received every month by the authorities responsible for cyber security in Sri Lanka and monitoring cybercrimes. Around 80% of these complaints are about fake Facebook profiles created by various individuals and the rest is about hacking into other people's accounts. During the past three years the number of complaints relating to Facebook was gradually on the rise. In 2010, 80 complaints of fake accounts were received and in 2011, it shot up to 1425. Last year 1100 complaints reported.(Dissanayaka,2013)

According to a Sri Lankan details Cyber Crime Division of Sri Lankan police receives following cases on internet crime relating to Facebook social network.

- Cases of hacking into Facebook accounts.
- Cases where, after jilting the lover, one party posts personal pictures and videos recorded secretly during their affair
- Creation of false Facebook accounts under a person's name and obscene pictures included in that page
- Cases of chat-conversations on Facebook between the couple have been saved or recorded and published Instances of posting nude pictures
- Blackmailing cases by demanding money or instances of threatening to blackmail unless sexual favors were granted, if the demands were not met. (Wickramasekara, 2012)

2. Literature Review

The rapid growth of social network sites has coincided with anincreasing concern over personal privacy.University students are often forerunners in the adoption of new communication technologies, and their communication networks tend to be dense.

I referred past researches done by this topic. Sabine Trepte and Leonard Reinecke wrote a book about "Privacy Online: Perspectives on Privacy and Self-Disclosure in the Social Web.

The contributing authors offer intriguing solutions for some of the most pressing issues and problems in the field of online privacy. They investigate how users abandon privacy to enhance social capital and to generate different kinds of benefits. They argue that trust and authenticity characterize the uses of social network sites. They explore how privacy needs affect users' virtual identities.

Lior Jacob Strahilevitz, The law school of Chicago completed a research about "A Social Networks Theory of Privacy" in 2004(http://dx.doi.org/10.2139/ssrn.629283)This paper argues that insights from the literature on social networks and information dissemination can help provide courts with satisfying answers to these central questions in privacy law. The social networks literature has generated theoretical and empirical insights about the probability that information disclosed to one member of a community will ultimately become known by a large segment of the community. Using these insights, courts can gauge whether the plaintiff's previously private information would have been widely disseminated regardless of the defendant's actions in a particular case. If so, the information in question was public, and if not, the tort law ought to deem the information as private. This paper argues that such an approach, which treats the privacy question as an empirical one, is more attractive than any other method of establishing whether the plaintiff had a reasonable expectation of privacy in the information at issue.

Another research was done by Leucio Antonio Cutillo, Refik Molva, Melek Onen "Analysis of Privacy in Online Social Networks from the Graph Theory Perspective". In this paper, we analyze the relationship between the social network graph topology and the achievable privacy.http://www.eurecom.fr/en/publication/3454/download/rs-publi-3454.pdf)

The Taste for Privacy: An Analysis of College Student Privacy Settings in anOnline Social Network, done by Kevin Lewis and Jason Kaufman ,Nicholas ChristakisHarvard University.http://www.wjh.harvard.edu/~kmlewis/privacy.pdf

"Facebook Privacy Settings: who care's a research done by Danah boyd and Eszter Hargittai,http://firstmonday.org/article/view/3086/2589.This paper examined the attitudes and practices of a cohort of 18– and 19–year–olds surveyed in 2009 and again in 2010 about Facebook's privacy settings. Results were challenge widespread assumptions that youth do not care about and are not engaged with navigating privacy. Findings were that, while not universal, modifications to privacy settings have increased during a year in which Facebook's approach to privacy was hotly contested. They found that both frequency and type of Facebook use as well as Internet skill are correlated with making modifications to privacy settings.

"Social Networks and Privacy "Special Reference to Colombo District Sri Lanka, It was unpublished thesis in University of Kelaniya. In this thesis she found public audience had no proper knowledge about privacy settings. According to her study Facebook was the most famous social network. (Hu/2006/393)unpublished research in Faculty of Social Sciences at university of Kelaniya, Sri Lanka in 2011.

3. Research Design

3.1. Research Problems

Do Facebook users (undergraduates) use their account prudently?

Do they have enough   knowledge on privacy settings of their account?

3.2 Methodology and Data Collection

This was Qualitative and Quantitative research. I used questionnaires to collect primary data. And refer books magazines and internet to collect secondary data.

3.3 Sample

I selected four universities. University of Kelaniya, Colombo, and Sri Jayawardanapura and distributed 150 questionnaires through these universities.50 questionnaires per each university.

3.4 Limitations:

 Selected three universities only. (University of Kelaniya,University of Colombo,University of Sri Jayawardenapura)

Among the social network sites selected Facebook only.

Among the social network sites selected Facebook onlyselected population of the research was university undergraduates. They were selected due their differences from the general public by their education level. Another reason to select this sample was their age, they were in the age group of 19-27.

In this full paper I used "FB" to represent Facebook.

4. Privacy Settings and Facebook

According to Merriam Webster dictionary "the state of being alone : the state of being away from other people and the state of being away from public attention" called as privacy. (http://www.merriam-webster.com/dictionary/privacy)Internet Privacy is the ability of individuals to control the flow of information and have reasonable access to data generated during a browsing session.(http://reputationx.com/internet-privacy-definition/).Privacy is a major concern for all Internet users, but it is becoming more difficult to expect a reasonable expectation of privacy online. One of the problems with Internet privacy is that many users assume that they have control over their information. When we talk about social media privacy is big problem. Most of the usersdidn't have enough knowledge about privacy settings. Facebook is an online social networking service Users need to know the privacy settings that help them to control their information on facebook.com. Facebook is organized around a system of networks that correspond to physical locations and institutions. Facebook maintains networks across the globe. Membership in such networks, while not required, is recommended by Facebook and allows the general location of a great many users to be known. Networks also determine the default level of ''public'' exposure afforded a new profile.

5. Facebook users in Sri Lanka

Selected sample's male population represents 53% and 47% represents the female. University wise it represent as follows. University of Colombo's population 54% represent male &46% female. In Kalaniya male population represent 56%, 50% and female population represent 44% and University of Sri Jayewardenepura male and female population represent 50 % respectively.

All three universities faculty wise details represent the below table.

Faculty	Number of Students	Percentage
Art	34	22.6%
Medicine	32	21.3%
Science	34	22.7%
Law	10	6.6%
Commerce and Management	40	26.7%

Table 1

6.6% Law 26.7%Commerce & Management undergraduates.Selected sample confined to students who has FB accounts only. Main objective of the study is to find the relationship between FB and disclosing personal details. Who create the FB account is an important determinant of this study. Since there is a relationship between privacy setting & the creator of the account.

Selected sample's majority 82% created their own account and by friend of mine & by Boyfriend are the two other preferred methods of creating FB accounts.

Below mentioned the undergraduates most preferred activity in FB. Except medicine all other selected faculties' most preferred activity in FB was "searching details about friends.It was 38% in faculty of science, 42% in faculty of commerce and management and faculty of art 26% and faculty of law 50%.But it differs in the faculty of medicine. Medicos most preferred activity in Facebook was browsing home page and it represented 37%.In the faculty of art 5% represented doing business using Facebook.This can be seen in faculty of art only.

	Science	Commerce &Management	Art	Medicine	Law	Total
Searching details about Friend	**13 (38.2%)**	**17 (42.5%)**	**9 (26.5%)**	**5 (15.7%)**	**5 (50%)**	**32.7%**
Live chat	**6 (17.6%)**	**4 (10%)**	**8 (23.5%)**	**5 (15.7%)**		**15.3%**
Watching	**6 (17.6%)**	**3 (7.5%)**	**3 (8.8%)**	**5 (15.7%)**	**2 (20%)**	**12.7%**
Sharing	**3 (8.8%)**	**8 (20%)**	**5 (14.7%)**	**3 (9.4%)**	**1 (10%)**	**13.3%**
Comment	**2 (5.9%)**	**3 (7.5%)**	**6 (17.6%)**	**2 (6.2%)**		**8.7%**
Browse home page	**4 (11.8)**	**4 (10%)**	**1 (2.9%)**	**12 (37.5%)**	**2 (10%)**	**15.3%**
Business			**2 (5.9%)**			**1.3%**
other		**1 (2.5%)**				**1.3%**

Table 2

Most undergraduates (64.7%) preferred to be online and neither one in busy mode.Majority of the sample browsed the FB daily.It represented 46%. Then I wanted to study how much time undergraduates devoted to FB browsing.It was important factor in my research.Below table represented faculty wise data. Every faculty majority spend less than one hour in FB, but there are few people in every faculty spend more than two hours in FB.

Students were asked how many request they received within a week.44%said that they received 1-5 friend's request pew week, but only 3.3% said that they received more than 20 request per week.

	Art	Law	Medical	Science	Commerce &Management	Total
Anyone	24 (70.6%)	4 (40%)	25 (78.1%)	21 (61.8%)	32 (80%)	70.7%
Friends of Friends	10 (29.4%)	6 (60%)	7 (21.9%)	13 (28.2%)	8 (20%)	29.3%

Table 3

Respondents were asked who can send friends request.70% of the selected sample said that anyone can send the request. And the others said friends of friends only send the request.

	Art	Law	Medicine	Science	Commerce &Management	Total
Known	23(67.6%)	8 (80%)	27 (84.3%)	28 (82.3%)	32 (80%)	78.7%
All	11(29.4%)	2 (20%)	5 (15.6%)	6 (17.6%)	8 (20%)	21.3

Table 4

Regarding whether they confirmed friends request or not 82% said that they were confirmed the request. Majority (78.7%) accept the known request only and 21% accepted all friends request. It showed some students like to be friend with people actually they didn't know.

I asked if they confirmed unknown request why did they do so.Majority replied they wanted to friend with unknown person.The others replied "Increasing number of friends, Be friend with unknown person, and Appearance of the requested person".

Research main objective was to find out awareness on privacy settings of FB. Below table represented the faculty wise data.

	Science	**Commerce& management**	**Art**	**Medicine**	**Law**	**Total**
Yes	27 (79.4%)	31 (77.5%)	28 (82.3%)	28 (87.5%)	8 (80%)	81.3%
No	1 (2.9%)	2 (5%)	-	2 (6.2%)	1 (10%)	4%
Certain Extent	6 (17.6%)	8 (20%)	6 (17.6%)	2 (6.2%)	1 (10%)	15.3%

Table 5

In faculty of science 79% aware on privacy settings and 17% said that they aware up to certain extent about FB privacy settings and 2.9% said they didn't have enough knowledge about FB privacy settings. And 77% of faculty of commerce and management, 82% faculty of Art ,87% faculty of medicine 80%faculty of law said that they have enough knowledge about FB privacy settings.4% of the selected sample not possessed enough knowledge about privacy settings.

Majority of each and every university undergraduates had enough knowledge about FB privacy settings.58.6% of selected sample profile picture was their close up photo. And 72.7% added photo albums and 28.7% added videos into their account under the special events in personal life category.

Majority account data can be seen only their friends. But 17% in faculty of art, 20%in faculty of law,43% faculty of medicine and 38% in science and 37%5 in faculty of commerce and management data can be seen to "public". This implied that student opinion was that their private personal data can freely access to anyone. When the same data analyzed university wise the most of the undergraduates preferred to add their personal data in "public" and it was a common to each university.

They were asked how they share information.Comonly every faculty undergraduates prefer to share their information in their time line.They were asked who can add information in their ime line.Most said that friends can added information in their timeline.

I studied the privacy settings of who can see information in their time line.Most of them selected the " public".and others selected only the account holder ,friends of friend & custom .I questioned the Reason for above and   popular answer was that " as their wish".But 6% unknowingly add information in their account.In university wise also answer was same, majority said that as their wish it was set.

Respondents were questioned who can see their mobile number and e –mail address in their FB account.52% said that "only their friends" but 22.7% said that "everyone "can be seen their details and most of the participants at least using basic filtering. 70% using basic filtering and balance participants 30% using strict filtering. In university wise also majority used basic filtering in Jayawardenapura ,Kelaniya university &university Colombo 72%,66% and 72% respectively.

In faculty wise also "basic Filtering was the most preferred screening method and there were few undergrads who were facing some problems due to the FB. They represent 5.8% in Art, 10% in Law, 12.5% in Medicine, 17.6% I Science & 15% in Commerce & Management.If the answer was yes what were the problems they encounter, have to select the answer from the following categories adding nude pic to the account, chat related problems, Logging problems ,fake profile, blocking like that.

Most popular method to overcome these issues was block the relevant user 26.7 % using this method. Other methods they used was 'unfriend, respond to FB, Not chat with troublesome users, deactivate the account and tell someone'. Interestingly 13.3 % student from the arts faculty have no idea about how to react with this nature incidence.

6. ConclusionRecommendations.

Selected sample's majority 82% created their own account.This depicted that most of the undergraduates have enough knowledge on FB and they browse the FB accounts which has created by themselves.

Majority of each and every university undergraduates had enough knowledge about FB privacy settings.87% of the selected sample were not face difficulty with fb. This situation implied that most of the respondents have a substantial awareness on privacy setting of their accounts.

When considering the answers given to the question 'How did you response to a problem arise when you encounter any problem due to face book usage?"unfriend,complain to the FB and block were popular (68%) answers.These answers implied that they have a good knowledge on privacy setting.

Totally contrast finding come out when they were questioned on "Who can access information? Most of the students(40%) publically display their personal data. Among this students 6% unknowingly add information to their account.This depicted that they were not much concern about the safe guarding their privacy in FB. Also 22% allow public to visible their mobile no & e-mail address. When analyzing the answer given to question "How did you response to a problem arise when you encounter any problem due to face book usage?"32% responses depicted they didn't have enough knowledge on privacy setting. Among this32%, 13% respondents from the faculty of Arts replied they don't how to react, this depicted that among the undergraduates there were few who didn't have enough awareness on privacy setting.

Increase the awareness among the undergraduates especially the faculty of art students on using the Face Book and other social media is essential.

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Sunday Times 2012 Feb 05

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