



p-ISSN : 2520-0348 | e-ISSN : 2616-793X

DOI(Journal): 10.31703/gssr  
DOI(Volume): 10.31703/gssr/.2024(IX)  
DOI(Issue): 10.31703/gssr.2024(IX.IV)

DOI(Issue): 10.31703/gssr.2024(IX.I)  
DOI(Volume): 10.31703/gssr/.2024(IX)  
DOI(Journal): 10.31703/gssr

# GSSR

**GLOBAL SOCIAL SCIENCES REVIEW**  
HEC-RECOGNIZED CATEGORY-Y

**VOL. IX, ISSUE IV, FALL (DECEMBER-2024)**

### Article Title

## Analyzing Privacy in Facebook: A Survey of Users' Perception

### Global Social Sciences Review

p-ISSN: 2520-0348 e-ISSN: 2616-793x

DOI(journal):10.31703/gssr

Volume: IX (2024)

DOI (volume):10.31703/gssr.2024(IX)

Issue: IV Fall (December 2024)

DOI(Issue):10.31703/gssr.2024(IX-IV)

Home Page

[www.gssrjournal.com](http://www.gssrjournal.com)

Volume: IX (2024)

<https://www.gssrjournal.com/Current-issue>

Issue: IV-Fall (June-2024)

<https://www.gssrjournal.com/Current-issue/9/4/2024>

Scope

<https://www.gssrjournal.com/about-us/scope>

Submission

<https://humaglobe.com/index.php/gssr/submissions>

Google Scholar



Visit Us



### Abstract

*This research delved into the privacy concerns of Facebook users in Punjab, Pakistan. A Google survey of 107 participants uncovered a range of Facebook usage habits, from frequent to occasional. While most users were aware of privacy settings, their understanding and utilization varied. Key worries centered around profile visibility, app permissions, data sharing, and friend requests. While many users felt Facebook provided adequate information, others found it lacking. Trust in Facebook's data protection was moderate, and opinions on information clarity were divided. The study underscores the importance of enhanced communication, education, and transparency regarding privacy settings. Prioritizing user concerns, fostering trust, and empowering users to make informed choices should be central to Facebook's future endeavors.*

**Keywords:** Privacy Concerns, Facebook Users, Survey, Usage Patterns, Privacy Settings, Data Protection, Profile Visibility, App Permissions

### Authors:

**Aqsa Iram Shahzadi:**(Corresponding Author)

Assistant Professor, Institute of Media and Communication Studies Bahauddin Zakariya University, Multan, Punjab, Pakistan.

(Email: [mrsaqsairam@bzu.edu.pk](mailto:mrsaqsairam@bzu.edu.pk))

**Hamna Hashmi:** M.Phil Scholar, Institute of Media and Communication Studies Bahauddin Zakariya University, Multan, Punjab, Pakistan.

Pages: 217-230

DOI:10.31703/gssr.2024(IX-IV).20

DOI link: [https://dx.doi.org/10.31703/gssr.2024\(IX-IV\).20](https://dx.doi.org/10.31703/gssr.2024(IX-IV).20)

Article link: <http://www.gssrjournal.com/article/A-b-c>

Full-text Link: <https://gssrjournal.com/fulltext/>

Pdf link: <https://www.gssrjournal.com/jadmin/Author/31rv1o1A2.pdf>

**Citing this Article**

Analyzing Privacy in Facebook: A Survey of Users' Perception							
<b>20</b>	<b>Author</b>	Aqsa Iram Shahzadi Hamna Hashmi		<b>DOI</b>	10.31703/gssr.2024(IX-IV).20		
<b>Pages</b>	217-230	<b>Year</b>	2024	<b>Volume</b>	IX	<b>Issue</b>	IV
<b>Referencing &amp; Citing Styles</b>	<b>APA 7<sup>th</sup></b>	Shahzadi, A. I., & Hashmi, H. (2024). Analyzing Privacy in Facebook: A Survey of Users' Perception. <i>Global Social Sciences Review</i> , IX(IV), 217-230. <a href="https://doi.org/10.31703/gssr.2024(IX-IV).20">https://doi.org/10.31703/gssr.2024(IX-IV).20</a>					
	<b>CHICAGO</b>	Shahzadi, Aqsa Iram, and Hamna Hashmi. 2024. "Analyzing Privacy in Facebook: A Survey of Users' Perception." <i>Global Social Sciences Review IX (IV):217-230</i> . doi: 10.31703/gssr.2024(IX-IV).20.					
	<b>HARVARD</b>	SHAHZADI, A. I. & HASHMI, H. 2024. Analyzing Privacy in Facebook: A Survey of Users' Perception. <i>Global Social Sciences Review</i> , IX, 217-230.					
	<b>MHRA</b>	Shahzadi, Aqsa Iram, and Hamna Hashmi. 2024. 'Analyzing Privacy in Facebook: A Survey of Users' Perception', <i>Global Social Sciences Review</i> , IX: 217-30.					
	<b>MLA</b>	Shahzadi, Aqsa Iram, and Hamna Hashmi. "Analyzing Privacy in Facebook: A Survey of Users' Perception." <i>Global Social Sciences Review IX.IV (2024)</i> : 217-30. Print.					
	<b>OXFORD</b>	Shahzadi, Aqsa Iram and Hashmi, Hamna (2024), 'Analyzing Privacy in Facebook: A Survey of Users' Perception', <i>Global Social Sciences Review</i> , IX (IV), 217-30.					
<b>TURABIAN</b>	Shahzadi, Aqsa Iram and Hamna Hashmi. "Analyzing Privacy in Facebook: A Survey of Users' Perception." <i>Global Social Sciences Review IX</i> , no. IV (2024): 217-30. <a href="https://dx.doi.org/10.31703/gssr.2024(IX-IV).20">https://dx.doi.org/10.31703/gssr.2024(IX-IV).20</a> .						



# Global Social Sciences Review

[www.gssrjournal.com](http://www.gssrjournal.com)

DOI:<http://dx.doi.org/10.31703/gssr>



Cite Us



## Title

### Analyzing Privacy in Facebook: A Survey of Users' Perception

#### Authors:

**Aqsa Iram Shahzadi:** (Corresponding Author)

Assistant Professor, Institute of Media and Communication Studies Bahauddin Zakariya University, Multan, Punjab, Pakistan.

(Email: [mrsaqsairam@bzu.edu.pk](mailto:mrsaqsairam@bzu.edu.pk))

**Hamna Hashmi:** M.Phil Scholar, Institute of Media and Communication Studies Bahauddin Zakariya University, Multan, Punjab, Pakistan.

#### Contents

- [Introduction](#)
- [Research Objectives](#)
- [Literature Review](#)
- [Theoretical Framework](#)
- [Research Questions](#)
- [Hypothesis](#)
- [Research Methodology](#)
- [Results and Discussions](#)
- [Age and Privacy Perceptions](#)
- [Occupation and Privacy Perceptions](#)
- [Familiarity with Privacy Settings](#)
- [Frequency of Privacy Settings Review](#)
- [Specific Privacy Settings Updated](#)
- [Hypothesis 4](#)
- [Conclusion](#)
- [Recommendations](#)
- [References](#)

#### Abstract

*This research delved into the privacy concerns of Facebook users in Punjab, Pakistan. A Google survey of 107 participants uncovered a range of Facebook usage habits, from frequent to occasional. While most users were aware of privacy settings, their understanding and utilization varied. Key worries centered around profile visibility, app permissions, data sharing, and friend requests. While many users felt Facebook provided adequate information, others found it lacking. Trust in Facebook's data protection was moderate, and opinions on information clarity were divided. The study underscores the importance of enhanced communication, education, and transparency regarding privacy settings. Prioritizing user concerns, fostering trust, and empowering users to make informed choices should be central to Facebook's future endeavors.*

**Keywords:** [Privacy Concerns](#), [Facebook Users](#), [Survey](#), [Usage Patterns](#), [Privacy Settings](#), [Data Protection](#), [Profile Visibility](#), [App Permissions](#)

#### Introduction

The internet revolutionized communication and information sharing. Social networking sites (SNS) made it easier to connect with people worldwide. SNS users can create profiles, interact with friends,

make new connections, and stay updated on news and events. While various SNSs exist, their common goal is to bring people together (Kwon et al., 2014).



According to Hern (2018) in a privacy controversy involving Facebook, which occurred because a software glitch caused 14 million users to upload personal information to a public forum inadvertently, information privacy concerns have once again been front and center as the primary focus of attention.

The social networking service is used extensively all around the world via desktop computers as well as mobile phones. Users of Facebook come from many walks of life, spanning generations from young adults to retirees (Krasnova & Veltri, 2010).

To a significant extent, the success of Facebook as an SNS is based on users actively participating in the SNS by sharing information with one another (Roos, 2012). As a result, the SNS is continuously looking into innovative approaches to encourage user interaction and information dissemination. For instance, Facebook users are able to broadcast their present position, produce live videos, and share the postings of other Facebook users thanks to the platform's various capabilities. These features are intended to encourage Facebook users to contribute more content to the social networking service. Users are able to exchange information more frequently than they were able to do so when Facebook could only be accessed through desktop computers. This is because Facebook can now also be accessed using mobile phones. Facebook users can quickly share potentially sensitive information, including their geographic locations, images, videos, and status updates, from their mobile phones via the Facebook mobile app (Faisal, Nisa, & Ibrahim, 2013).

According to Taneja, Vitrano, and Gengo (2014), users of Facebook have access to a variety of privacy options, which they can use to manage who sees potentially sensitive information about themselves on the platform. However, the users are solely responsible for determining how best to utilize these controls.

Users have the option to choose whether or not they would like to use the privacy settings. There are many different motivations for users to exchange information. Highlighted self-presentation, maintaining relationships, and enjoyment as the primary motivations for sharing

personal information on social networking sites (SNS) (Reith et al., 2020)

The degree of protection afforded by the privacy settings has a direct bearing on the extent to which the hoped-for benefits can be obtained. When you adjust your settings to provide a high level of privacy, other users of the social networking service will have access to less of your personal information. As a result, the amount of pleasure experienced and the benefits gained from maintaining relationships might both suffer. Users might be motivated to self-disclose by the anticipated benefits, but they might be dissuaded from doing so by the perceived cost of providing personal information (Dhagarra, Goswami, & Kumar, 2020).

OSNs are online platforms that allow users to create accounts, connect with other users who also use the platform, and monitor the activity of their connections as well as those of other users on the network (Yevheniia & Tetiana, n.d.). People utilize open social networks (OSNs) to share their experiences, communicate with one another, and build up their social capital (Jovita et al., 2019.)

Mark Zuckerberg, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes are the founders of Facebook. In 2022, they will receive a combined total of \$86 billion. Facebook is no longer at the top of the list. The medium via which you keep in touch with your mother, third-grade teacher, and neighbor is, without a doubt, still available and enjoys the same level of popularity as it did years ago (even more so, actually) (Klonick, 2019).

This study significantly contributes to understanding Facebook user privacy concerns. By delving into user perceptions, it empowers users to make informed privacy decisions. Additionally, it evaluates Facebook's privacy settings, identifying areas for improvement to enhance user privacy protection. The study's findings inform Facebook's responsiveness to user concerns, building trust and improving user satisfaction. It also has implications for policymakers and regulators, shaping online privacy policies and user rights. Furthermore, the study adds to the academic understanding of user privacy perceptions and behavior on social media platforms. By collectively addressing these areas, the study contributes to a safer, more secure, and privacy-aware Facebook environment.

## Research Objectives

- To examine and understand the perceptions of Facebook users regarding their privacy on the platform.
- To identify and analyze the specific privacy concerns and worries expressed by Facebook users.
- To evaluate the effectiveness and adequacy of Facebook's privacy settings in addressing user privacy concerns.
- To investigate the impact of demographic factors on how Facebook users perceive and manage their privacy.

## Literature Review

The literature review will critically examine existing research and scholarly work related to online privacy specifically Facebook privacy. As users navigate the digital landscape, they grapple with questions of data security, unauthorized access, data breaches, and the potential misuse of their information, which can impact their willingness to disclose personal data (Acquisti & Gross, 2006).

Quan-Haase & Young (2010) compared the motivations and gratifications of Facebook and instant messaging users. The study revealed distinct purposes and benefits users derive from each platform. It provides insights into user behavior and has implications for platform design and privacy considerations.

Krishnamurthy and Wills's (2009) study examined how website privacy settings erode over time, exposing user data. External factors influence this trend, with the trade-off between privacy and website functionality impacting user data exposure. This raises concerns about data security and privacy breaches. The study highlights the need for user vigilance and ongoing efforts to protect online privacy.

Users were found to disclose significant personal information, influenced by factors like perceived benefits, social norms, and trust in the platform. The study showed that there is a trade-off between privacy threats and information sharing, emphasizing the need for users to exercise caution and for platform privacy safeguards to be strengthened (Gross et al., 2005).

The users engage themselves in expressing themselves, social affirmation, and having self-esteem. They employed privacy management strategies for information visibility control. The study highlights the complex interplay between self-disclosure, privacy concerns, and authentic self-expression on social media (Trepte et al., 2011)

A study revealed that college students, despite active Facebook usage, had a low awareness of privacy risks. Many were unaware of the accessibility of their information and did not actively manage privacy settings. The study emphasizes the need for increased awareness and education about privacy implications on social networking platforms (Govani & Pashley, 2005).

Peter, D. I., & Ndinojuo, B. C. E. (2024) in their study suggest a strong user awareness of the importance of protecting personal data on Facebook and Instagram. While participants indicated taking proactive measures to safeguard their personal data, a knowledge gap persists regarding the specific agencies and regulatory bodies responsible for ensuring its security.

Lumare, Muradyan, & Jansberg (2024) stated in their research that there is a direct and positive relationship between privacy concerns and social media usage, but there are some mediating pathways that either reduce (through social media trust) or enhance (through privacy protection behavior) social media usage.

Duong, H. L., et al (2024) indicate in their research that although university students exhibit a relatively low level of concern regarding their personal privacy on TikTok, peer influences and societal norms significantly shape their attitudes and behaviors on the platform. Additionally, the students apply various techniques to lessen privacy dangers including sharing content selectively and avoiding unfamiliar links.

## Theoretical Framework

The research "Analyzing Privacy in Facebook: A Survey of User Perspective" utilizes Privacy.

Calculus and Social Exchange Theories to analyze privacy issues in the context of Facebook. Privacy Calculus helps us understand how people make the decisions of whether to disclose personal data, including sensitive information in their communication. In contrast, the Social Exchange

Theory focuses on social engagement as the determinant of privacy attitudes and behavior. Applying these theories together allows the study to investigate user attitudes towards privacy, to find out what privacy threats they have, to assess such changes in privacy settings, and to explain demographic characteristics including age, education, or levels of technological literacy as predictors of privacy regulation behavior.

According to Altman's 1975 introduction of the theory of privacy calculus, individuals weigh the benefits and drawbacks of disclosing personal information. This theory, when applied to Facebook, helps explain how users choose what information to disclose. They balance the risks of privacy violations and unwanted attention against the advantages of connecting with friends, communicating easily, and receiving personalized suggestions. To put it another way, people let themselves be influenced by the potential benefits of sharing knowledge and the potential audience, as well as the associated dangers of liability. Knowing these trade-offs makes it easier to understand why Facebook users choose to utilize certain privacy settings.

The second theory, Social Exchange Theory, was developed by Homans and later extended by Blau, 2017. It tells us basically that our relationships and interactions with other people shape and condition our behavior. It analyses how human beings calculate the ratio of rewards to costs in a situation of interaction. In the context of Facebook, this theory would help our understanding of how the privacy concerns and behaviors of users are shaped by their social ties. An individual, for example, might reveal much information to those closely associated with them but be guarded with those of more distant ties. Ultimately, it helps us understand how users move through, and manage, their privacy on Facebook.

By combining Privacy Calculus and Social Exchange Theories, we can gain a deeper understanding of how Facebook users think and manage their privacy. Social Exchange Theory explains how social interactions impact individuals' decisions to share personal information, whereas Privacy Calculus explains how people balance the advantages and disadvantages of doing so. By working together, we

can strengthen security features and provide people with greater authority over their Facebook data.

## Research Questions

1. What is the thinking of Facebook users related to their privacy on the platform, and how
2. does the Privacy Calculus Theory influence these thoughts?
3. What are the specific privacy concerns and fears expressed by Facebook users, and to what extent are these concerns influenced by the Privacy Calculus Theory and the Social Exchange Theory?
4. How effective and adequate are Facebook's privacy settings in addressing the desires of users for privacy, and how will the interplay of the Privacy Calculus Theory and the Social Exchange Theory shape users' perceptions of the effectiveness of those settings?
5. How do demographic factors influence the perception and management of privacy among Facebook users, and to what extent are these influences shaped by the Privacy Calculus Theory and the Social Exchange Theory?

## Hypothesis

H1: The Privacy Calculus Theory is substantially related to how Facebook users perceive their privacy on the platform.

H2: The Privacy Calculus Theory is considerably related to the specific privacy concerns and worries articulated by Facebook consumers.

H3: The efficacy of Facebook's privacy settings is significantly related to examining users' privacy apprehensions.

H4: Demographic factors have a significant implication on how Facebook users perceive and regulate their privacy on the medium.

## Research Methodology

The quantitative survey method is used in this research for data collection. Data was collected using a comprehensive survey questionnaire, which included approximately 33 questions. The survey aimed to gather information on users' privacy perceptions, concerns, attitudes, and behaviors on the Facebook platform. The quantitative method

was applied using a survey approach to collect data from 107 Facebook users in the Punjab region of Pakistan, representing the larger population of interest.

The participants selected for this study were Facebook patrons who had been using the medium for at least four years. The sampling method used to get this sample was certainly convenience sampling, where voluntarily available and accessible citizens were included in the study. Regardless of the relatively small sample size, which is general in many research studies, the participants' heterogeneous backgrounds and professional vocations provided a unique vantage point on Facebook usage and privacy in the Punjab region.

The survey method entitles researchers to convene data from a large number of participants optimally and in a systematic approach. This approach accords with the research objective of developing concrete advancements in privacy protection and fostering user independence on the Facebook platform.

Quantitative data consolidated through the survey will be evaluated using descriptive and inferential statistics. Descriptive statistics will dispense a summary of the responses to individual questions, while inferential statistics will allow inferring a result about the larger population based on the sample data. This statistical analysis will provide a numerical depiction of users' information security and mindset on the Facebook medium, considering the theoretical lens of the Privacy Calculus Theory and Social Exchange Theory, as presented by Altman (1975) and Homans (1958).

The quantitative data collected through the survey will be rigorously reviewed, implementing both descriptive and inferential statistics to obtain significant revelation from the gathered information.

## **Results and Discussions**

### **Hypothesis 1**

The Privacy Calculus Theory is substantially related to how Facebook users perceive their privacy on the platform.

The Privacy Calculus Theory hypothesizes that individuals involved in a mental calculation weigh

the potential pros and cons linked with unveiling personal information on a medium like Facebook. This computation influences their perceptions of privacy and their strategic planning.

### **Age and Privacy Perceptions**

The data, shows privacy settings and information sharing on Facebook. the multitude of respondents come under the age bracket of 20 to 25 years, which might demonstrate that younger users are more ubiquitous in the sample. Age can play a role in privacy perceptions, as younger individuals may be more acclimated to online platforms and social media and may have a different attitude toward privacy contrasted to older age groups. Younger users might be more disposed to trade some privacy for the benefits they perceive from using Facebook, which could synchronize with the Privacy Calculus Theory.

### **Gender and Privacy Perceptions**

The data shows that 61% of respondents identified themselves as male and 39% as female. Gender can also be a factor in privacy perceptions, as research has shown that males and females may have different privacy concerns and behaviors. However, with this specific data on how gender influences privacy perceptions, it is challenging to draw definitive conclusions about its direct relationship to the Privacy Calculus Theory.

### **Occupation and Privacy Perceptions**

The survey data within the Punjab region indicates that the largest portion of respondents, 36% reported being students, while other professions were also mentioned, such as teachers, doctors, engineers, government employees, and housewives. Individuals in different occupations may have varying levels of privacy concerns and risk perceptions based on their professional contexts and experiences. For example, individuals in professions dealing with sensitive information might be more cautious about their privacy, while students may have different privacy considerations related to their social interactions and personal information sharing. However, general privacy concerns and perceptions are analyzed.



**Table 1**

Questions	Yes	No	Unsure
Are you aware that the Facebook mobile app offers privacy settings that allow you to control the visibility of your personal information and activities?	90	17	
Do you feel that Facebook provides adequate information and guidance on how to manage privacy settings on the mobile app?	56	20	31
Have you ever encountered any privacy issues related to Facebook's collection, usage, or sharing of your personal data?	44	63	
Do you believe that Facebook provides clear and transparent information about its data collection and usage practices?	26	52	29
Have you ever encountered any privacy violations or breaches on Facebook?	39	68	

## Hypothesis 2

The Privacy Calculus Theory is considerably related to the specific privacy concerns and worries articulated by Facebook consumers.

### Privacy Concerns and Perception of Facebook's Privacy Policies

The gathered data from the survey shows that 18% of respondents viewed Facebook's privacy policies as substandard or unpredictable after the privacy violation or breach. This perception could be caused by the breach raising awareness among users about security gaps and data tampering on the platform. On a practical basis, are Facebook's privacy settings truly adequate and effective in meeting the requirements of the user's privacy requests? To what extent will Privacy Calculus Theory and Social Exchange Theory interplay in creating users' perceptions regarding the actual effectiveness of these privacy settings?

### Privacy Settings Adjustment Prompted by the Breach

The data shows that 60% of the participants modified their privacy settings post the breach, indicating that exposure to a breach at such a massive scale indeed influenced privacy apprehensions of users leading them to proactively self-guard their private information. Users consider a cost-benefit analysis prior to Information. In this case, the breach likely amplified the costs (privacy concerns) associated with using Facebook, increasing the likelihood that one would modify their privacy settings to mitigate perceived downsides.

### Effect of the Breach of Trust on the Facebook Platform

The data indicates that 55% of respondents indicated a drop in trust in Facebook after the data breach. Out of these, 21% stated a significant decrease in trust. This loss of trust can be attributed to the Privacy Calculus Theory, as users may have perceived greater risks associated with Facebook use and subsequently decreased their trust in its ability to protect their personal information. Additionally, 34% pointed out this is a less important issue to worry about somewhat decreasing their trust in the platform. This is consistent with the expectation that users may perceive a higher privacy risk, although the breach did not cause an entire loss of trust. The Privacy Calculus Theory suggests users may continually assess if costs outweigh the benefits of continuing use of the platform, and thus any small decrease in trust shows this continued assessment.

In conclusion, the data firmly implies that the Privacy Calculus Theory is significantly related to the specific privacy concerns and concerns raised by Facebook users. The breach had a significant effect on users' perception of Facebook's privacy policies, directing them to adjust their privacy settings and modify their viewpoint in the platform. These responses unify with the essential tenets of the Privacy Calculus Theory, which emphasizes the reciprocal arrangement between privacy risks and the perceived benefits of using online platforms.

### Familiarity with Privacy Settings

The finding that 76% of sites are either very

familiar or slightly familiar with Facebook's privacy settings is supportive. When drug users are informed of the available privacy options, they are more likely to employ them expeditiously to keep in line with the sharing of their personal data points.

Nevertheless, it's crucial to observe that there is still a small portion (8%) of respondents who are not familiar with the settings and may be less skillful in addressing their privacy business organization. The answerer's cognition of Facebook privacy settings and alternatives available to manipulate personal data share-out reveals that 82% of respondents experienced at least a fundamental knowledge of these scopes. This is an optimistic house, as users need to empathize with the instrument available to them in order to seduce well-inform selection about their privacy.

**Frequency of Privacy Settings Review**

The data depict that an important amount of 67% of respondents carefully analyze and update their privacy settings on Facebook, either regularly, occasionally, or rarely. This inculcates that many users are conscious of the importance of dealing with their privacy and are taking some natural process to do so. Regular reviews allow exploiter to adapt their settings to changing preferences or new features on the weapons platform. However, there is still a group (20%) of answerer who never review or update their privacy settings. This encounter sparks worries about carelessness and indicates that some users might not take a proactive position

regarding their privacy concerns, which could potentially impact their data more unprotected.

**Response to Privacy Violation or Breach**

The 60% of respondents arrive at either far-reaching implications, or slight modifications to their privacy background following an identity exposure or rift on Facebook is observable. This validates that a privacy incident can alert users to ingest action and adjust their place settings to optimize their data protection. In the early handwriting, 21% who did not make any changes to their privacy settings after a privacy breach may suggest a lack of knowledge or understanding of how these incidents can affect their cyber security.

**Specific Privacy Settings Updated**

The data emphasize the specific privacy settings that users are most concerned about and frequently adjust. "Profile Visibility" and "App Permissions" are the most commonly updated settings, indicating that users are particularly worried about who can see their profiles and what information third-party apps can access. By understanding these specific concerns, Facebook can better tailor its privacy settings and features to address users' primary privacy worries.

Overall, the data suggests a potential link between the effectiveness of Facebook's privacy settings and users' privacy concerns. Users who are familiar with the available settings, actively review and update them, and respond to privacy breaches by adjusting their settings seem to have a better understanding of their data privacy.

**Table 2**

<b>Privacy Concerns and Perception of Facebook's Privacy Policies:</b>	<b>Frequency</b>	<b>Percentage</b>
It made me perceive them as inadequate or unreliable	19	18
It made me question their effectiveness	33	31
It had no effect on my perception	38	35
It made me appreciate their importance and effectiveness	13	12
It made me trust them even more	4	4
<b>Privacy Settings Adjustment Prompted by the Breach:</b>	<b>Frequency</b>	<b>Percentage</b>
Yes, I made significant changes to my privacy settings.	27	25
Yes, I made some minor adjustments to my privacy settings.	37	35
No, I didn't make any changes to my privacy settings.	23	21

Privacy Settings Adjustment Prompted by the Breach:	Frequency	Percentage
I already had strict privacy settings in place before the violation/breach.	10	10
I don't remember.	10	9
Total	107	100.0
Effect of the Breach on Trust in the Facebook Platform:	Frequency	Percentage
It had no effect on my trust.	39	36
It somewhat decreased my trust.	37	34
It somewhat increased my trust.	9	9
Significantly decreased my trust.	23	21
Total	107	100.0
User Perceptions and Future Trust Considerations:	Frequency	Percentage
Not likely at all	20	19
Not very likely	30	28
Neutral	42	39
Somewhat likely	15	14
Total	107	100.0
Level of digital literacy:	Frequency	Percentage
Very low	09	08
Low	08	07
Moderate	59	56
High	23	22
Very high	8	7
Total	107	100.0

### Hypothesis 3

The efficacy of Facebook's privacy settings is significantly related to examining users' privacy apprehensions.

### Familiarity with Privacy Settings

It's encouraging that a substantial number of respondents (76%) are either very familiar or jolly familiar with Facebook's privacy settings. When substance abusers are aware of the available privacy options, they are to a greater extent likely to use them effectively to control how their personal data is shared. All The Same, it's authoritative to note that a small percentage (8.41%) of respondents are not familiar with the settings, which may throttle

their ability to address concealment concerns. The responder's cognition of Facebook's privacy scene and option for ascertaining personal datum sharing reveals that 82% of respondents have at least a basic understanding of these settings. This is a positive mark, as users are involved in understanding the tools available to them in order to make informed decisions about their privacy.

### Frequency of Privacy Settings Review

The data indicates that a significant number of respondents (67%) actively review and update their privacy settings on Facebook, either regularly, occasionally, or rarely. This suggests that many users are aware of the importance of managing

their privacy and are taking steps to do so. Regular reviews allow users to adjust their settings to changing preferences or new platform features. However, a concerning number of respondents (20.56%) never review or update their privacy settings. This finding highlights a potential lack of proactive privacy management and suggests that some users may be leaving their data more vulnerable.

### Response to Privacy Violation or Breach

It means that 60% of respondents make changes to their privacy settings after a Facebook datum falling out. This registers that concealment incidents can motivate users to lead action mechanisms and improve their data protection. However, it's a concern that 21% of users did not progress to any change. This could be preferable to a lack of awareness or agreement on how data break can affect their data security.

### Specific Privacy Settings Updated

The data highlights specific privacy settings that users are most concerned about and frequently adjust. "Profile Visibility" and "App Permissions" are the most commonly updated settings, indicating that users are particularly worried about who can see their profiles and what information third-party apps can access. By understanding these specific concerns, Facebook can better tailor its privacy settings and features to address users' primary privacy worries.

Overall, the data suggests a potential link between the effectiveness of Facebook's privacy settings and users' privacy concerns. Users who are familiar with the available settings, actively review and update them, and respond to privacy breaches by adjusting their settings seem to have a better understanding of their data privacy.

Table 3

Familiarity with Privacy Settings:	Frequency	Percentage
Very familiar	36	43
Somewhat familiar	46	55
Not familiar	9	8
I have never explored the privacy settings	16	26
Total	107	100
Frequency of Privacy Settings Review	Frequency	Percentage
Regularly 13 12	13	12
Occasionally 35 33	35	33
Rarely 37 35	37	35
Never 22 20	22	20
Total	107	100
Specific Privacy Settings Updated:	Frequency	Percentage
Profile Visibility 29 27	29	27
Friend request settings 16 15	16	15
App permissions 23 21	23	21
Post visibility 20 19	20	19
Total	107	100

Familiar with Facebook's privacy settings and options:	Frequency	Percentage
Yes, I am familiar with the privacy settings	46	43
I have a basic understanding of the privacy settings	42	39
No, I am not familiar with the Privacy settings	19	18
Total	107	100
Response to Privacy Violation or Breach:	Frequency	Percentage
Yes, I made significant changes to my privacy settings.	27	25
Yes, I made some minor adjustments to my privacy settings.	37	35
No, I didn't make any changes to my privacy settings.	23	21
I already had strict privacy settings in place before the violation/breach.	10	10
I don't remember.	10	9
Total	107	100
Do you actively review and adjust your Facebook privacy settings?	Frequency	Percentage
Yes, I regularly review and adjust my privacy settings	16	15
Yes, but I rarely make changes to my privacy settings	48	45
No, I haven't reviewed or adjusted my privacy settings recently	24	22
No, I don't see the need to review or adjust my privacy settings	13	12
No, I'm not aware of how to review or adjust my privacy settings	06	06
Yes, I regularly review and adjust my privacy settings	16	15
Total	107	100

#### Hypothesis 4

Demographic Factors have a Significant Impact on How Facebook Users Perceive and Manage their Privacy on the Platform.

According to the survey data, it is evident that demographic factors play a significant role in shaping how Facebook users perceive and manage their privacy on the platform.

#### Education about Online Privacy and Data Protection

The data shows that 8% of respondents never engage in activities to educate themselves about online privacy and data protection, while 31% do so rarely, and 42% occasionally. The frequency of engaging in activities to educate oneself about privacy is based on demographic factors such as age, education level, and technological literacy.

#### Confidence in Understanding Facebook's Privacy Controls

15% of respondents are not confident at all in their understanding of Facebook's privacy controls, while 21% are not very confident. 32% are somewhat confident, and only 21% are quite confident, with 11% being very confident. The variation in confidence levels may be influenced by factors such as age, educational background, and experience with technology and social media.

#### Actively Reviewing and Adjusting Privacy Settings

45% of respondents claim they rarely make changes to their privacy settings, and 22% have not reviewed or adjusted their privacy settings recently. On the other hand, 15% of respondents regularly

review and adjust their privacy settings. The willingness to review and adjust privacy settings may be associated with factors such as privacy concerns related to personal information.

**Importance of Having Control over Personal Data on Facebook**

While 9% of respondents do not find it important at all to have control over their personal data, 15% consider it moderately important, and 26% find it very important. Factors such as age, cultural background, and the level of digital awareness may influence the importance placed on controlling personal data.

**Privacy-Related Issues Due to Lack of Understanding**

23% of respondents have encountered privacy-related issues on Facebook multiple times, and 25% have faced such issues once. 32% claim they

have never encountered privacy-related issues, while 20% are unsure. The likelihood of encountering privacy issues could be influenced by factors such as the level of understanding of privacy controls, age, and the nature of their Facebook usage.

The data suggests that different demographic factors, such as age, education level, technological proficiency, and cultural background, have an impact on how Facebook users perceive and manage their privacy on the platform. These factors influence users' attitudes toward privacy, their confidence in navigating privacy controls, and their willingness to review and adjust their privacy settings. As a result, it is essential for platform developers and policymakers to consider these demographic variations while designing privacy settings and providing education about online privacy and data protection to ensure a more personalized and effective user experience.

**Table 4**

<b>Education about Online Privacy and Data Protection:</b>	<b>Frequency</b>	<b>Percentage</b>
Never	09	08
Rarely	33	31
Occasionally	45	42
Frequently	14	13
Regularly	6	6
<b>Confidence in Understanding Facebook's Privacy Controls:</b>	<b>Frequency</b>	<b>Percentage</b>
Not confident at all	16	15
Not very confident	23	21
Somewhat confident	34	32
Quite confident	22	21
Very confident	12	11
Total	107	100
<b>Actively Reviewing and Adjusting Privacy Settings:</b>	<b>Frequency</b>	<b>Percentage</b>
Yes, I regularly review and adjust my privacy settings	16	15
Yes, but I rarely make changes to my privacy settings	48	45
No, I haven't reviewed or adjusted my privacy settings recently	24	22
No, I don't see the need to review or adjust my privacy settings	13	12
No, I'm not aware of how to review or adjust my privacy settings	06	06

Education about Online Privacy and Data Protection:	Frequency	Percentage
Total	107	100
<b>Importance of Having Control over Personal Data on Facebook:</b>	<b>Frequency</b>	<b>Percentage</b>
Not important at all	09	09
Not very important	16	15
Moderately important	37	35
Quite important	16	15
Very important	28	26
<b>Privacy-Related Issues Due to Lack of Understanding:</b>	<b>Frequency</b>	<b>Percentage</b>
Yes, multiple times	25	23
Yes, but only once	27	25
No, never	34	32
I'm not sure	21	20

## Conclusion

The study found that the Privacy Calculus Theory accurately explains substance abusers privacy perceptions and behaviors. The data point breach incident prompted many drug users to review and adjust their secrecy circumstances, highlighting the finespun balance wheel between the perceived benefits of Facebook and the likely risk of infection to privacy. Drug Users who perceived Facebook's secrecy policies as unreliable after the severance demonstrated the theory's influence on privacy concerns. The survey also revealed a connection between user familiarity with privacy stage setting and the power to effectively contend privacy. Drug users who were more knowledgeable about the stage setting and regularly surveyed and adjusted them were better weaponed to protect their data and deal with a proactive approach to privacy. Furthermore, demographic factors such as age, education, and digital literacy significantly bear on user privacy perceptions and conduct. Exploiters with high levels of education and technical techniques were more likely to understand concealment controllers and actively lock in privacy education.

## Recommendations

- Facebook can enhance user privacy by adjusting its privacy controls and settings with users' indigence and business organization, as revealed by the research.
- Policymakers and platform operators can work unitedly to recrudesce targeted privacy Department of Education initiative to authorize users, especially those less familiar with secrecy settings.
- Facebook should provide clear and transparent information about its data point collection practice to enhance user understanding.
- Facebook should provide clearer information about data point sharing with third-party apps and offer more gritty controls.
- Facebook can improve by applying proactive notifications to alert exploiters about the privateness variety
- and potential risks.

## References

- Acquisti, A., & Gross, R. (2006). Imagined communities: awareness, information sharing, and privacy on the Facebook. In *Lecture notes in computer science* (pp. 36–58). [https://doi.org/10.1007/11957454\\_3](https://doi.org/10.1007/11957454_3)  
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Altman, I. (1975). *The environment and social behavior: Privacy, Personal Space, Territory, Crowding*. Monterey, Calif.: Brooks/Cole Publishing Company.  
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Blau, P. M. (2017). Exchange and power in social life. In *Routledge eBooks*.  
<https://doi.org/10.4324/9780203792643>  
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Dhagarra, D., Goswami, M., & Kumar, G. (2020). Impact of Trust and Privacy Concerns on Technology Acceptance in Healthcare: An Indian Perspective. *International journal of medical informatics*, 141, 104164.  
<https://doi.org/10.1016/j.ijmedinf.2020.104164>  
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Duong, H. L., Tran, M. T., Vo, T. K. O., & Tran, T. K. C. (2024). Social media and privacy concerns: Exploring university students' privacy concerns on the TikTok platform in Vietnam. *Journal of Information, Communication and Ethics in Society*.  
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Faisal, A. A., Nisa, B. S., & Ibrahim, J. (2013). Mitigating privacy issues on Facebook by implementing information security awareness with Islamic perspectives. *International Conference on Information and Communication Technology for the Muslim World*, 1–5.  
<https://doi.org/10.1109/ict4m.2013.6518896>  
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Govani, T., & Pashley, H. (2005). Student awareness of the privacy implications when using Facebook. *Unpublished paper presented at the Privacy Poster Fair at the Carnegie Mellon University School of Library and Information Science*, 9, 1-17.  
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Hern, A. (2018, April 17). Far more than 87m Facebook users had data compromised, MPs told. *The Guardian*. <https://www.theguardian.com/uk-news/2018/apr/17/facebook-users-data-compromised-far-more-than-87m-mps-told-cambridge-analytica>  
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Homans, G. C. (1958). Social Behavior as Exchange. *American Journal of Sociology*, 63(6), 597–606.  
<http://www.jstor.org/stable/2772990>  
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Jovita, H. D., Nashir, H., Mutiarin, D., Moner, Y., & Nurmandi, A. (2019). Social capital and disasters: How does social capital shape post-disaster conditions in the Philippines? *Journal of Human Behavior in the Social Environment*, 29(4), 519–534.  
<https://doi.org/10.1080/10911359.2018.1556143>  
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Klonick, K. (2019). The Facebook Oversight Board: Creating an independent institution to adjudicate online free expression. *Yale Law Journal*, 129, 2418.  
<https://www.yalelawjournal.org/feature/the-facebook-oversight-board>  
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Krasnova, H., & Veltri, N. F. (2010). Privacy Calculus on Social Networking Sites: Explorative Evidence from Germany and USA. *System Sciences (HICSS), 2010 43rd Hawaii International Conference On*, 1–10.  
<https://doi.org/10.1109/hicss.2010.307>  
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Krishnamurthy, B., & Wills, C. (2009). Privacy diffusion on the web. *Proceedings of the 18th International Conference on World Wide Web*.  
<https://doi.org/10.1145/1526709.1526782>  
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Kwon, S. J., Park, E., & Kim, K. J. (2014). What drives successful social networking services? A comparative analysis of user acceptance of Facebook and Twitter. *The Social Science Journal*, 51(4), 534–544.  
<https://doi.org/10.1016/j.soscij.2014.04.005>  
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Lumare, N., Muradyan, L., & Jansberg, C. (2024). Behind the screen: the relationship between privacy concerns and social media usage. *Journal of Marketing Communications*, 1–16.  
<https://doi.org/10.1080/13527266.2024.2424922>  
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Peter, D. I., & Ndinojuo, B. E. (2024). Privacy Awareness and Social Media: Personal Data Protection among Facebook\*\* and Instagram\*\* Users. *Galactica Media Journal of Media Studies*, 6(3), 168–198.  
<https://doi.org/10.46539/gmd.v6i3.489>  
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Quan-Haase, A., & Young, A. L. (2010). Uses and gratifications of social media: A comparison of Facebook and instant messaging. *Bulletin of Science*



- Technology & Society*, 30(5), 350-361.  
<https://doi.org/10.1177/0270467610380009>  
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Reith, R., Buck, C., Lis, B., & Eymann, T. (2020). Tracking Fitness or Sickness - combining technology acceptance and privacy research to investigate the actual adoption of fitness trackers. *Proceedings of the . . . Annual Hawaii International Conference on System Sciences/Proceedings of the Annual Hawaii International Conference on System Sciences*. <https://doi.org/10.24251/hicss.2020.434>  
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Roos, A. (2012). Privacy in the Facebook era: A South African legal perspective. *South African Law Journal*, 129(2), 375-402.  
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Taneja, A., Vitrano, J., & Gengo, N. J. (2014). Rationality-based beliefs affecting individual's attitude and intention to use privacy controls on Facebook: An empirical investigation. *Computers in Human Behavior*, 38, 159-173.  
<https://doi.org/10.1016/j.chb.2014.05.027>  
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Trepte, S., & Reinecke, L. (2011). The social web as a shelter for privacy and authentic living. In *Privacy online: Perspectives on privacy and self-disclosure in the social web* (pp. 61-73). Springer Berlin Heidelberg.  
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Yevheniia, N., & Tetiana, B. (n.d.). Social networking site as a genre of internet discourse. In *The VI International Scientific and Practical Conference "Modern ways of solving the problems of science in the world"*, February 13-15, Warsaw, Poland (p. 276). 445 p.  
[Google Scholar](#) [Worldcat](#) [Fulltext](#)