

The Security Awareness Framework for Social Network Sites Facebook: Case Study in Universiti Teknologi Malaysia

Awil Ahmed Mohamed ^{a,*}, Othman Ibrahim ^a, Mehrbakhsh Nilashi ^a

^a Faculty of Computing, Universiti Teknologi Malaysia, 81310 Skudai, Johor, Malaysia

* Corresponding author email address: cawil_indho@hotmail.com

Abstract

Social networking sites are web-based services that enable users to create public or semi-public profile in a bounded system. Facebook is one of the largest and most populated prototypes of social network sites. The security management on Facebook has been important and there are many concerns raised about the amount of personal information disclosed to Facebook users, and how Facebook violates the weaknesses of users' Facebook privacy awareness. In addition, there is a little awareness for employing continuous privacy mechanisms amid active users of Facebook. Hence, this study examines Facebook usage and information disclosure, friends' requests and friends' responding, users' awareness of privacy settings and usage of privacy setting applications. The study also investigates the security awareness factors that impact Facebook users. Accordingly, a conceptual framework is proposed which includes three interrelated components consisting of the users' privacy awareness, Facebook privacy settings and the users' self-disclosure. This study uses the data analysis method called quantitative data analysis and a questionnaire is used for data collection from the respondents. After the data collection and data analyses, the findings of this study demonstrated that the majority of the respondents disclose massive amounts of individual information including basic personal private details, background information and contact details. The findings also revealed that most of the users are not interested to read the privacy policy and terms of service because they are long and complicated to read. Finally, the study put forward Facebook's privacy conceptual framework and effective guiding principles that will assist the users when interacting with Facebook privacy application features.

Keywords: Social networking sites, Privacy awareness, Security

1. Introduction

Social Networking sites are web-based services that enable users to create public profile in a surrounded system. It permits a user to communicate with other users to whom they share a links in a relation and navigate their list of connections that is made by others by those inside the system (Ellison, 2007).

Social web is believed as one of the main technical phenomenon on Web 2.0 that is connected with thousands of millions of participants. Social networking sites enable a form of self-expression for users, and enable them to share contents in conjunction with supplementary users (Squicciarini et al., 2009).

In current years, online social networking areas have undergone an increase, in regards to both the type and numbers of sites have increased as well as membership. Social networking sites, such as MySpace.com and Facebook.com persuaded nearly 110 million and sixty million active users, respectively. The advantage of the sites is that they institute confidential connections in both with friends knowing offline and those known only virtually, this aids friends to express opinions, political

views, and education as well as experiences (Katherine and Heather, 2008).

The earliest identifiable social network started in 1997. The SixDegrees.com allowed users to create profiles and catalog their friends. These structures existed in some form before SixDegrees.com as students in high school or college associated via classmates.com. They allowed students to surf the web and connect with others, but users were not able to craft profiles or catalog friends until later. SixDegrees.com was the earliest social networking sites embedded these features. It therefore had many of the users, but it was ultimately, and the services ended.

MySpace, Friendster and Facebook are believed to be three key communal websites that have shaped business, research landscapes and culture. Friendster dispatched in 2002, it was projected to aid encounters of friends of friends and even facilitate to romantic friendships. MySpace added features according to users' appeal and permitted them to personalize their pages. The user did not stop the forms and added Hypertext Markup Language (HTML) to ensnare their profiles. Thus, the copy/past option was obtainable to construct special layouts and MySpace backgrounds.