**Title:**

**Facebook user perceptions of privacy and security on Facebook, between Millennials’ and**

**Non-Millennials’**

**What is the research problem?**

The paper studies the Millennials versus Non-Millennials perception of privacy and security considering factors like privacy, attitude, motivation and trust specifically on social media’s like Facebook, which is hugely popular especially among the Millennial population and has become a part of their daily lives.

**Overview/main points of the proposed approach/architecture**

* Internet has had an exponential group recently, and although the idea of social networking was there as back as 1960’s but it has gone viral since 2005 since the Facebook platform was launched.
* Other social media giants includes Twitter, Instagram and LinkedIn.
* Millions (now Billions) of user share their private details/contents online.
* Consumer’s preferences individual preferences are published online by the user themselves.
* In the era of big data with the tools and technologies available to handle such huge amount of data, the biggest concern is what are these giant social media are doing with the user data.
* This paper aims to address user’s privacy and security perception of information sharing as well as understand the motivation behind the usage of Facebook in user’s daily life between different age groups.
* The papers suggest a theoretical model based on Shin. In this user’s Attitude, trust, self-disclosure and motivation towards Facebook are used as measure of Social Media Behavior with age as the mediating factor.
* Facebook is one of the biggest and most used OSN sites, revealing information about oneself is easier than ever by creating an online social identity, which include private photos, real names, personal preferences and including the amount and identity of our friends.
* Third-party developers are allowed to monitor Facebook user’s daily activity, giving some Facebook users a false sense of both their security and privacy.
* Still the number of users are increasing despite the associated risks of online information sharing.
* Hence it’s the responsibility of such online social networking sites (OSN) to identify the external and internal factors that motivate people to engage on those platforms and understand the concerns that people have in order to create a better social media environment.
* As per the paper a study conducted suggested that most of the users are aware of the privacy settings and restrictions within Facebook and also make use of them to some extent. However most still have only a blurred understanding of what actually happens with their data.
* Additionally data mining has become an increasing threat for Facebook user’s privacy. Third parties are allowed to store information of users and therefore have the ability to gather a huge amount of personal information and preferences and group them into user profiles
* The data generated is such OSN is divided into two parts
  + Visible part posted by the users
  + Invisible part based on the user’s action/preference, profiling of the user which can be used in various ways such as targeted advertisement.
* Among the Millennials it is observed it a common practice to include personal information and content on their profile and evidently share this with their friends. They are eased in believing that because they only share their information with their “friends” their privacy may not be at a considerable risk. As per the paper, non-millennials have a higher perceived perception of their privacy as opposed to Millennials.
* In order to gain a deeper understanding of users intentions to act on Facebook: Trust, Attitude, Self-Disclosure and Motivational considerations have been included. All these Factors play a role in order to determine ones Social Media Behavior
  + Trust: it can be defined as ‘ones willingness to be exposed to the actions of another party, in this case Facebook. Millennials grew up with Social Media Networks and therefore might be more likely to trust Facebook as a consequence of years of interaction on this site. As well as Non-Millennials’ who are fairly new to this phenomenon ‘Facebook’ and are therefore are less likely to trust it.
  + Attitude: Millennials like to use the site to “stay in touch” with friends and to actively use it as a communication tool. Some studies suggest that Non-Millennials tend to use Social Media as platforms in order to engage in intellectual dialogue and discussions rather than for pure entertainment purposes.
  + Self-Disclosure: Self-Disclosure can be seen as a right on OSN sites in order for oneself to protect their private information. Millennials as well as Non-Millennials seem to have a similar perception of Self-Disclosure and Privacy.
  + Motivation: Millennials are more motivated to share content online due to the fact that they themselves enjoy to see what others are up to and to keep in touch with friends

**Information Gathering**

* Online search engines such as Google Scholar and Scopus have been used in order to gather useful information. The survey tool Qualtircs was used to create an online questionnaire to perceive privacy, security, self-disclosure, attitude, trust and motivation of the participants towards Facebook.
* For all the categories Non-Millennials have on average a higher mean in all categories than Millennials. However it is to note that the standard deviation in all cases is rather large. This gives us an indication that the numbers are spread out from the mean.
* A regression analysis was tabulated in order to indicate if there is a relationship between ‘Perceived Privacy and Security’ and ‘Social Media Behavior’ and if ‘Age’ acts as a moderating variable.

**Motivation**

* Millennials and non- Millennials have different motivations. There is evidence that different age groups have different motivations to use Facebook
* Non-Millennials tend to use Facebook more for Socializing, Self-seeking purposes and information gathering. Millennials use Facebook more for Entertainment reasons.

**Conclusion**

* For the ever increasing/changing online social networking, this paper help in understanding the perception of privacy and security, dividing the user as Millennial and non-Millennials how this influences their social media behavior as well as their motivational factors. It is common assumption that users may be disinclined to use OSNs if they understood what their information was used for, however this paper contradict this assumption