ICIS 2020   TREO Papers

12-14-2020

Quantifying Privacy on Social Networking Websites

Amit K. Srivastava
Indian Institute of Management Indore, f16amits@iimidr.ac.in

Rajhans Mishra
Indian Institute of Management Indore, rajhans111@gmail.com

Quantifying Privacy on Social Networking Websites

Amit K. Srivastava[a,b]; Rajhans Mishra[a,c]
[a] Indian Institute of Management Indore, INDIA
[b] f16amits@imidr.ac.in; [c] rajhansm@iimidr.ac.in

Usage of Social networking websites (SNWs) is becoming popular these days among individuals and organizations. Individuals want to increase their friend circle and organizations want more and more information about the customers and use the information to launch segmented product. However, data sharing on SNWs comes with a cost of privacy threats to the users. Users knowingly or unknowingly expose their personal data to the unintended users. Users connect over social networking websites, and there are high chances of revealing sensitive personal information over the network like birth date, phone number, political views, and so on. Although most of the social networking websites provide privacy settings, thereby providing the personal information in control of the users but many a times the users keep the default privacy settings provided by the social networking websites' provider. This in turn increases threats to privacy of the users. One of the prime reasons to leave the default privacy settings unchanged by the users is that users find privacy settings difficult to understand. This in turn drive researchers to find a metric which could measure the privacy associated with a social networking website so that the users can easily identify the level of disclosure of their personal information on the website. Quantifying the privacy on social networking website is a new and trending area of research. We propose a novel approach to calculate the privacy score of a user on a social networking website.

Earlier studies have proposed a few approaches to calculate the privacy scores of the users over social networking website but to the best of our knowledge, most of the studies did not take into account the network characteristics of the social network. Thereby, in the current work we propose a new measure for measuring privacy score of the users on social networking websites.

Presentation at TREO Talks in conjunction with the 41[st]International Conference on Information Systems, ICIS2020
TREO Talks are not peer-reviewed and not a formal part of the ICIS 2020 Proceedings
All TREO Talks are available in the TREO Talks section of the AIS e-Library