SURVEY OF INFORMATION DISSEMINATION & SITE USAGE BEHAVIOR IN SOCIAL NETWORKING SITES

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Abstract—Along the evolution of networked social sites, the behavior of social intercommunication has been transformed. Nearly all of the users are stimulated to share their intimate info, initiate contemporary contacts and raised expertise with an anticipated comfort of usage by social networking sites. In order to regulate the privacy of various individual, social sites permit users to conceal their private information from the peoples of other communities. But even in a user's own community the data can be disseminated. The on-stream communication and sharing of private data have elevated many questions with regards to the privacy issues of these social sites. In this paper, survey data has been collected from a group of users having accounts on various social networking sites regarding the matter of dissemination of information, particularly with respect to the user's behavior and also to learn the aspects affecting the site usage behavior.

Keywords: Information, Information Dissemination, Privacy, Groups, Attribute Inference, Social Networking Sites (SNS).

1. INTRODUCTION

The words ‘Social Networking’ refers to a graph of connections between persons, displaying the approaches by which they are associated by way of different communal intimacy. With the benefit of internet the key idea of this social networking has altogether transformed. In current years various interesting, user amiable and cost efficient amenities has been imported in networked culture in which online social networking sites are much famous and used broadly by individuals. Boyd and Ellison defined social network sites as net-based utilities that grant individuals to (1) establish a public or semipublic profile inside a bordered structure, (2) link a list of other users along whom they share a relation, and (3) look and pass through their list of associations and those created by others inside that structure [1]. These sites allow individuals not to join unknowns only but also allow them to express and make their social networks seeable. These sites maintain a floor to hold connections with friends and family members and to expand their social area over the internet by sharing of personal information and knowledge.

Social networking approaches appear at center of attraction in late 1990’s. The advance era of social networking start to grow power with the appearance of Friendster in 2002 superseded by MySpace and LinkedIn in a year later. Facebook inaugurated in 2004 has presently turned into the most favorite site in the world. It has been given 10 out of 10 with regards to its network features and security [2]. In accordance with the rough stats provided by the company in December 2014, Facebook has 890 million daily active users and 745 million mobile daily active users on average [3]. The fact is that teenagers are more prone to interact through social networks for enlarging their friend-lists and for increasing their fame. Stat shows that human beings of all peer groups are employed in developing their existence by way of associations they create on social sites. Even it supports a broad stage for retailing and endorsement companies to boost their brands.

As end users can share nearly everything with everyone on these social sites, so these sites implement a lot of secrecy methods to restraint and tailor the info that is accessible to another users. But it has been proved that aforementioned methods are not sufficient to safeguard one’s delicate data [4]. That is private features could be understood with great precision particularly when human beings are related with firm relations. It has been shown that groups can also be bearers of important info [5]. Through this info, one can misuse a social network with diverse profiles to conclude the delicate attributes of users. Social links described as structured info can be weakened by the contender to conclude the content of the delicate attributes by way of extensive batch of techniques.

The accelerated advancement of these social networking sites has captivated a huge figure of analysts to examine and learn its well-known utilities. This paper aims to review and examine the use behavior of these sites...
sites, user's viewpoint of secrecy along with safety in non-interfering method and to establish a sense of individual's behavior online especially over the point of information dissemination. The rest of the paper is formulated as follows. Section 2 depicts the related work. Section 3 presents the survey results. Finally section 4 concludes the paper with future work.

2. RELATED WORK

Gross and Acquisti studies the order of information dissemination in online social networks and their privacy significance. As per them information can be revealed by two ways: by granting another party to determine a pseudonymous profile by means of prior information of a subject’s attributes or traits; or by granting another party to derive earlier unfamiliar attributes or traits around a subject described on a real site [6]. In [7] Dwyer et al. shows that Facebook and MySpace have similar levels of dealing with respect to secrecy issue. They demonstrated that the users of Facebook has more faith on the site and therefore they include more and more info regarding themselves so that they can be easily identified whereas on MySpace members are more willing to develop new relationships. Steinfield et al. [8] clarify the effect of self-esteem on use of SNS and established that lower self-esteem students develop to acquire more from their use of Facebook than higher self-esteem students, as SNS reduce fear of denial and administer facility to assist the progress of initial communication. They showed that SNS provides affordances for those specifically who might face difficulty in forming and maintaining the large heterogeneous network of connections. Veltri et al. define the cultural characteristics and their mitigated effect on acceptance and usage of social networking technology [9]. They target on Facebook as platform and study its adoption and usage in United States and Morocco. It has been shown by Phippen et al. [10] that individuals carelessly display the private data, a bit of which may be profitable to those whose intentions is to make bogus personalities and to perform deceptive actions. In this the authors focus on order of thorough information dissemination and the disclosure of private info by way of computer-mediated connections on social networking websites. Lenhart et al. reported the usage of social media among young adults [11]. They reported that the teens are more prone to the usage of Internet, social sites and cell phones. The influence of trust, security and privacy matters with respect to social networking amid user practicing are inspected by Shin [12]. In this paper it is proposed that the one who brings the SNS need to develop a connection based on trust with end users by establishing and supporting inclusive principles and assuring that privacy of participants would remain sealed to those constraints. Cheung et al. [13] explored the determinants that initiate students to use SNS. They stated the usage of SNS as a willful Social activity and showed that having a social personality is an important element that finds out the student’s usage of Facebook. Tsoi and Chen [14] presented the detailed study of results from online analysis that demonstrated the important distinction betwixt the users of Hong Kong and France with respect to various measures. They also showed that the culture values should also be considered for determining the user's usage behavior. The research done by Mohamed and Ahmad [15] aims to gain vision of data privacy matters, its preliminaries and privacy measures use in social networking sites. They explained that self-efficiency, recognized severity; recognized weaknesses and response efficiency are positively related to information diffusion. Dhami et al. analysis target to establish a research model with security and privacy matters as a preliminary to trust in social networking sites and mediator of information sharing [16]. Their research goal was to understand the effect of security, trust and privacy matters on the readiness of sharing info in social networking sites. In [17] authors explained the user behavior from different perspectives and explored the several ways to detect mischievous users. As per [18] 71 % of online adults practice Facebook, 23% of users uses Twitter, 26% uses Instagram.

3. SURVEY RESULT

Data is acquired through online questions based inquiry from people of age group between 18-24 years. In Fig. 1, it has been shown that 68% of the people who uses social sites are actually concerned towards the privacy issues whereas 32% of people do not care about the privacy related issues. That is a very few people care about the privacy related to a social site other just make their account and feel free to use it and have no anxiety towards the privacy issues.

Now if we consider the data from males and females perspectives then we came to know that males are more liable to disseminate their personal information like display picture, where they work, what they done etc. as compared to females as shown in Fig. 2. This information revealed may help the deceptive users to make fake id’s etc. Even the common information shared in groups or we can say the common attribute that is used for making group is also one of the important factors that may be misused by assailers.
The third graph shows the action performed by users if they get to know that their private information is misused. Most of the user’s response was they will definitely delete their account whereas 13% of the peoples don’t know what to do if their account gets hacked or if someone’s misuses their info, while 4% don’t care if their info is revealed.

Figure 1: Tendency of People towards Privacy issues.

Figure 2: Percentage of information revealed by males and females.

Figure 3: Action performed by users if they found their private info is misused.
4. CONCLUSION

The basic aim of this survey was to explore the influence of site usage behavior in social networking sites. In this we generally considered the behavior of users with respect to the information revelation and privacy concerns. Most of the peoples provide their personnel information on social sites to make their social environment large and to gain popularity among that group of peoples. It has also been observed that most of the respondents have not clear knowledge of privacy related issues and sometimes they don’t even know how to react if some mischief problem comes to them, however the social sites generally provides the way to tackle some basic problems like blocking of a particular user or report against him or her. In future we would like to describe about the factors that lead to disclosure of information on social sites and in-depth study of the impact of privacy related issues in social sites.

5. REFERENCES