

SOCIAL MEDIA, PRIVACY IS AT RISK: A CRITICAL ANALYSIS

Dr Reddy.Tirupathi Rao

Coordinator, Department of Journalism and Mass Communication

Dr. B R Ambedkar University, Srikakulam

The advent of internet has brought about remarkable changes in Mass communication. Mass media adopted this technological invention. Over a period of time the world media particularly the print and electronic media thoroughly changed its face and tried to disseminate a better output to its readers and viewers. In the recent past the emerging technological developments has brought about New media and Social media to this world. Social media has become trend setter in Mass Communication, not only in India but rest of the world. In this developing world communication became one of the essential things. We cannot imagine, live or even survive without communication. When we talk about social media, there are different forms of social information, communication, communities and collaborations (Abbate, Janet, 2000). Social media is a computer-based technology that facilitates the sharing of ideas and information and the building of virtual networks and communities. By design, social media is internet based and offers users easy electronic communication of personal information and other content, such as text, videos and photos. All web applications, as well as all forms of media can be considered as social because they store and transmit human knowledge that originates in social relations in society.

Social media is interactive computer-mediated technology that facilitates the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. Social media has the capacity to enable people to reconnect with their classmates, previous colleagues to re-establish their past relationship. It is also considered significant media because of its uniqueness in interactivity, ubiquity. When we compare the social media with other media, it has some special characteristics like free web space, unique web address, possibility of building profiles, virtual connections with friends and relatives, real time content upload facility, feedback, timestamp. The development and expansion of social media with the help of internet only, in the recent past the usage of Smartphone's is increasing globally, opens mobile social media. Mobile social media refer to the use of social media on mobile devices such as smart phones and tablet computers. Mobile social media are a useful application of mobile marketing because the creation, exchange, and circulation of user-generated content can assist companies with marketing research, communication, and relationship development with the help of Smartphone technology every one becomes a regular customer of social networks. Mostly of the users frequently connect with friends and relatives with following websites - google.com, youtube.com, face book.com, yahoo.com, twitter.com , whatsapp Wikipedia, Amazon ect, Directly or indirectly these social networks influencing modern life are dictating the priorities of individuals (Suman Kumar Kasturi, P Bobby Vardhan, 2017).

Social Media – As Mass communicator

Today Social media has different types of functions in the communication world. Life without social media is beyond imagination. When compare with other Media, Social media is most recent one and it turned out to be one of the most effective communication tools in present day. With usage of interactive technology involved in this form of communication, the users experience face to face communication. News and information collaboration between the social media users, become very common in these days. Social groups one must start the communication process or sharing of information, it leads to social media chats, discussions and debates (Shriram Venkatraman, 2017). Like this most of users' actively involve themselves in social media. Social media connecting people around the world, and educating the masses in a big way. The emerging news concepts like global class room, virtual classroom facilities bring the people together. This type of education and communication services through social media has an added advantage. When the classes are going on, simultaneously, the entire thing can be recorded, to revise at a later stage. If it is an organization social media can give equal opportunities every employee of the organization can be made equally responsible at workplace. It is also easy to monitor their teams with help of virtual access system. The ultimate result is this process, the organization gets good productivity. Social media also plays an important role to entertain the people with much more fun and interesting inputs.

Social media as news source

Just as television turned a nation of people who *listened* to media content into *watchers* of media content in the 1950s to the 1980s, the emergence of social media has created a nation of media content creators. According to 2011 Pew Research data, nearly 80% of American adults are online and nearly 60% of them use social networking sites. More Americans get their news via the Internet than from newspapers or radio, as well as three-fourths who say they get news from e-mail or social media sites updates, according to a report published by CNN. The survey suggests that Facebook and Twitter make news a more participatory experience than before as people share news articles and com-

ment on other people's posts. According to CNN, in 2010 75% of people got their news forwarded through e-mail or social media posts, whereas 37% of people shared a news item via Facebook or Twitter.

Effects on individual and collective memory

News media and television journalism has been a key feature in the shaping of American collective memory for much of the twentieth century. Indeed, since the United States' colonial era, news media has influenced collective memory and discourse about national development and trauma. In many ways, mainstream journalists have maintained an authoritative voice as the storytellers of the American past. Their documentary style narratives, detailed exposes, and their positions in the present make them prime sources for public memory. Specifically, news media journalists have shaped collective memory on nearly every major national event – from the deaths of social and political figures to the progression of political hopefuls. Journalists provide elaborate descriptions of commemorative events in U.S. history and contemporary popular cultural sensations. Many Americans learn the significance of historical events and political issues through news media, as they are presented on popular news stations. However, journalistic influence is growing less important, whereas social networking sites such as Facebook, YouTube and Twitter, provide a constant supply of alternative news sources for users.

Social media users losing privacy

Social media has many positive aspects of social networking, but there are equally as many negative aspects also. Social media networks like Facebook, Twitter, WhatsApp, LinkedIn, Google Plus, Instagram and other blogs give access to the people to share the information and opinions on day today developments. In this process people are losing their privacy. A person's right to privacy is being challenged with the high use of social media such as Facebook and Twitter. Whatever it may be once the content was shared in the group or an individual it may not be personal anymore. The privacy issues on social media have aroused controversial debates.

Simple clicks of a mouse, a complex and ever expanding social world thrives inside the digital world of the Internet. Social networking sites have grown immensely as more people take advantage of the Internet to connect with friends and expand their social horizons. Chat features of these social networking sites have become popular as well, giving users the ability to converse instantly and intimately with their friends.

In this process the social networking site users are losing their personal privacy. Because of the social media sometimes the personal privacy become at risk. Over the past decade personal and professional life has gradually become overwhelmed with social media, such as Facebook, YouTube, and Twitter. What all these sites have in common is that they enable people to share, communicate, connect, and build careers while enjoying their social lives. Since the launch of various Social Networking Sites (SNS) it's been a huge attraction in a new way to share information with others and correspond with interests of your choice in many different forms. Although social media sites allow users to share information with friends

The Social media in spite of its drawbacks has many advantages as it is easy to find people with common interests. As more and more social networks emerge Niche type social networks are emerging that allow people to segment with others who have a shared sense of purpose. This is regardless of current socioeconomic status or location.

News is no longer the domain of the few media giants. Social media allows people to share local news stories for their area and those stories can reach people on the other side of the globe. This has also led to the rise of fake news stories as many are talking about, so one has to be careful when consuming news on social media as it could spread incorrect information. Since people share so much personal information on social media it is very easy for the social networks to develop a pretty accurate profile on your likes and dislikes. This allows advertisers to target you. This is an advantage for the advertisers, but may not be such an advantage for the users of social media as they may buy more stuff than they normally would as a result of those constant targeted adverts (Gunter, Barrie, 2003). Since social media is relatively a new media platform it's not totally clear what long term negative effects these platforms may have on people.

The somewhat anonymous nature of social media has also led to an expansion of incidents of cyber-bullying. Because people are able to just sit in the privacy of their home, they do not think about what effects their words and actions may have on another person. There have been multiple news stories where young children have participated in cyber-bullying to the extent that the targets have committed suicide. This is a large social problem and social media cannot be blamed for the actions of these people, but social media does have some responsibility as they provide the mechanism for this type of abuse to happen (Bolter, J David., & Grusin, Richard (1999).

For social media business, they have given an unprecedented opportunity to communicate with customers and collect their feedback in real time. Tools for moderation and monitoring of social media to allow this feedback to collect analyze and draw conclusions. This enables better communication, reaching really interested users and constantly improves products, services and even creates new products or services in the crowd sourcing model. For individuals, social media give a great opportunity to contact people around the world. They allow gathering information and establishing contacts both private and business. The personal data of individual is at peril as Facebook stated that about 50 million accounts were breached in a security flaw exploited by hackers (Deccan Chronicle, September 2018).

Conclusion

Privacy is emerging as an important field in India's internet society. As organizations collect vast amounts of information about online users, and as the government continues to seek greater access and surveillance capabilities, it is critical that India prioritizes privacy and puts in place strong safeguards to protect the privacy of Indians. The government must enact a comprehensive privacy legislation recognizing privacy of the individual as a fundamental right. In 2011, the Department of Personnel and Training released a draft privacy bill that defined a privacy regime that encompassed data protection, surveillance, and mass marketing, and recognized privacy as a fundamental right.

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