A Neural Network Analysis on Privacy Confidence on Digital Data among Members of LinkedIn Professional Network in India

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Privacy is an essential conception in law, social, cultural and ethical aspects. Nowadays everything and everyday life is connected and shared digitally. The major feature of digital era is data storage, data sharing and data analysis. In the context of digital records of information privacy propositions are based on both data accessibility and protection from data interceptions. Hence the present study aims to identify the perception about the confidence level of right to individuality, personal autonomy and privacy in the digital among Members of LinkedIn Professional Network in India. The study also tried to group the respondents based on their digital confidence. The study identified that there are two clusters as Cluster 1 represent high degree of digital confidence and Cluster 2 low degree of digital confidence. There are associations with both clusters and profile of the respondents such as age groups, education groups and occupational groups. Moreover the Neural network analysis revealed that the categories belonging to education groups and occupational groups are having high level of importance in determining the characteristics of digital confidence clusters.

Keywords: Privacy, Digital confidence, Data protection, Cluster analysis, Chi-square, Neural Network Analysis

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