**Plans and Progress:**

**Story of our Project:**

**How it began:**

Social media plays a significant part in how we communicate and share information. As the technology of social media progresses, more and more of the user’s information is utilised and the more *public* our lives become. Encapsulating the findings of Taneja, Vitrano and Gengo (2014, p.159), for users to get the most out of out of their social media experience, they are required to share their personal information. Consequentially, this stresses the importance of privacy settings when using social media. While social media was still emerging into the mainstream many users were not aware that their personal data and privacy was at risk. Tuunainen, Pitkänen and Hovi’s findings (2009, p.7) indicate that early adopters of social media were unaware of the amount of personally identifiable information had been published on social media platforms. Issues concerning privacy on social media was brought into the mainstream during Facebook’s Cambridge Analytica scandal in 2018. Third party apps were able to harvest the data of over 50 million Facebook users. This data was then used for targeted political advertising. Chan (2019) writes that the Cambridge Analytica scandal directly affected the 2016 USA presidential election, with Donald Trump and Ted Cruz each paying $5million to Cambridge Analytica to have access over the data, and then targeted political advertisements towards users who were more prone to conspiratorial thinking.

Despite social media users becoming more aware of how their privacy is at risk, most users do not keep up to date lengthy and constant changing terms and conditions. Furthermore, Taneja, Vitrano and Gengo (2014, p.160) argue that many users may feel shame using more strict social media privacy settings as they feel other may believe that they have something to hide. The developers at the Fighting Mongooses understand that control of privacy settings is the easiest way to avoid risks associated with the misuse of privacy data. The Fighting Mongooses have been developing an application to simplify how users can keep up to date with their terms and conditions and which privacy controls are suited for them. The Fighting Mongooses hope to use humour through promotional material and easy to follow tutorial material to help normalise the use of privacy controls and reduce user apprehension and stigma using such measures.

**How it progressed:**

**What stage are we up to?:**

**Chan, R., 2020. *The Cambridge Analytica Whistleblower Explains How The Firm Used Facebook Data To Sway Elections*. [online] Business Insider. Available at: <https://www.businessinsider.com/cambridge-analytica-whistleblower-christopher-wylie-facebook-data-2019-10?r=AU&IR=T> [Accessed 3 November 2020].**

**Taneja, A., Vitrano, J. and Gengo, N., 2014. Rationality-based beliefs affecting individual’s attitude and intention to use privacy controls on Facebook: An empirical investigation. *Computers in Human Behavior*, 38, pp.159-173.**

**Tuunainen, V., Pitkänen, O. and Hovi, M., 2009. Users’ Awareness of Privacy on Online Social Networking sites – Case Facebook. In: *22nd Bled eConference*. Bled, Slovenia: ResearchGate, pp.5-7.**