

# Privacy Concern of Personal Information in the ICT usage, Internet and Social Media Perspective

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## ABSTRACT

The evolution of information technology have rapidly increase the sophisticated online application where accommodates most activities of users. Information and communication technology nowadays has become the importance part of our life. Majority of us are depending on the technology. Agreed or not, we cannot denied that technology helps us a lots in our daily activities. Besides the usage of Information and Communication Technology (ICT), another thing that we need to know is about the privacy concern especially when it comes to the personal information. Nowadays, we used an online transaction for the daily life operation. Online banking, online games, social media networking such as facebook, instagram, twitter and so on are an example of social networking that we used in our daily life with the help of ICT. In fact, we actually expose our personal data by our own without prejudice. This article will identify the use of ICT, internet and social networking that affect the privacy concern of personal information.

## KEYWORDS

Personal information, privacy concern, internet, information and communication technology (ICT), social media, information management

## 1. INTRODUCTION

According to previous study, privacy concern could be referring to individuals' subjective view of fairness within the context of privacy (Jiang, Heng, and Choi, 2013). It is also refer to the customers' anxiety and uneasiness over the acquisition and use of their personal data (Westin, 2003). In addition, there are result that have been showed in a wide range of privacy-protective and defensive response behaviors, including refusal to provide personal data or misrepresentation of these data (Son and Kim 2008). Privacy concern have strongly relates to the degree of perceived psychological feelings when user lost the control power about their personal information (Sae Sol Choi and Mun-Kee Choi, 2007). Besides it is also reflects to the user's attitude regarding to their personal information. Whereas users who have high privacy concern would feel that disclosing their location information will be great to incur the risk to them. Apparently they actually worried whether their information is properly collected, stored and used (Tao Zhou, 2011).

Personal information is defined as information about a living individual which can identify the specific individual by name, or other description contained in such information, including

such information as will allow easy reference to other information and will thereby enable the identification of the specific individual, (Cabinet Office, Government of Japan, 2005). In addition, personal information needs to be protected, not only in PC e-learning systems or programs, but in any form of learning using Information Communication Technology (ICT). (Fang Yang and Shudong Wang, 2014).

Besides, the impact of the technology on privacy should be cleared. It cannot be denied that the use of ICT gives so many advantages in our daily life. In fact, it looks like a trend to the society to use the technology for many purposes. This trend is good because it increased the quality of life but does user aware about the hidden trackers of the websites that being used to hack the user's personal information? Not all users aware about this hidden tracker. Ease of use becomes the most priority reasons why people ignoring to the privacy concerns. In fact, user maybe does not know that all the privacy concern will lead to the cybercrime phenomena. This paper will study the privacy concern of the individual information when user exposing themselves to the use of ICT and Internet.

## 2. INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) AWARENESS

In the scope of ICT awareness is define as the ability to perceive and be concious about the ICT development and the impact brought by it. According to Wu, and et. al.,(2012), if the individuals is not even aware that the product they purchased or plan is secure then they seemly not aware with the privacy issues that will potentially cause by the product of they purchased. Nowadays, information and communication technology are rapidly growth so thus the risk. It is crucial to do an assessment to measure the awareness of user regarding information communication and technology (ICT) security in general, (L. Drevin, H.A. Kruger, & T. Steyn, 2007). This can be seen that mobile phone becomes as an importance device to the users. In fact, organization nowadays are promoting the term of "everything at your fingertips" represent that users are comfortable with the use of ICT surrounding us. Perhaps, people tend to expose the use of ICT at the younger age of children with or without control by their parents.

Besides, using the internet and social media also becomes trend nowadays. People tend to use online transaction for several purposes such as networking, shopping, chatting and many more. This variety of use is good for the developments

of high end users but the issues of privacy towards the personal information should be asked.

On the other hand, some of the ICT used were compiled with the protection program that keeps secure user's personal information. Unfortunately, sometime users are not aware with the existence of those programs that force them to ignore the protection. Protection measure awareness is the ability to measure protection offer by the technology or suggested protection to be used in when using technology. According to Wu, and et. al.,(2012), the risk will be reduced through the protective measure that available in the applications.

### 3. INTERNET AND SOCIAL NETWORKING

Internet can be defined as a globally connected network system that uses TCP/IP to transmit data via various types of media. The internet is a network of global exchanges including private, public, business, academic and government networks that connected by guided, wireless and fiber-optic technologies. It can be seen through the use of internet in almost majority fields such as education, business, banking, mass communication and others. (Online Dictionary of Techopedia, 2018)

On the other hand, social network also cannot run from the usage of internet. People tend to use internet for the purpose of accessing to the social media. Social network sites emerged for use within a community of people who knew each other in real life. At first, mostly in academic setting rather than being developed for a worldwide community of users (Ellison 2007)

Nowadays, the usage of internet and social networking is becomes common among community. It is not only for teenagers but being used at all levels of the user. Besides, the government and organization also promoting the use of Internet and social networking for the purpose of fast delivery of information and processing the information.

The issues and problems of using internet and social networking are when people do not know how to control and misuse the information on the internet. In fact, people tend to share everything without knowing that some are take an advantage to them. Personal information tends to be sold to the other parties for the several purposes that lead to the cyber bully. Indirectly, people exposed the personal information to the third parties in a very simple ways such as login to the Facebook, clicking to the permission asked by the third parties without knowing the consequences to the personal information.

### 4. HIDDEN TRACKERS ON THE WEBSITES

Hidden tracker is known as the third parties that embedded to the websites. For example, when people accessing to the social network such as Facebook using "Login to Facebook" features, they are directly "trust" the third party of trackers that also embedded to the process of getting the personal information from that user. Recently, we are being surprising with the news of unethical used of personal information from one of the famous social networking which is Facebook. According to Englehardt, S., Acar, G. & Narayanan, A. (2018) they found several risks pertaining to the issues of exploiting information from Facebook. Among the risks are social login brings whereby Cambridge Analytica was found misusing user data collected by a Facebook quiz app which used the Login with Facebook feature. They also uncovered an additional risk which is when a user grants a website

access to their social media profile; they do not only trust that website, but also third parties embedded on that site (Englehardt, S., Acar, G. & Narayanan, A., 2018). This is a serious matter because it can be seen that people enjoyed playing the games and exposing all the information needed without knowing that their data and information is being exploit by the third parties. Either they are aware of it or not, users are willingly exposed their personal information to the third parties without prejudice. In fact, they are "enjoyed" without knowing the real risk towards their actions.

### 5. WILLINGNESS TO EXPOSE PERSONAL INFORMATION

Willingness to disclose personal information defines as the user's awareness to keep their personal information from being exposed to online application or resources. The higher privacy concern describes the situation where people become worried more about information privacy while a decrement in willingness to disclose describes the situation where people become less willing to disclose information (Hee Seok Lee, 2008). The willingness is influence through several factors either physically or virtually. Nadia Olivero and Peter Lunt (2004), investigate that willingness to disclose depends on the recipient trustworthiness towards the technology or application that they used. Sometimes, people are not aware about this disclosure. They tend to play the online games for the purpose of release tension without knowing that third parties are trying to get their personal information by attracting the user to clicking on the permission of accessing their personal data. This can be seen from many online games from social media such as Facebook. People tend to click "yes" when the pop up message about accessing their personal information from their personal page. This unethical activity is done without user aware of it. They just click yes for the purpose of getting the results from the games, not for the reason of letting their personal information being manipulated by the third parties

### 6. CONCLUSION

As a conclusion, users should know that they are having the tendencies of exposing their personal information to the third parties. To avoid it, user should be aware of the privacy concern towards their personal information especially when accessing to the internet and social network. The effect of this unawareness among user will lead to the several issues because the third parties may use or sold user's personal information for the variety of purposes that will lead to the cybercrime.

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