

Sexting Phenomenon in Educational Settings: A Data Mining Approach

Authors : Koutsopoulou Ioanna, Gkintoni Evgenia, Halkiopoulou Constantinos, Antonopoulou Hera

Abstract : Recent advances in Internet Computer Technology (ICT) and the ever-increasing use of technological equipment amongst adolescents and young adults along with unattended access to the internet and social media and uncontrolled use of smart phones and PCs have caused social problems like sexting to emerge. The main purpose of the present article is first to present an analytic theoretical framework of sexting as a recent social phenomenon based on studies that have been conducted the last decade or so; and second to investigate Greek students' and also social network users, sexting perceptions and to record how often social media users exchange sexual messages and to retrace demographic variables predictors. Data from 1,000 students were collected and analyzed and all statistical analysis was done by the software package WEKA. The results indicate among others, that the use of data mining methods is an important tool to draw conclusions that could affect decision and policy making especially in the field and related social topics of educational psychology. To sum up, sexting lurks many risks for adolescents and young adults students in Greece and needs to be better addressed in relevance to the stakeholders as well as society in general. Furthermore, policy makers, legislation makers and authorities will have to take action to protect minors. Prevention strategies based on Greek cultural specificities are being proposed. This social problem has raised concerns in recent years and will most likely escalate concerns in global communities in the future.

Keywords : educational ethics, sexting, Greek sexters, sex education, data mining

Conference Title : ICCPMA 2022 : International Conference on Consumer Psychology, Marketing and Advertising

Conference Location : Kuala Lumpur, Malaysia

Conference Dates : February 15-16, 2022