A STUDY ON PRIVACY CONCERNS IN SOCIAL NETWORKING SITES (SNS) AMONG MALAYSIAN STUDENTS

Lau Keng Yew¹, Ma Meng², Mak Wai Hong³ and Nasriaht Zakaria⁴

School of Computer Sciences
Universiti Sains Malaysia
11800 USM, Penang, Malaysia

E-mail: ¹kengyew_88@yahoo.com, ²esionma@gmail.com,
³waihongmak@hotmail.com, ⁴nasriah@cs.usm.my

Abstract

The rise in popularity of social networking sites (SNS) has led to various social and ethical issues such as privacy. The freedom to share and post information, pictures and to network with each other have raised privacy concerns among SNS members. We carried out a survey of 100 students at one of Malaysian universities to analyze their behavior on the SNSs in terms of awareness of privacy protection and what actions they have been taken. The survey results show that most of the students are aware of the customizable privacy settings but less than half of them change or modify them. This survey is important for understanding the user’s approach to privacy protection, which in turn is important for our proposed privacy protection systems in future research.

Keywords: Social networking sites (SNS), Privacy, Disclosure