"What you put on the internet lives forever": Analyzing Social Media Safety and Privacy Advices from Online Community Platforms



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Motivation & Goals

- Rising online privacy breaches
- Advices shared on community platforms
 (Reddit, Facebook) on protecting social media safety & privacy
- Understand how these platforms contribute to enhancing online safety & privacy practices

Methodology



- Explored public groups on Facebook and subreddits on Reddit
- Developed a Python script to automate and streamline the data collection process.
- Performed Qualitative Content Analysis
- i) Coded N=24 safety and privacy advice posts
- ii) Categorized advice labels into themes
- iii) Discussed findings with team members

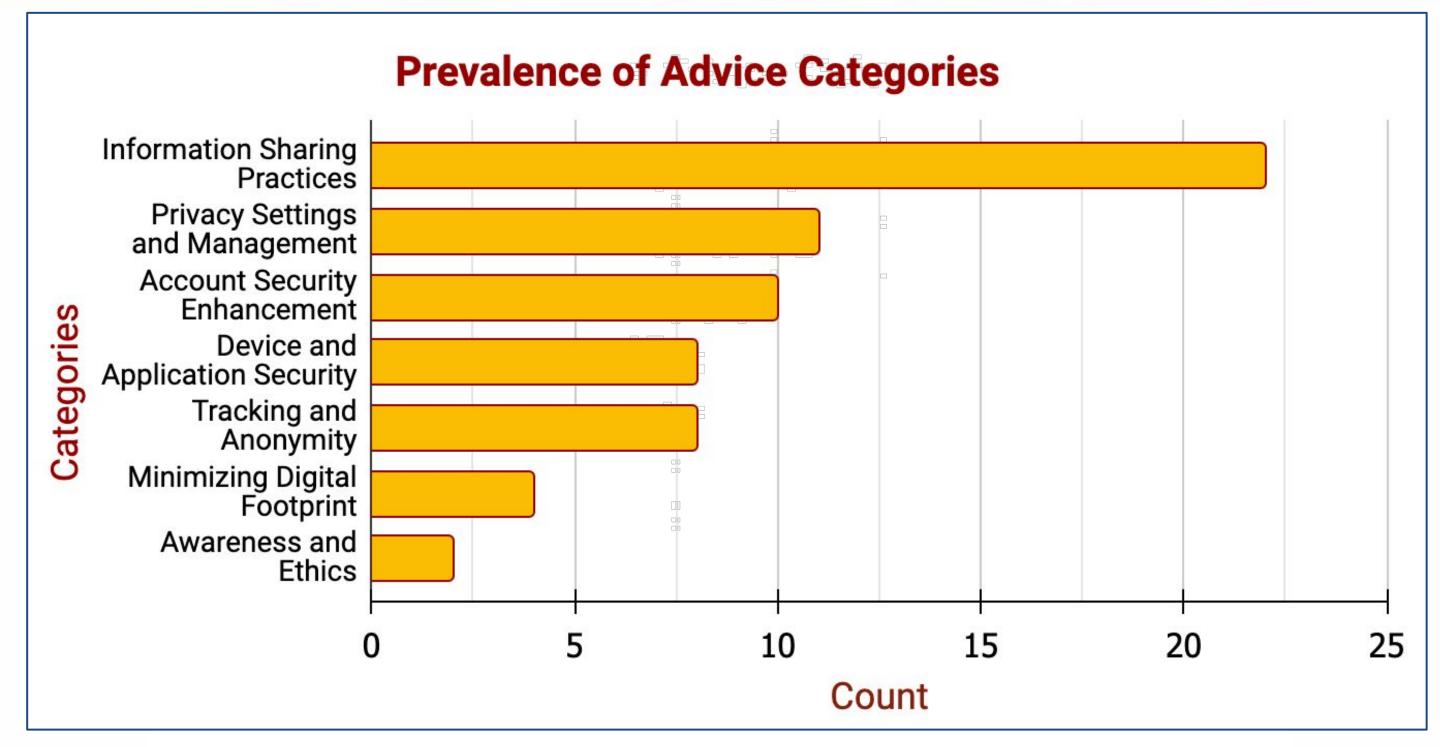
Challenges

- With Coding
 - installing packages, getting facebook account banned, figuring out errors
- With Facebook Public Group Data Collection
 - limited content, limited activity

Skills Learned



- Enhanced Python coding skills: selenium, bs4
 (beautiful soup), and pandas.
- Qualitative analysis basics





Future Work / Next Steps

- Expand and automate the data collection process
 - more platforms (Discord)
 - more specific inclusion criteria (based on categories found)

Findings

The most common advice (n=22): Information Sharing and Privacy Management

- being cautious with sharing personal information (n=9)
- creating fake emails for the accounts (n=7)

"If they [stalkers] know your full name and the location of where you reside then finding you can be fairly easy"

The second most common advice (n= 11): Privacy Settings and Management

- reviewing privacy settings often (n=5)
- ignoring random friend requests (n=4)

"Don't confirm all friend requests on Facebook"

The less common advice (n=2): Awareness and Ethical Considerations

- being aware of trade-off security (n=1)
- giving importance to others' privacy (n=1)

"Don't share photos of others without their consent"

