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 Social Media and Privacy

Social media is a platform that includes Twitter, Facebook, and Instagram. Social media is very popular among the new generation. New technology has produced such applications that have connected people living miles away. It is a platform that helps people to share their activities, pictures, and useful information. People can connect, talk, and share things in seconds. Sharing things on such platforms and discussing things on these platforms is very easy nowadays (*Smartphones, Social Media & Modern Privacy | Alexi Bitsios | TEDxUniversityofKent*). It has been observed that these platforms have produced life accessories with new technology, for example, using these platforms for generating pictures and videos with filters, etc. These facilities are a click away for the generations using smartphones.

In recent years, the use of smartphones has increased among university and college students. While smartphones are beneficial in many ways, they have disadvantages such as psychological addiction, social nuisance, personal attention, and reduced work efficacy. This video has shown that Smartphones have created many problems for the new generation. People have lost connection with the person living next to them but they have so many friends and connections on social media platforms (*Smartphones, Social Media & Modern Privacy | Alexi Bitsios | TEDxUniversityofKent*). This video has highlighted that using smartphones and forwarding things on social media platforms is a new activity that is very common in young generations. People share things on social media platforms utilizing smartphones. Smartphones have login and application facilities that are available 24 hours. It has created many problems such as the sites and platforms are available for people 24 hours and therefore privacy of people is not secured. There is a difference in this kind of privacy as people share private data through these platforms which are stored in mobiles. People use many sites such as Facebook and other media, and to share data, mobile phones are used therefore, all the data is saved in mobile phones.

When people see the usefulness of smartphones and social media applications, it is a great opportunity for them to discover new information related to their interests(*Smartphones, Social Media & Modern Privacy | Alexi Bitsios | TEDxUniversityofKent*). Social media has become one of the largest platforms for communication throughout the world and has changed communication as well as interpersonal relationships. Most of the families are creating family Facebook pages on different social media websites where they share their pictures and keep in touch with each other. Older people are also encouraged to go online to connect with their children(*Smartphones, Social Media & Modern Privacy | Alexi Bitsios | TEDxUniversityofKent*). People use smartphones to log into these platforms as it helps them to stay active for 24 hours a day (*Smartphones, Social Media & Modern Privacy | Alexi Bitsios | TEDxUniversityofKent*). In case of any misconduct, all the saved data can be traced back and used by other people that can create several privacy problems for people (*Smartphones, Social Media & Modern Privacy | Alexi Bitsios | TEDxUniversityofKent*).

The source has highlighted that privacy concerns are increasing through these social media platforms. Networking is a platform that has enabled people to get and share things in just one click. People are living miles away but can share things through these platforms (*Smartphones, Social Media & Modern Privacy | Alexi Bitsios | TEDxUniversityofKent*). Databases are designed in such a way that private information of people is saved in the cloud and can be traced anytime from any place (*Smartphones, Social Media & Modern Privacy | Alexi Bitsios | TEDxUniversityofKent*). Privacy concerns have been rising in recent years because of the information stored in smartphones and social media clouds.

It is related to the astronomical quantity of information and processing that includes access to private information through these social media platforms (Small and Al-Shehri). User-generated content and sharing options available on these social media platforms have made it easy for anyone to trace and track people from around the world (*Smartphones, Social Media & Modern Privacy | Alexi Bitsios | TEDxUniversityofKent*). Therefore, information once shared on these platforms, remains saved in the clouds and hence it is not safe on these platforms (Small and Al-Shehri). Sharing useful information and keeping private information away from these platforms can save people from severe problems in the future (*Smartphones, Social Media & Modern Privacy | Alexi Bitsios | TEDxUniversityofKent*). Privacy concerns are increasing through these social media platforms. Networking is a platform that has enabled people to get and share things in just one click. People who live miles away can share things through these platforms. Databases are designed in such a way that private information of people remain stored in the clouds and can be traced anytime. Privacy concerns have been rising in recent years because of the information stored in smartphones and social media clouds.

It has been observed that people share data and information through these platforms and these sites offer various kinds of sharing and privacy options (Smala and Al-Shehri). People can share information with several options available on these platforms (Smala and Al-Shehri). Studies have shown that these options are available but information shared on platforms is saved in clouds and is retraceable (*Smartphones, Social Media & Modern Privacy | Alexi Bitsios | TEDxUniversityofKent*). This video has been prepared for the information that has revealed some pros and cons of social media platforms (Smala and Al-Shehri). Several studies have proposed that the information shared on these platforms is not safe. People, particularly adults, are involved in sharing options that stressed them out after sharing data on these platforms. It has been observed that it has created severe stress and depression related health problems among generations. For example, people share information and stay active to observe how many likes and shares they have. Information sharing options are available, however, these options are not considered safe because of privacy concerns.

Several studies have demonstrated that sharing options have created lots of problems for the younger generation. Privacy concerns are increasing and many hackers have been known to be involved in such illegal activities (*Smartphones, Social Media & Modern Privacy | Alexi Bitsios | TEDxUniversityofKent*). People involved in illegal activities use information from these platforms. People who share information on these platforms need to understand what consequences they can have in the future. People should know that private data and information should not be shared on these platforms, particularly, children related data should be saved (Smala and Al-Shehri). Information shared on social media platforms should be shared in custom such as information related to address, personal pictures, videos, and several other types of related information. People should be aware of the sharing options available of these platforms. People should know that these platforms are for entertainment only. Entertaining people and sharing only related information such as restricted or limited access to the unknown can save people from tragedies.

# Works Cited:

Smala, Simone, and Saleh Al-Shehri. “Privacy and Identity Management in Social Media: Driving Factors for Identity Hiding.” *Research Perspectives and Best Practices in Educational Technology Integration*, IGI Global, 2013, pp. 304–20.

*Smartphones, Social Media & Modern Privacy | Alexi Bitsios | TEDxUniversityofKent*. *YouTube*, https://www.youtube.com/watch?v=iyO-n5Fcu2Y&feature=youtu.be. Accessed 24 Dec. 2019.