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Preface

This report presents findings about the various kinds of privacy issues and threats faced by users of social networking sites. The main objective of the survey was to get information on levels of usage of social networking sites among different age groups of people over a specific period of time.A total of 75 people of various category such as college students,school students,teachers,engineers,householders were surveyed.

We have performed this survey in both micro and macro levels. At the micro-level, our survey begins with an individual, snowballing as social relationships are traced, or we started with a small group of individuals in a particular social context. Rather than tracing interpersonal interactions, at macro-level analysis we traced the outcomes of interactions, such as economic or other resource transfer interactions over a group of people.

The questionnaires covered a wide range of areas dealing in detail about all possible threats that would have been encountered by the users.We collected information on a wide range of characteristics such as what type of information is mainly shared by users and with whom. The information on the characteristics of the communities have been analyzed and presented in a separate report.

Numerous studies and research is being conducted nowadays on privacy issues in social networking sites.Various fields where they conduct study on social networking issues are :

- **ORGANISATIONAL STUDIES:**

  Research studies of formal or informal organizational relationships, organizational communication, economics, economic sociology, and other resource transfers. Social networks have also been used to examine how organizations interact with each other, characterizing the many informal connections that link executives together, as well as associations and connections between individual employees at different organizations.

Intra-organizational networks have been found toaffect organizational commitment, organizational identification, interpersonal citizenship behaviour.

- **SOCIAL CAPITAL:**

Social capital is a sociological concept which refers to the value of social relations and the role of cooperation and confidence to achieve positive outcomes. The term refers to the value one can get from their social ties. For example, newly arrived immigrants can make use of their social ties to established migrants to acquire jobs they may otherwise have trouble getting (e.g., because of lack of knowledge of language).

Studies show that a positive relationship exists between social capital and the intensity of social network use.

- **HUMAN ECOLOGY:**

Human ecology is an interdisciplinary and transdisciplinary study of the relationship between humans and their natural, social, and built environments.

In criminology and urban sociology, much attention has been paid to the social networks among criminal actors.

It is expected that this report will be a useful source of information to policy makers, academicians and other stakeholders. It will also facilitate planning within the government and the business community and will stimulate further research and analysis.

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