

Privacy Preservation Concerns and Information Disclosure on Social Networks: An Ongoing Research

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Abstract : The emergence of social networks has revolutionized the exchange of information. Every behavior on these platforms contributes to the generation of data known as social network data that are processed, stored and published by the social network service providers. Hence, it is vital to investigate the role of these platforms in user data by considering the privacy measures, especially when we observe the increased number of individuals and organizations engaging with the current virtual platforms without being aware that the data related to their positioning, connections and behavior is uncovered and used by third parties. Performing analytics on social network datasets may result in the disclosure of confidential information about the individuals or organizations which are the members of these virtual environments. Analyzing separate datasets can reveal private information about relationships, interests and more, especially when the datasets are analyzed jointly. Intentional breaches of privacy is the result of such analysis. Addressing these privacy concerns requires an understanding of the nature of data being accumulated and relevant data privacy regulations, as well as motivations for disclosure of personal information on social network platforms. Some significant points about how user's online information is controlled by the influence of social factors and to what extent the users are concerned about future use of their personal information by the organizations, are highlighted in this paper. Firstly, this research presents a short literature review about the structure of a network and concept of privacy in Online Social Networks. Secondly, the factors of user behavior related to privacy protection and self-disclosure on these virtual communities are presented. In other words, we seek to demonstrate the impact of identified variables on user information disclosure that could be taken into account to explain the privacy preservation of individuals on social networking platforms. Thirdly, a few research directions are discussed to address this topic for new researchers.

Keywords : information disclosure, privacy measures, privacy preservation, social network analysis, user experience

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