

# Factors Affecting Information Privacy and Protection Behavior on Social Network Sites

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**Abstract:** The purpose of this study is to investigate Factors affecting information privacy and protection behavior on social media, and perceived severity attack on information privacy in social media. With the major objective of the study is to know the level of information privacy protection of the users on social media, protection behavior of the users on social media, and perceived severity attack on information privacy in social media. Our study is Quantitative research and Infinite Population target sampling procedure and selecting 250 respondents students learning universities in Mogadishu-Somalia; with the use online Web survey instruments called KOBOTOOLBOX, Data was analyzed using descriptive statistics analysis. After gathering and analyzing data, the study found that the information privacy and protection behavior has answered all questions related to information privacy. Based on the findings, the researcher suggests first, every organization should give more trainings for employees on how to keep their privacy when they use social networks and how to use ICT application usage. This could reduce losing data. Second, any information available as online such as personal data has become profitable to hackers and risk can accrue any time specially when they use social network.

## I. INTRODUCTION

General agreements and the truth about privacy worries of Information may importantly contrast some people are privacy sensitive, while others don't appear to attention far about their privacy in repetition; many students are additional concerned with toward satisfying different needs than elaborate in remembering their information privacy; even those personal information who are worried about their information privacy occasionally act variously online than what they believe or say. A significant number of individual information have deficient data about information privacy and security, some of them may not be interested to frequently up-to-date their functioning system, some of them do no longer casual on the real-time monitoring points of antivirus and antispayware structures when they have them on their computers, and most of them do now not guard themselves appropriately against spyware(Bubaš et al., 2018).

### 1.2 Background of study

Information privacy is describe as “the craving of persons, people, and/ or companies to manipulate of their selves how, when, and to what quantity data around them is interconnected to another”. Although information technological know-how transports many assistances to

everyday life for us, developing attacks in our cyberspace and on-line records privateness cracks are growing, imperative problem. Although progresses in PC technology rise contact to individual data, this growing admission can risk personal's information secrecy(Chai et al., 2019).

There is no common and normally accepted definition of the duration privacy. Privacy can be described as a talent of a personal to manipulate data about oneself. However, the definition of privateness differs due to separate contexts, cultures, environments or perspectives. Owing to its challenge the notion of privateness need to now not be described with solely one definition Privacy is consequently regularly specific based totally on its sizes. Some of the most referred privateness dimensions are [4]: (1) information privateness (an person can determine who will have get entry to their information), (2) physical privacy (refers to person's manipulate over who will have bodily get right of entry to them, their non-public lifetime or property), (3) social privacy (an character can make choices, have emotions and can performance and talk except any constraints), and (4) psychological privacy (refers to person's wishes for safety and intimacy)(Mekovec & Vrček, 2014).

### 1.3 problem of statement:

As we know every person have private information while the use of interned in different purpose has increase day after day special when they use social media they worried their information in social networks could be used for wrong purposes. And also they concerned that their personal information in social networks could be accessed by unknown parties.

Losing information privacy through social networks would pose big problems for every person, Because today the information privacy is more and more expensive than physical assed.

The potentially suffer from malicious online security issues (e.g., privacy intrusions, virus attacks, etc.) in SN is one of the problems that meet most of the people inside the social network or net, while Information privacy Protection. It is better to take action before harm occurs.

#### 1.4 Research objectives:

##### 1.4.1 General objectives

The study explores the factors affecting the information privacy and protection on social media by postgraduate students

##### 1.4.2 Specific Objectives

The study however sought specifically to;

1. Determine the level of information privacy protection of the students on social media
2. Examine the protection behavior of the students on social media
3. Explore perceived severity attack on information privacy in social media
4. Explain how social influence affects information privacy on social media
5. Mention how safeguarding measure affects information privacy on social media

##### 1.5 Research questions

The research examines the subsequent question so as to propose a desirable approach to information privacy and protection behavior.

The first question is:

1. What is the level of information privacy protection of the students on social media
2. To what extent does protection behavior effects students on social media
3. To what extent perceived severity attack affects information privacy of student on social media
4. To what extend does social influence affects information privacy on social media
5. To what extend does safeguarding measure affects information privacy on social media

##### 1.6 Significance of study

The significant of this research is also number of students on the web are concern to exchange their personal information due to the likelihood involved. This behavior has been remarked as “privacy calculus”. where in an exceedingly very student’s begins to work out his data protection as a sort of qualification which might be executed for a sort of advantage as long in light of the fact that the possibility included aren't bigger than the advantage. This hypothesis model has been tried by Xu et al (2001) and affirms that eagerness to exchange protection for advantage exists. (Pinto, 2018)

Opinions in vary with reference to the interests and values that are protected by the right to the knowledge privacy march of the scholarly works agrees to some extent that has social and economic important. The respect for privacy enriches social and personal interaction by providing contexts for the event.

Furthermore, the privacy is required to enable someone to deliberate establish his/her views and opinions if public reactions seems likely to be unfavorable privacy will allow this person to specific his/her judgments to a bunch of likeminded people.

## II. LITERATURE REVIEW

### *Theoretical and conceptual of Literacy*

#### 2.1 Overview of Technology Threat Avoidance Theory:

TTAT means to elucidate the procedure and elements of information Technology risk avoidance behavior transversely a comprehensive range of IT threats and user people. At the comparable time, TTAT must be together parsimonious and hypothetically advocated(Liang & Xue, 2019).

To reach these purposes, we endeavor to clarify human mental processes below threat and recognize a touch low number of important variables that are evaluated within the intellectual processes, as suggested by extant research and theories. Hence, TTAT mixes the benefits of together process theory and variance theory(Liang & Xue, 2019).

#### 2.2 Information privacy:

Information privacy is of developing issue in line with a pair of stakeholders inclusive of economic enterprise leaders, privateness activists, scholars, government regulators, and unaccompanied consumers. Public view polls file that privacy is a few regarding the largest worries due to consumers. for example, a Consumer Reports poll revealed as “72 percent are worried to it amount their on line behaviors were existence tracked and profiled with the help of businesses” (Consumers-Union 2008;(H. J. Smith, 2014).

#### 2.3 protect behavior:

Protection behavior is often defined because the rule designed to safeguard your privacy information. In contemporary civilizations, so on authorize us to manage our information and to defend us from abuses, it's vital that information protection rules confine and form the actions of corporations and administrations. These institutions have shown hourly thereto amount unless rules proscribing their actions are in situ, he desire undertaking in accordance with gather such all, divide it all, maintain it all, quantity that including others, while efficient to us absence at ever(Engagement & Protection, 2018).

##### 2.3.1 Why is Protection behavior needed?

Every time you utilize a service, buy a product online, record for email, head to your doctor, pay your duties, or enter into any agreement or facility demand, you have got have to be compelled to pointer over variety of your private information. Even without your awareness, information and data about you is existence made and took by businesses and activities that you simply just are probable to possess never meaningfully interrelated with. The main way nations and understudies can have sureness in both organization and business is over solid

data assurance applies, with powerful guideline to help minimize state and friends observation and information abuse.

#### 2.4 Risk tolerance:

Whether you are an economic advisor, agreement officer, or controller, you possibly agree that sympathetic the risk tolerance of a personal stockholder is important to over good guidance. It is amazing, however, that there is no commonly decided description of what risk tolerance is; let alone any consent on how to amount it. This exposures banks to substantial risks: without a sound valuation of a client's risk tolerance it is unbearable to effectively ensure that stock advice is apposite to the client, a key controlling obligation in many effects globally. Offering advice that is not apposite for the client's needs opens the organization to regulatory risk, reputational risk, and progressively, behavior risk (Davies & Brooks, 2014).

#### 2.5 Social influence:

Social influence may be a shared feature of everyday life: we also try to influence others or are influenced by them several times daily. These influences are rather banal – like what quite cafeteria to travel for feast – or more important – like whether to seem complaints to try to vary administration rule, or perhaps to overthrow an administration. Social influence arises when a person's thoughts, feelings, and activities are laid low with people. It's an important element of relations both within group and between groups. Social impact receipts a few different structures, and will be comprehended in methodology of similarity, socialization, honorable weight, dutifulness, the executives, convincing, minor effect, and social change, to call however a few subjects into which social impact research spreads its span.(J. R. Smith et al., 2014)

#### 2.6 A safeguarding measure's effectiveness:

It's significant to evoke that information Protection and Safeguarding are not the same. Safeguarding is what we do for all data and information to save them safe whilst in our upkeep. Data Protection defines the rule and actions exactly for the information who are at risk of grave harm or have been extremely harmed.

Safeguarding is what we do for all information and data. Information Protection is what we do for data that is at risk of important harm and those who have been meaningfully harmed (Protection et al., 2016).

As indicated by Liang and Xue, 2009, the protect exertion alludes to physical or cognitional endeavors - such to be specific time, cash, inconvenience since observation - vital on the grounds that the shielding activity. These endeavors tend between outcome along begin social deterrents yet lessen the correspondence because of the reality on Safe Behavior including Information Security, match to the money saving advantage investigation. The creator's evacuation the event

identified with individuals' direct including theirs wellbeing, thereafter assessing the expenses however benefits on a special wholesome propulsion until now than identifying within pursuance together with service it. If the fees are considered excessive below in contrast between accordance including the benefits, human beings are no longer possibly of imitation concerning undertake the conduct recommended thru health professionals. Thus, the user's inspiration within pursuance on preserve abroad beside anyone Information Security gamble execute also stand restrained by means of the fundamental cost afterwards protect stability stability(Liang and Xue, 2010;Klein, 2016).

#### 2.7.1 Managing safeguarding information:

This area expects to help you oversee data about protecting that you just may get inside or from outside sources. The main part of information about shielding enters CQC through NCSC. This might be by means of telephone, email, post, web structure. This incorporates the significant input we get from the overall population and others utilizing care administrations through the net structure "share your experience". The data is surveyed through the Concerns Team, handled of CRM, hailed to be specific a protected or issue and alluded after Inspectors yet Inspection chiefs inside 24 hours over receipt. Legal Notifications with respect to trouble making are gained by means of email, post and by means of the online organization entryway by methods for the Information Sharing gathering of NCSC or surpassed after the significant Inspector. The precise characterization on shielding markers or issues into CRM offers vow up to expectation we receive the right assignment at the appropriate day as regards abuse or neglect yet informs our administration information. These files must only stand reclassified when that are incorrect. Statutory notifications those must completely continue to be reclassified the place the employer has failed between accordance of accomplish a referral in consequence concerning the native authority, as much desire show up by way of pathway regarding argument seeing up to expectation such is the motive in relation to the notification. In all cases the place records are incorrectly reclassified NCSC wish revert after the authentic enquiry type.(Inspector 's Handbook Safeguarding, 2019)

#### 2.8 cost:

Keep in mind though—these are fairly broad price ranges. So to give you a better idea of what the real cost of a security information system is for a business, we'll break down these price factors into greater detail in this article.

The good news for systemwners is that information security providers are working to create information security cheaper. Beyond this, research also shows compelling benefits to information security like risk mitigation and peace of mind, which may outweigh the prices for several people. To assist you choose if information security is correct for you, we've performed an analytic thinking to seem at information security from all the angles.

### III. METHODOLOGY

#### 3.1 Research Design:

We have diverse categorizations of researches in base of objective. These are exploratory, descriptive and explanatory. The aim of this study has been categorized as exploratory. Exploratory research provide insights and comprehension of a difficulty and can be wont to evaluate the barriers to information privacy. Exploratory correlational analysis (EFA) may be a popular and powerful tool for reducing variable complexity by summarizing relationships in data sets (Thompson2014).As Cooper stated there are two different approaches to contemplate, When conducting research: Qualitative and Quantitative. (Cooper &Schindler, 2013)

Data was analyzed using descriptive statistics. Data analysis statistical tools used included Microsoft office excel 2013 and SPSS version 17. To determine the relationship between information privacy, Perceived severity attack, Risk tolerance, Social influence, Safeguarding measure's effectiveness, Avoidance behavior and Cost a simple regression model was developed and correlation analysis conducted at 95% confidence level.

$$n = \frac{Z^2 * (p) * (1-p)}{d^2}$$

Where n= sample size

Z=statistics for a level of confidence

P=expected prevalence or proportion

(If the expected prevalence is 20%, then p=0.2), and

d=precision (if the precision is 5%, then d=0.05).

### IV. RESULTS

#### 4.1 Introduction:

This chapter provides background information on how data was collected though a quantitative survey, show analysis of response rate, descriptive statistics, data analysis process, present the results, and discuss the findings of determinants information privacy and protection behavior by postgraduate students.

#### 4.2 Descriptive Statistics

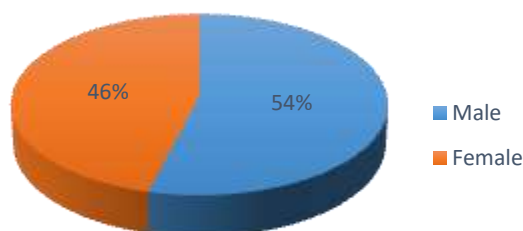
In descriptive statistics, we consider two different categories, the first category is that the responder's characteristics they are; gender, Colleges, Level of study , Which SNS they wish to use, what number Social network they use actively, what percentage friends are in their SNS, Social networking(SN) use duration. The secondary category is , the first category is that the characteristics of data privacy which are categorized by Protection behavior, Perceived

severity attack, Risk tolerance, Social influence, Safeguarding measure's effectiveness, Avoidance behavior, Cost these characteristics of information privacy themselves may influence on our research results.

Table 4-1 gender

| Indicate your gender |        |           |         |               |                    |
|----------------------|--------|-----------|---------|---------------|--------------------|
|                      |        | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                | Male   | 135       | 54.0    | 54.0          | 54.0               |
|                      | Female | 115       | 46.0    | 46.0          | 100.0              |
|                      | Total  | 250       | 100.0   | 100.0         |                    |

Gender



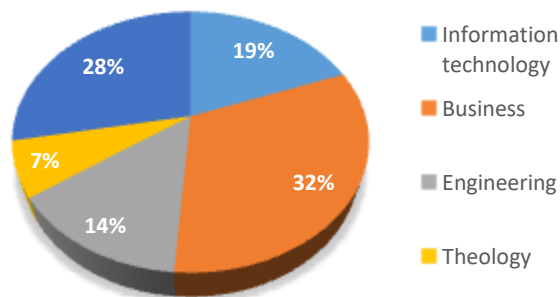
Source: Survey Data 2020

Findings in the table and figure above Shows the Majority of the defendants 135(54%), were male, while 46 (46%). only were female, the result of our research was defined that the male more than the female because the male is more and more than female according to education place.

Table 4-2 Collage:

| Colleges |                        |            |          |               |                     |
|----------|------------------------|------------|----------|---------------|---------------------|
|          |                        | Freque ncy | Perce nt | Valid Percent | Cumulativ e Percent |
| Valid    | Information technology | 48         | 19.2     | 19.2          | 19.2                |
|          | Business               | 80         | 32.0     | 32.0          | 51.2                |
|          | Engineering            | 35         | 14.0     | 14.0          | 65.2                |
|          | Theology               | 17         | 6.8      | 6.8           | 72.0                |
|          | Education              | 70         | 28.0     | 28.0          | 100.0               |
|          | Total                  | 250        | 100.0    | 100.0         |                     |

### Collage



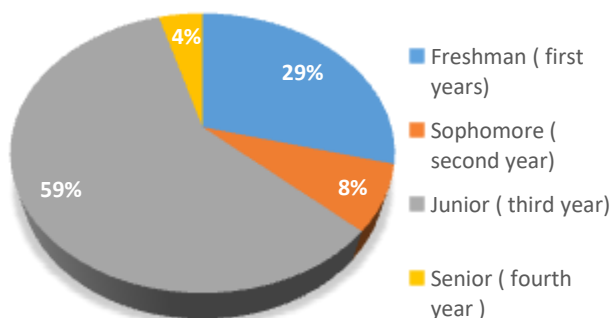
Source: Survey Data 2020

Findings in the table and figure above Shows the Majority of the defendants 80(32%), were collage of business and 70(28%) were collage of education and 48(19%) were collage of information technology and 35 (14%) were collage of engineering and 17(7%) were collage of theology the result of our research was defined that the collage of business more than the collage of information technology, collage of education, collage of engineering, collage of theology as we shown that the collage of a business is the largest number to our responses than others.

Table 4-3 Level of study

|       |                          | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------------|-----------|---------|---------------|--------------------|
| Valid | Freshman ( first years)  | 73        | 29.2    | 29.2          | 29.2               |
|       | Sophomore ( second year) | 19        | 7.6     | 7.6           | 36.8               |
|       | Junior ( third year)     | 147       | 58.8    | 58.8          | 95.6               |
|       | Senior ( fourth year )   | 11        | 4.4     | 4.4           | 100.0              |
|       | Total                    | 250       | 100.0   | 100.0         |                    |

### Level of study

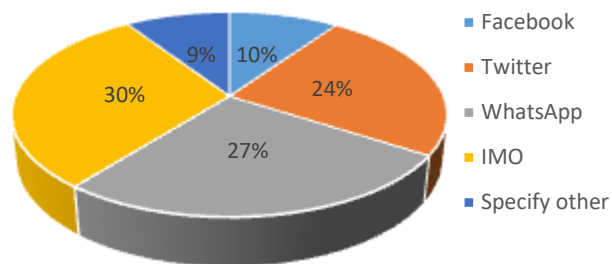


Source: Survey Data 2020

Findings in the table and figure above Shows the Majority of the defendants 147(59%), were junior (third year) and 73(29%) were freshman (first year) and 19(8%) were sophomore (second year) and 11(4%) were senior (fourth years) the result of our research was defined that the junior (third year) more than the freshman (first year), sophomore (second year), senior (fourth years) the most of our responses were third year of the university.

Table 4-4 Which SNS do you prefer to use?

|       |               | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Facebook      | 24        | 9.6     | 9.6           | 9.6                |
|       | Twitter       | 61        | 24.4    | 24.4          | 34.0               |
|       | WhatsApp      | 66        | 26.4    | 26.4          | 60.4               |
|       | IMO           | 75        | 30.0    | 30.0          | 90.4               |
|       | Specify other | 23        | 9.2     | 9.2           | 99.6               |
|       | Total         | 250       | 100.0   | 100.0         |                    |



Source: Survey Data 2020

Findings in the table and figure above Shows the Majority of the defendants 75(30%), were IMO and 66(27%) were WhatsApp and 61(24%) were Twitter and 24(10%) were Facebook and the 23(9%) were specify other the result of our research was defined that the IMO more than the WhatsApp, Twitter, Facebook as we shown that the IMO is the most usage of the our responses.

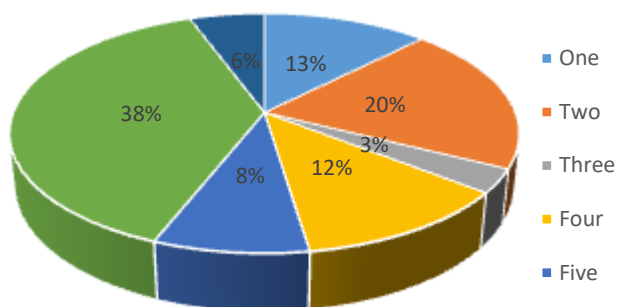
Table 4-5 How many SNS do you use actively?

|       |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------|-----------|---------|---------------|--------------------|
| Valid | One              | 31        | 12.4    | 12.4          | 12.4               |
|       | Two              | 50        | 20.0    | 20.0          | 32.4               |
|       | Three            | 8         | 3.2     | 3.2           | 35.6               |
|       | Four             | 30        | 12.0    | 12.0          | 47.6               |
|       | Five             | 21        | 8.4     | 8.4           | 56.0               |
|       | Above five years | 96        | 38.4    | 38.4          | 94.4               |
|       | 7.00             | 14        | 5.6     | 5.6           | 100.0              |
|       | Total            | 250       | 100.0   | 100.0         |                    |

**Table 4-6 How many friends are in your SNS?**

|       |               | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Less than 100 | 102       | 40.8    | 40.8          | 40.8               |
|       | 100 - 500     | 44        | 17.6    | 17.6          | 58.4               |
|       | 501 - 1000    | 61        | 24.4    | 24.4          | 82.8               |
|       | 1001 - 2000   | 43        | 17.2    | 17.2          | 100.0              |
|       | Total         | 250       | 100.0   | 100.0         |                    |

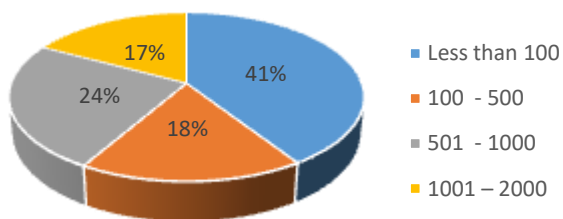
**How many SNS do you use actively?**



Source: Survey Data 2020

findings in the table and figure above shows the majority of the defendants 96(38%), were above five years and 50(20%) were two and 31(13%) were one and 30(12%) were four and, the 21(8%) were five, and the 14(6%) were seven, and the 8(3%) were three the result of our research was defined that the above five years more than the one, two, three, four, five, seven the most of our responses were use SNS more than five years.

**How many friends are in your SNS?**



Source: Survey Data 2020

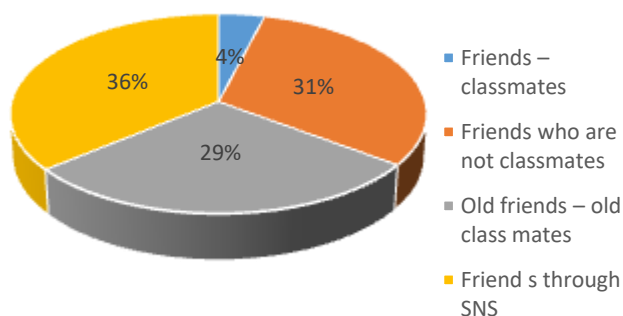
Findings in the table and figure above Shows the Majority of the defendants 102(41%), were less than 100 and 61(24%) were 501-1000 and 44(18%) were 100-500 and 43(17%) were 1001-2000 the result of our research was defined that the less than 100 more than the 501-1000, 100-500, 1001-2000 the

most of our responses were their friends in SNS less than 100 friends.

**Table 4-7 Who are your friends on SNS (choose as many options as you wish)?**

|       |                                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------------------|-----------|---------|---------------|--------------------|
| Valid | Friends – classmates           | 10        | 4.0     | 4.0           | 4.0                |
|       | Friends who are not classmates | 78        | 31.2    | 31.2          | 35.2               |
|       | Old friends – old class mates  | 72        | 28.8    | 28.8          | 64.0               |
|       | Friends through SNS            | 90        | 36.0    | 36.0          | 100.0              |
|       | Total                          | 250       | 100.0   | 100.0         |                    |

**Who are your friends on SNS (choose as many options as you wish)?**



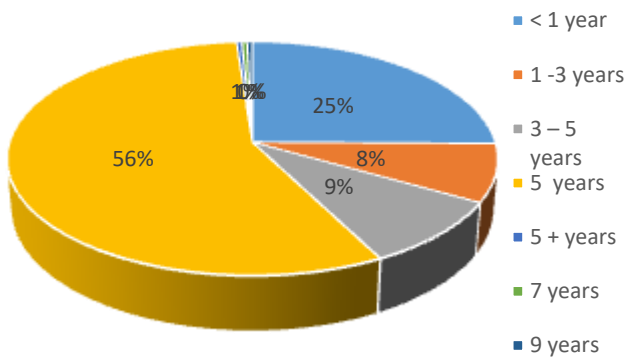
Source: Survey Data 2020

Findings in the table and figure above Shows the Majority of the defendants 90(36%), were friends through SNS and 78(31%) were friends who are not classmates and 72(29%) were old friends-old class mates and 10(4%) were friends classmates the result of our research was defined that the friends through SNS more than the friends who are not classmates, old friends-old class mates, friends classmates the responses were their friends in SNS friends through SNS.

**Table 4-8 Social networking(SN) use duration**

|       |             | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | < 1 year    | 63        | 25.2    | 25.2          | 25.2               |
|       | 1 -3 years  | 20        | 8.0     | 8.0           | 33.2               |
|       | 3 – 5 years | 23        | 9.2     | 9.2           | 42.4               |
|       | 5 years     | 141       | 56.4    | 56.4          | 98.8               |
|       | 5 + years   | 1         | .4      | .4            | 99.2               |
|       | 7 years     | 1         | .4      | .4            | 99.6               |
|       | 9 years     | 1         | .4      | .4            | 100.0              |
|       | Total       | 250       | 100.0   | 100.0         |                    |

### Social networking(SN) use duration

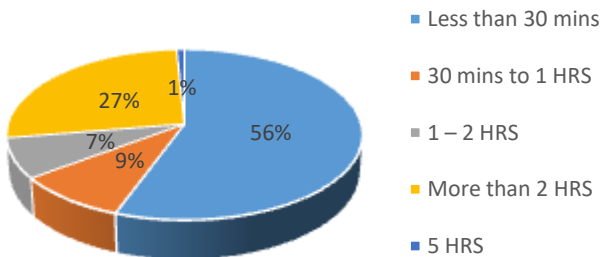


Source: Survey Data 2020

findings in the table and figure above shows the majority of the defendants 141(56%), were 5 year and 63(25%) were <1years and 23(9%) were 3-5years and 20(8%) were 1-3 years and 1(0%) were 7 years, 5+years ,9 years, the result of our research was defined that the 5 year more than the 5+years, 3-5years, 1-3 years, 7 years, 9 years, <1years the most of our responses were use SN more than 5 years.

|       |                   | Freque ncy | Perce nt | Valid Percent | Cumulativ e Percent |
|-------|-------------------|------------|----------|---------------|---------------------|
| Valid | Less than 30 mins | 139        | 55.6     | 55.6          | 55.6                |
|       | 30 mins to 1 HRS  | 23         | 9.2      | 9.2           | 64.8                |
|       | 1 – 2 HRS         | 19         | 7.6      | 7.6           | 72.4                |
|       | More than 2 HRS   | 67         | 26.8     | 26.8          | 99.2                |
|       | 5 HRS             | 2          | .8       | .8            | 100.0               |
|       | Total             | 250        | 100.0    | 100.0         |                     |

### daily time spent on SN

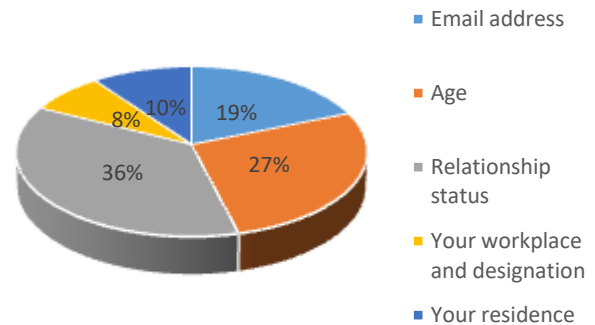


Source: Survey Data 2020

Findings in the table and figure above Shows the Majority of the defendants 139(56%), were Less than 30minutes and 67(27%) were more than 2 HRS and 23(9%) were 30minutes to 1 HRS and 19(7%) were 1-2 HRS and 2(1%) were 5HRS, the result of our research was defined that the Less than 30minutes more than the more than 2 HRS, 30minutes to 1 HRS, 1-2 HRS, 5HRS the time were our responses is less than 30 minutes.

|       |                                | Freque ncy | Perce nt | Valid Percent | Cumulativ e Percent |
|-------|--------------------------------|------------|----------|---------------|---------------------|
| Valid | Email address                  | 47         | 18.8     | 18.8          | 18.8                |
|       | Age                            | 68         | 27.2     | 27.2          | 46.0                |
|       | Relationship status            | 91         | 36.4     | 36.4          | 82.4                |
|       | Your workplace and designation | 19         | 7.6      | 7.6           | 90.0                |
|       | Your residence                 | 25         | 10.0     | 10.0          | 100.0               |
|       | Total                          | 250        | 100.0    | 100.0         |                     |

### What information do you share on social networking sites [ select more ]

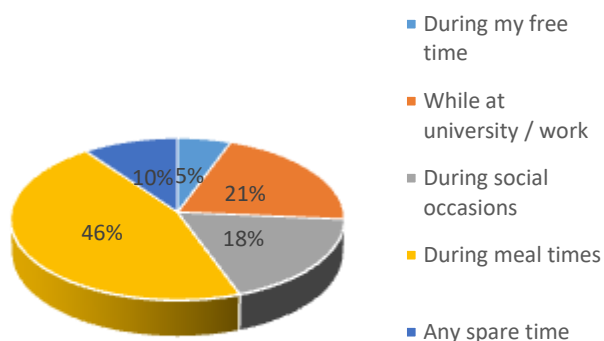


Source: Survey Data 2020

Findings in the table and figure above Shows the Majority of the defendants 91(36%), Relationship status and 68(27%) were age and 47(19%) were Email Address and 25(10%) were residence and 19(8%) were your workplace and designation, the result of our research was defined that the Relationship status more than age, Email Address, residence, workplace and designation the most information that were share our responses is Relationship status.

|       |                            | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------------------|-----------|---------|---------------|--------------------|
| Valid | During my free time        | 14        | 5.6     | 5.6           | 5.6                |
|       | While at university / work | 52        | 20.8    | 20.8          | 26.4               |
|       | During social occasions    | 45        | 18.0    | 18.0          | 44.4               |
|       | During meal times          | 114       | 45.6    | 45.6          | 90.0               |
|       | Any spare time             | 25        | 10.0    | 10.0          | 100.0              |
|       | Total                      | 250       | 100.0   | 100.0         |                    |

### When do you access social media websites?

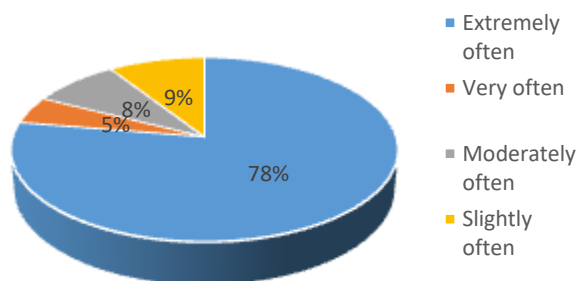


Source: Survey Data 2020

Findings in the table and figure above Shows the Majority of the defendants 114(46%), during meal time and 52(21%) were while at university/work and 45(18%) were during social occasions and 25(10%) were any space time and 14(5%) were during my free time, the result of our research was defined that the during meal time more than while at university/work, during social occasions, any space time, during my free time.

|       |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------|-----------|---------|---------------|--------------------|
| Valid | Extremely often  | 194       | 77.6    | 77.6          | 77.6               |
|       | Very often       | 12        | 4.8     | 4.8           | 82.4               |
|       | Moderately often | 21        | 8.4     | 8.4           | 90.8               |
|       | Slightly often   | 23        | 9.2     | 9.2           | 100.0              |
|       | Total            | 250       | 100.0   | 100.0         |                    |

How often do you use the chat app on your social media accounts

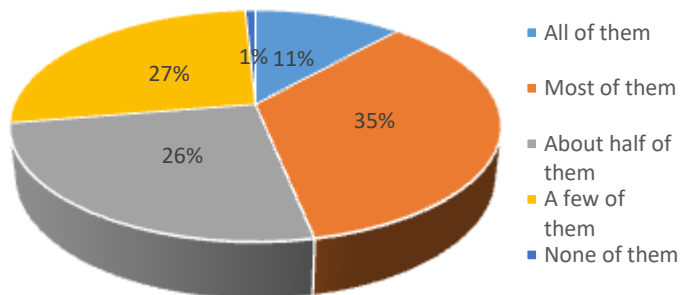


Source: Survey Data 2020

Findings in the table and figure above Shows the Majority of the defendants 194(78%), were extremely often and 23(9%) were slightly often and 21(8%) were moderately often and 12(5%) were very often, the result of our research was defined that the extremely often more than slightly often, moderately often, very often as shown above our responses were use social network extremely often.

|       |                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------|-----------|---------|---------------|--------------------|
| Valid | All of them        | 29        | 11.6    | 11.6          | 11.6               |
|       | Most of them       | 88        | 35.2    | 35.2          | 46.8               |
|       | About half of them | 64        | 25.6    | 25.6          | 72.4               |
|       | A few of them      | 67        | 26.8    | 26.8          | 99.2               |
|       | None of them       | 2         | .8      | .8            | 100.0              |
|       | Total              | 250       | 100.0   | 100.0         |                    |

How many friends from your social media website have you met in person?



Source: Survey Data 2020

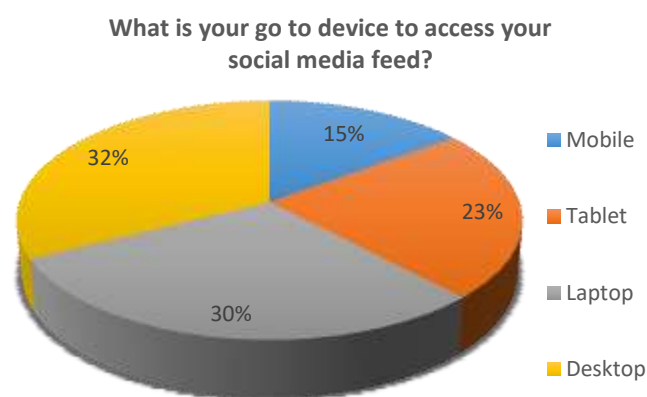
Findings in the table and figure above Shows the Majority of the defendants 88(35%), were most of them and 64(26%) were about half of them and 67(27%) were a few of them and 29(11%) were all of them and 2(1%) were none of them, the result of our research was defined that the most of them more



than about half of them, a few of them, all of them, none of them the most of the our responses were more than about half of them.

Table 4-14 What is your go to device to access your social media feed?

|       |         | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------|-----------|---------|---------------|--------------------|
| Valid | Mobile  | 30        | 12.0    | 12.0          | 12.0               |
|       | Tablet  | 47        | 18.8    | 18.8          | 30.8               |
|       | Laptop  | 60        | 24.0    | 24.0          | 54.8               |
|       | Desktop | 66        | 26.4    | 26.4          | 81.2               |
|       | 5.00    | 47        | 18.8    | 18.8          | 100.0              |
|       | Total   | 250       | 100.0   | 100.0         |                    |

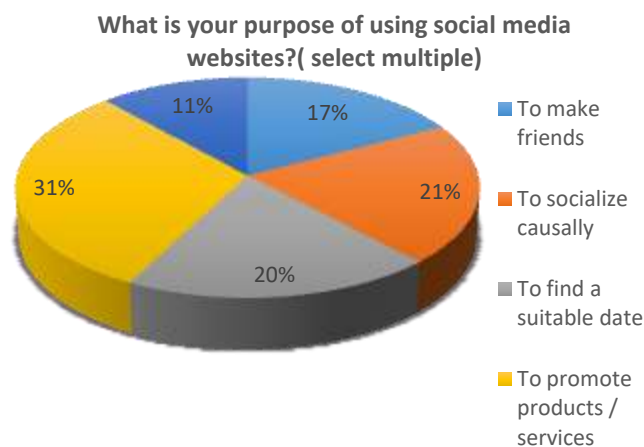


Source: Survey Data 2020

Findings in the table and figure above Shows the Majority of the defendants 66(32%), were desktop and 60(30%) were laptop and 47(23%) were a tablet and 30(15%) were mobile, the result of our research was defined that the desktop more than laptop, a tablet, mobile as shown the above the most of our responses were usage device desktop.

Table 4-15 What is your purpose of using social media websites?( select multiple)

|       |                                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------------------|-----------|---------|---------------|--------------------|
| Valid | To make friends                | 43        | 17.2    | 17.2          | 17.2               |
|       | To socialize causally          | 52        | 20.8    | 20.8          | 38.0               |
|       | To find a suitable date        | 49        | 19.6    | 19.6          | 57.6               |
|       | To promote products / services | 77        | 30.8    | 30.8          | 88.4               |
|       | Event planning                 | 29        | 11.6    | 11.6          | 100.0              |
|       | Total                          | 250       | 100.0   | 100.0         |                    |



Source: Survey Data 2020

Findings in the table and figure above Shows the Majority of the defendants 77(31%), were promote products and 52(21%) were socialize causally and 49(20%) were to find suitable date and 43(17%) were make friends, and 29(11%) were even planning the result of our research was defined that the promote products more than socialize causally, to find suitable date, make friends, even planning the big purposes that our responses were use the social media are to promote their products.

*Information privacy*

Table 4.16 Information privacy

|                                                                                                              | Strongly disagree | Disagree  | Neutral   | Agree     | Strongly agree |
|--------------------------------------------------------------------------------------------------------------|-------------------|-----------|-----------|-----------|----------------|
|                                                                                                              | Table N %         | Table N % | Table N % | Table N % | Table N %      |
| 1) I am concerned that my personal information in social networks could be used for wrong purposes.          | 8.8%              | 18.8%     | 28.4%     | 36.4%     | 7.6%           |
| 2) I am concerned that my personal information in social networks could be accessed by unknown parties       | 14.0%             | 7.2%      | 25.6%     | 28.8%     | 24.4%          |
| 3) I usually think twice before providing my personal information in social networks.                        | 8.0%              | 10.0%     | 33.2%     | 37.6%     | 11.2%          |
| 4) I feel social networks are collecting excessive personal information.                                     | 6.0%              | 12.8%     | 27.2%     | 39.6%     | 14.4%          |
| 5) I am concerned that my personal information in social networks could be used in a manner I am unaware of. | 5.6%              | 16.4%     | 30.4%     | 27.6%     | 20.0%          |

Table 4-16 shows the descriptive results information privacy, 44% they concerned that their personal information in social networks might be used for wrong purposes, 53.3% also they concerned that their personal information in social networks may be accessed by unknown parties, 48.8% they typically debate before providing their personal information in social networks, 54% they feel social networks are collecting

excessive personal information, 47.6% they concerned that their personal information in social networks may well be utilized in a way they're unaware of, in order that everybody must be carefully with their information privacy to guard their information privacy.

*Protection behavior*

Table 4-17 Protection behavior

|                                                                                         | Strongly disagree | Disagree  | Neutral   | Agree     | Strongly agree |
|-----------------------------------------------------------------------------------------|-------------------|-----------|-----------|-----------|----------------|
|                                                                                         | Table N %         | Table N % | Table N % | Table N % | Table N %      |
| 1) I consciously misrepresent specific personal information in social networks.         | 20.4%             | 24.4%     | 24.4%     | 23.2%     | 7.6%           |
| 2) I willfully provide incomplete personal information in social networks.              | 12.4%             | 16.8%     | 28.4%     | 29.2%     | 13.2%          |
| 3) I deliberately provide false personal information in social networks.                | 12.4%             | 21.2%     | 11.2%     | 35.6%     | 19.6%          |
| 4) I deliberately refrain from giving specific personal information in social networks. | 10.0%             | 18.4%     | 20.4%     | 36.0%     | 15.2%          |
| 5) I consciously avoid giving specific personal information in social networks.         | 18.4%             | 24.8%     | 12.0%     | 24.4%     | 20.4%          |
| 6) I willingly refuse to provide specific personal information in social networks.      | 16.8%             | 27.6%     | 21.6%     | 20.8%     | 13.2%          |

Table 4-17 shows the descriptive results Protection behavior, 44.4% they're not consciously misrepresent specific personal information in social networks, 42.4% they willfully provide incomplete personal information in social networks, 55.2% they deliberately provide false personal information in social networks, 51.2% they deliberately refrain from giving specific

personal information in social networks, 44.8% they consciously avoid giving specific personal information in social networks, 44.4% they're not willingly refuse to supply specific personal information in social networks. This means the bulk of our responses have protection behavior.

*Perceived severity attack*

Table 4-18 Perceived severity attack

|                                                                                                    | Strongly disagree | Disagree  | Neutral   | Agree     | Strongly agree |
|----------------------------------------------------------------------------------------------------|-------------------|-----------|-----------|-----------|----------------|
|                                                                                                    | Table N %         | Table N % | Table N % | Table N % | Table N %      |
| 1) Losing information privacy through social networks would pose serious problems for me.          | 20.0%             | 16.0%     | 17.2%     | 32.4%     | 14.4%          |
| 2) Online identity theft through social networks would create serious problems for me.             | 13.6%             | 19.2%     | 22.4%     | 35.6%     | 9.2%           |
| 3) Misuse of personal information available in social networks would pose serious problems for me. | 11.2%             | 23.2%     | 32.4%     | 23.2%     | 10.0%          |
| 4) Losing photo privacy through social networks would pose serious problems for me.                | 15.2%             | 19.2%     | 23.2%     | 25.6%     | 16.8%          |

Table 4-18 shows the descriptive results Perceived severity attack, 46.8% losing information privacy through social networks would pose serious problems for his or her, 44.8% Online fraud through social networks would create serious problems for his or her, 34.4% Misuse of non-

public information available in social networks wouldn't pose serious problems for his or her, 42.4% Losing photo privacy through social networks would pose serious problems for his or her.

*Social influence*

Table 4-19 Social influence

|                                                                                      | Strongly disagree | Disagree  | Neutral   | Agree     | Strongly agree |
|--------------------------------------------------------------------------------------|-------------------|-----------|-----------|-----------|----------------|
|                                                                                      | Table N %         | Table N % | Table N % | Table N % | Table N %      |
| 1) You interact with your family/ friends more because of SNS.                       | 6.0%              | 11.2%     | 29.2%     | 27.6%     | 26.0%          |
| 2) You want to interact more with the members of your family/ friends because of SNS | 12.0%             | 8.4%      | 36.4%     | 26.0%     | 17.2%          |

|                                                                                          |       |       |       |       |       |
|------------------------------------------------------------------------------------------|-------|-------|-------|-------|-------|
| 3) You have better communication with the members of your family/ friends because of SNS | 15.6% | 10.0% | 32.0% | 25.6% | 16.8% |
| 4) You can express yourself more with the members of your family/ friends because of SNS | 14.4% | 8.8%  | 36.8% | 24.0% | 16.0% |
| 5) Your relationship with your family/ friends                                           | 6.8%  | 12.0% | 23.6% | 32.4% | 25.2% |
| 6) You always want to keep in touch with your family/ friends because of SNS.            | 11.2% | 9.2%  | 33.6% | 26.4% | 19.6% |

Table 4-19 shows the descriptive results Social influence, 53.6% they interact with their family/ friends more because of SNS, 43.2% they want to interact more with the members of their family/ friends because of SNS, 42.4% they have better communication with the members of their family/ friends because of SNS, 40% they can express yourself more with the

members of their family/ friends because of SNS, 57.6% they make relationship with your family/ friends, 46% they always want to keep in touch with their family/ friends because of SNS.

*Safeguarding measure's effectiveness*

Table-20 Safeguarding measure's effectiveness

|                                                                                                            | Strongly disagree | Disagree  | Neutral   | Agree     | Strongly agree |
|------------------------------------------------------------------------------------------------------------|-------------------|-----------|-----------|-----------|----------------|
|                                                                                                            | Table N %         | Table N % | Table N % | Table N % | Table N %      |
| 1) Information privacy Protection. It is better to take action before harm occurs                          | 16.4%             | 14.0%     | 30.0%     | 25.2%     | 14.4%          |
| 2) Information privacy Protection Support and representation for safeguarding in greatest need.            | 20.0%             | 12.8%     | 35.2%     | 20.0%     | 12.0%          |
| 3) Accountability and transparency in information privacy delivering safeguarding measure's effectiveness. | 6.0%              | 16.0%     | 20.8%     | 32.0%     | 25.2%          |

Table 4-20 shows the descriptive results safeguarding measure's effectiveness, 39.6% they approved that the information privacy Protection is better than to take action before harm occurs, 32.8 % Information privacy Protection not Support and representation for safeguarding in greatest need, 57.2% of the responses believes that the Accountability and transparency in information privacy delivering safeguarding measure's effectiveness.

V. CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary of the thesis, conclusions drawn, and also the recommendations of the study. The chapter begins with a short summary of the aim of the study, research objectives, methodology and a summary of major findings, before presenting the conclusion and proposals.

5.2 Summary

The aim of this study was mainly to explore the factors affecting information privacy and protection behavior. The study however sought specifically to; determine the factors which influence information privacy and protection behavior, examine the extent to which factors affects the adoption of info confidentiality and defense conduct. And to establish the extent to which social factors affects the adoption of information privacy and protection behavior.

The purpose of this study was be to fill the gap by investigating factors affecting information privacy. The theses mostly goal to purpose a model context for information privacy and protection within the environment of the scholars so as to comprehend this purpose an examination is required of the factoring that influenced information privacy and protection by the scholars.

The main purpose of this research was to analytically evaluation the knowledge privacy and protection behavior in studies. The goal of the work was to propose a shared information privacy and protection behavior, to look at current protection, and to supply some direction for future work.

This study examined how the privacy is defined by the researchers in several fields of study like scientific discipline, and concrete studies. Specific areas of interest that were examined when searching for differences within the information privacy or protection behavior use of the knowledge.

The significant of this research may be a number of scholars on the web are willing to exchange their personal information as long because the benefit received is larger than the chance involved. This behavior has been spoken as "privacy calculus". where during a student's begins to determine his information privacy as a form of entitlement which may be transacted for a sort of benefit as long because the risk involved aren't larger than the benefit. This theory model has been tested by Xu et al (2001) and

confirms that willingness to trade privacy for benefit exists. (Pinto, 2018)

Self-administered questionnaires were used to collect primary data. Through a follow-up strategy involving WhatsApp message, reminder e-mails and Facebook messenger, view day's period, the researcher succeeded in obtaining 39 valid questionnaires 250 out of 740 respondents which were sampled through stratified random sampling method. The response rate was 73.3% and all questionnaires administered were collected and processed.

## VI. CONCLUSION

The findings of this research confirms that the information privacy is very impotent to the personal data. Information privacy protection have become a significance knowledge experience for individuals and organizations. However, empirical evidence suggests that there is an increase in the number of information security breaches in recent years. And they concerned that my personal information in social networks could be used for wrong purposes. This study investigated the information privacy and protection behavior of personal data on social network sites. The core research questions focused on how factors of the Protection behavior, Perceived severity attack, Risk tolerance, Social influence, Safeguarding measure's effectiveness involved information privacy and protection behavior. These factors were explored in an integrated inside the chapter four.

## VII. RECOMMENDATIONS

This study provides a testable concept that can be further explored. While personal data in Information privacy and protection behavior on an individual level. Individuals usually share an extensive amount of data about their past and current information.

Therefore, these individuals and organizations are exposed to as much risk as individual users. Hence, further studies may examine the impacts of individual student's information security behavior on institutions. Further studies may also explore the roles of institutions in providing training and awareness of technology threats for their students (individual users), as well as appropriate security behavior concerning virtual communities.

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