STUDY ON USERS' AWARENESS OF FACEBOOK PRIVACY POLICY AND SETTINGS

A DISSERTATION
SUBMITTED TO DEPARTMENT OF INFORMATION SECURITY AND INSURANCE
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IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR DEGREE OF
MASTER

OBADA ADNAN BAYAN
MAY 2014
AUTHOR DECLARATION

I hereby declare that the work in this thesis is my own except for quotations and summaries which have been duly acknowledged.

Date: May 2014

Signature:
Name: Obada Adnan Bayan
Matric No: 3120141
Address: Block C-03-06, Sri Lavender, Jalan Sepakat Indah 2, 43000, Kajang, Selangor.
Obada Adnan Bayan (K486232) was born on the 22/10/1989 in Jordan. He is resident at Block Jordan/Jarash/ Salahaldeen Street. He previously was a student of Jarash University in Jordan and obtained Bachelor of Computer Science from the Faculty of Information Technology. He is at present a Master student of Universiti Sains Islam Malaysia majoring in Computer Science.
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ABSTRAK

Pengguna jejaring sosial telah meningkat dengan pesat kerana perkhidmatan komunikasi sosial yang ditawarkan oleh jejaring social saat ini. Satu daripada cabaran yang paling penting yang dihadapi dalam membangun perkhidmatan komunikasi sosial adalah privasi maklumat pengguna. Penyedia jejaring sosial menawarkan banyak tetapan sistematik untuk meningkatkan privasi maklumat berdasarkan dasar yang jelas dan diketahui, ramai pengguna yang tidak cukup mempunyai kemahiran ICT dan pengetahuan untuk menguruskan tetapan privasi mereka dengan cekap dan mengurangkan prestasi privasi bagi perkhidmatan komunikasi sosial. Tujuan utama kajian ini adalah untuk menganalisis kelemahan kemahiran ICT dari pengguna Facebook untuk menyediakan latihan yang berkesan untuk memaksimumkan kemahiran pengguna menggunakan tetapan ICT terhadap maklumat peribadi sosial mereka. Pendekatan kuantitatif dengan menggunakan soal selidik digunakan untuk menganalisis kelemahan utama kemahiran ICT pengguna Facebook melalui mengumpulkan data daripada pelajar ijazah pertama Universiti USIM di Malaysia. Hasil utama kajian ini adalah menyiapkan modul latihan untuk memaksimumkan kesedaran daripada pengguna Facebook bagi menguruskan dan menetapkan dengan cekap privasi mereka. Modul ini dicadangkan melalui langkah kesedaran pengguna selepas mengumpul data latihan, penyelidik menggunakan pos soal selidik untuk tujuan menilai modul. Hasil kajian ini menunjukkan cekap menggunakan Facebook tetapan privasi dan pemahaman yang tepat dari Facebook memimpin dasar privasi untuk memaksimumkan kesedaran privasi bagi pengguna Facebook.
ABSTRACT

Social networks users’ increased rapidly due to social communication services that offered by these networks. One from the most important challenges faced by the developing of social communication services is the privacy of users’ information. The social network providers offer many systematical settings to improve the information privacy based on clear and known policies; many users have not enough ICT skills and knowledge to manage their privacy settings efficiently which minimize the privacy performance of social communication services. The main aim of this research is to analyze the weakness of ICT skills of Facebook users in order to provide effective training solutions to maximize the users’ skills of using ICT settings to private their social information. The quantitative approach using questionnaire is used to analyze the main ICT skills weakness of Facebook users’ through collecting the necessary data from undergraduate students of University Sains Islamic Malaysia (USIM). The main outcome of this research is developing training module to maximize the awareness of the Facebook users’ in order to manage their privacy setting efficiently. The proposed module is evaluated through measure the users’ awareness after gathering the training data; the researcher uses post questionnaire for the purpose of module evaluating. The Pearson correlation and R square coefficients using SPSS calculated to measure the users’ behaviors differences before and after gather the proposed module. The results provide that the users’ have more positive behaviors’ of privacy activates after learn the proposed module contents. The results of this research improve that users need to learn the using of Facebook privacy settings efficiently and understand the Facebook privacy policy accurately in order to maximize the privacy awareness and enhance the privacy behaviors of Facebook users.
زيادة مستخدمي الشبكات الاجتماعية بصورة سريعة تزداد من أهم التحديات التي تواجه البلدان النامية من خدمات التواصل الاجتماعي هو خصوصية معلومات المستخدمين. مقدمي خدمات الشبكات الاجتماعية يقدمون العديد من الإعدادات النظامية لتحسين خصوصية المعلومات استنادا إلى سياسات واضحة ومعروفة؛ العديد من المستخدمين لديهم مهارات تكنولوجيا المعلومات والاتصالات لا تكفي لإدارة وعرفة إعدادات الخصوصية الخاصة بهم التي تقلل من كفاءة أداء خصوصية خدمات الاتصالات الاجتماعية. الهدف الرئيسي من هذا البحث هو تحليق ضعف مهارات تكنولوجيا المعلومات والاتصالات من مستخدمي الفيسبوك من أجل توفير حلول التدريب الفعال لتفعيم مهارات المستخدمين من استخدام تكنولوجيا المعلومات والاتصالات في خلال استخدام الفيسبوك. وقد تم جمع البيانات اللازمة من طلاب المرحلة الجامعية الأولى من جامعة USIM في ماليزيا. النتيجة الرئيسية لهذا البحث هو تطوير وحدة التدريب لتحقيق أقصى قد من الوعي المستخدمي الفيسبوك. لمجاهدة النتائج وتحديد كفاءة العينة المقترحة تقييمها من خلال قياس وعي المستخدمين بعد جمع بيانات التدريب تم استخدام ارتباط بيرسون وعلاق مكملي SPSS لقياس الاختلافات بين سلوكات المستخدمين قبل وبعد قراءة العينة المقترحة. يقود النتائج إلى أن المستخدمين لديهم سلوكات أكثر إيجابية من الخصوصية ينطوي بعضة معرفة مكتوبة وحدد القياس المقترحة. تظهر نتائج هذا البحث أن المستخدمين بحاجة لتحسين المعرفة من استخدام إعدادات الخصوصية في الفيسبوك بكفاءة وفهم سياسة الخصوصية الفيسبوك بدقة من أجل تحقيق أقصى قد من الوعي بالخصوصية وتعزيز السلوكات خصوصا مستخدمي الفيسبوك.
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Appendixes

Appendix A (Research Questionnaire)

ICT Privacy Awareness of Facebook Users

Dear Respondent:

This questionnaire is important to support my master research in “Facebook users’ Privacy Awareness”. I invite you to spend some time to provide real answers to the survey questions. Your cooperation is very essential to my research. Please select the answers that represent the real situation of your status, and your answers will be kept confidential.

For any question please contact:

Researcher: Obada Bayan
Email: bayanobada@gmail.com
COIT
University Sain Islam Malaysia

Thank you for your cooperation

Part 1: Demographic Data
This part consists from 7 Items. The main aim of this part is to analyze the Facebook users features and characteristics. Instruction: please provide your answers based on your current status

1- What is your Gender?
- Male
- Female

2- What is your age?
- 18-20
- 21-23
- 24-26
- 27-29
- >30

3- Daily use of Internet
- <2 hours
2-4 hours
•
5-7 hours
•
>7 hours

4- Level of ICT (Information & Communications Technology) Experience
•
•
Very High
High
Moderate
Low
Very low

5- Field of study
•
•
science
Humanity
other

6- Do you Own facebook account
•
yes
no

7- How long have you own a Facebook account?
•
Less than 1 year
•
Between 1 and 2 years
•
More than 2 years

Part 2: Facebook Users' Behaviours
This part consists from 11 Items. The main aim of this part is to analyze the Facebook users behaviors of their daily activities. Instruction: please provide your answers based on your real activities

1- Do you often use Facebook ?
•
Strongly Agree
•
Agree
•
Natural
•
Disagree
•
Strongly Disagree

2- Do you spend many hours on Facebook reading your news feed each week?
•
Strongly Agree
•
Agree
•
Natural
• Disagree
• Strongly Disagree

3- do you spend many hours on Facebook posting information each week?
• Strongly Agree
• Agree
• Natural
• Disagree
• Strongly Disagree

4- Do you spend many hours on Facebook browsing your friend’s profiles or photos each week?
• Strongly Agree
• Agree
• Natural
• Disagree
• Strongly Disagree

5- Did you add many friends without actually knowing who they are?
• Strongly Agree
• Agree
• Natural
• Disagree
• Strongly Disagree

6- Did you turn down a friend request?
• Strongly Agree
• Agree
• Natural
• Disagree
• Strongly Disagree

7- Did you unfriend someone?
• Strongly Agree
• Agree
• Natural
• Disagree
• Strongly Disagree
8- Did you block someone?
- Strongly Agree
- Agree
- Natural
- Disagree
- Strongly Disagree

9- Did you send a friend request to someone you did not know in person?
- Strongly Agree
- Agree
- Natural
- Disagree
- Strongly Disagree

10- Did you delete a post, status or comment you made early on Facebook?
- Strongly Agree
- Agree
- Natural
- Disagree
- Strongly Disagree

11- Did you delete a comment posted by a Facebook friend?
- Strongly Agree
- Agree
- Natural
- Disagree
- Strongly Disagree

Part3: Awareness of Facebook Privacy Settings
This part consists from 3 items. The main aim of this part is to analyze the awareness of using Facebook privacy settings. Instruction: please provide your answers based on your real status.

1- Do you care about the information privacy of your Facebook account?
- Strongly Agree
- Agree
- Natural
- Disagree
- Strongly Disagree

2- Do you update your privacy settings on Facebook continually?
- Strongly Agree
- Agree
Part 4: Awareness of Facebook Privacy Policy

This part consists of 6 items. The main aim of this part is to analyze the Facebook awareness of privacy policy in order to apply this policy on their activities. Instruction: please provide your answers based on your real status.

1. Do you read the Facebook privacy policy?
   - Strongly Agree
   - Agree
   - Natural
   - Disagree
   - Strongly Disagree

2. Do you know how to use the privacy settings on Facebook?
   - Strongly Agree
   - Agree
   - Natural
   - Disagree
   - Strongly Disagree

3. Facebook changes its privacy policies every so often and notifies you at the top of your homepage, do you take the time to investigate what has changed?
   - Strongly Agree
   - Agree
   - Natural
   - Disagree
   - Strongly Disagree

4. Do you feel that your identity information is well-protected by Facebook?
   - Strongly Agree
   - Agree
   - Natural
• Disagree
• Strongly Disagree

5- Does Facebook share your profile information with advertisers?
• Strongly Agree
• Agree
• Natural
• Disagree
• Strongly Disagree

6- Have you changed your privacy settings such that some of your Facebook friends have limited access to your profile?
• Strongly Agree
• Agree
• Natural
• Disagree
• Strongly Disagree

Appendix B (Images Contents of Research Module)

1. Sharing on Facebook
Account > Privacy Settings > Sharing on Facebook

2. Existing Photos

Include me in "People Here Now" after I check in
Visible to friends and people checked in nearby (See an example)

Account > Privacy Settings > Sharing on Facebook > Customize Settings > Edit album privacy for existing photos

Settings for sharing content on Facebook can be treacherous as they don't always apply to all your existing photos. With this setting, you can go through your old albums and change the privacy setting for each one, including your Wall Photos.

3. Checking In to Places
Account > Privacy Settings > Sharing on Facebook > Customize Settings > Friends can check me in to Places
4. Connecting on Facebook

Info accessible through your friends

Use the settings below to control which of your information is available to applications, games and websites when your friends use them. The more info you share, the more social the experience.

- Bin
- Birthday
- Family and relationships
- Interested in and looking for
- Religious and political views
- My website
- My status updates
- My photos
- My videos
- My links
- My notes
- Photos and videos I’m tagged in
- Hometown
- Current city
- Education and work
- Activities, interests, things I like
- Places I check in to

Your name, profile picture, gender, networks and user ID (along with any other information you’ve set to everyone) is available to friends' applications unless you turn off platform applications and websites.

Choose Your Privacy Settings  →  Connecting on Facebook

Your name, profile picture, gender and networks are visible to everyone (learn more). We also recommend setting the other basic settings below open to everyone so friends can find and connect with you.

- Search for you on Facebook
  - This lets friends and family find you in Facebook search results. Set this to Everyone or you could miss friend requests.
  - Friends Only

- Send you friend requests
  - This lets you receive friend requests. Set this to Everyone to avoid missing out on chances to connect with people you know.
  - Friends of friends

- Send you messages
  - This helps you make sure you know people before adding them as friends.
  - Friends of friends

- See your friend list
  - This lets you connect with people based on friends you have in common. Your friend list is always available to applications and your connections to friends may be visible elsewhere.
  - Everyone

- See your education and work
  - This helps you connect with classmates and colleagues, and discover new professional opportunities.
  - Friends Only

- See your current city and hometown
  - This helps you get in touch with neighbors and old friends. Note: you can separately control how you share places you check in to on the main privacy page.
  - Everyone

- See your likes, activities and other connectors
  - This lets you express your interests and experiences, and connect with people who like the same things you do.
  - Everyone
5. Apps You Use

On Facebook, your name, profile picture, gender and networks are visible to everyone (Learn Why). Also, by default, apps have access to your friends list and any information you choose to share with everyone.

You can change what you share with apps using these settings:

6. Info Accessible to Your Friends

7. Public Search
Account > Privacy Settings > Apps and Websites > Public Search

8. Friend Lists

Friends > Edit Friends > Create a List

9. Enabling HTTPS

Account Security

Set up secure browsing (https) and login alerts.

Secure Browsing (https)

- [ ] Browse Facebook on a secure connection (https) whenever possible

When a new computer or mobile device logs into this account:

- [ ] Send me an email

Save

Account Activity

View your recent account activity. If you notice an unfamiliar device or location, click “end activity”

Note: Locations and device types reflect our best guesses based on your ISP or wireless carrier.

Most Recent Activity

Location: Palo Alto, CA, US (Approximate)
Device Type: Safari on MacOSX

Account > Account Settings > Account Security > Secure Browsing (HTTPS)

10. Change Password
Your Personal Data

What does Facebook do to protect my information?

We’re committed to protecting your information. We have industry standard and proprietary network monitoring tools constantly running in our system in order to prevent security breaches and protect the security of your data.

We also post to a secure page when you're logging in and employ industry standard encryption. This may not always be apparent from the URL (web address), but rest assured our logins are secure.

Tip: Always think before you post.

Sharing and finding you on Facebook

Control each time you post

Whenever you post content (like a status update, photo or check-in), you can select a specific audience, or even customize your audience.

To do this, simply click on the sharing icon and choose who can see it.

Choose this icon if you want to make something Public. Choosing to make something public is exactly what it sounds like. It means that anyone, including people off Facebook, will be able to see or access it.

Choose this icon if you want to share with your Facebook Friends.
Choose this icon if you want to Customize your audience. You can also use this to hide your story from specific people.

If you tag someone, that person and their friends can see your story no matter what audience you selected. The same is true when you approve a tag someone else adds to your story.