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Social networks privacy policy awareness among undergraduate students: The case of Twitter (Conference Paper)

Talib, S., Ismail, N.A., Olowolayemo, A., Syed Naser, S.A., Haron, S.Z., Mohammad Yusof, A.H.

Department of Information Systems Kulliyah of ICT, International Islamic University Malaysia, Kuala Lumpur, Malaysia

Abstract

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People nowadays freely give out their personal information on social media without knowing the implications of such actions. The proliferation of social networking sites creates the illusion of fun that made people to overlook the downsides of using these media. This paper examines the privacy awareness and general concerns of undergraduate students who form the bulk of users of these media. An evaluation of students has been carried out to assess their level of concern for privacy and how conscientious they are regarding privacy policies. The work also examines whether based on the awareness, users are more careful or generally carefree. Furthermore, the research also sought to evaluate whether the privacy policies as currently presented is adequate. Another objective of the research is to examine better ways of engaging users if the composition and presentation of privacy policies are found to be contributive to the low level engagement. © 2014 IEEE.

SciVal Topic Prominence

Topic: Social Media | Internet | Emergency medicine

Prominence percentile: 98.762

Author keywords

information security awareness Internet user social media social networking Twitter privacy policy user privacy issue

Indexed keywords

Engineering controlled terms: Education Security of data Students

Engineering uncontrolled terms: Information security awareness Internet users Privacy policies Social media social networking User privacy

Engineering main heading: Social networking (online)

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