Examining Students’ Perception of Online Privacy: Facebook

Vijayan Venggadasallam
Berjaya University College of Hospitality, Malaysia
Email: vijayan@berjaya.edu.my

Abstract- Students are actively using Facebook to keep in touch and communicate with their family and friends. Via Facebook, they share information such personal details and photos. However, are they aware and concern about privacy issues when exposing this type of information in public network? This research aims to investigate students’ current perception on online privacy and risks of exposing personal information when using Facebook. This research involves 200 students from Berjaya University College of Hospitality who will be asked to complete a set of questionnaire consist of 10 questions. The data will be analysed using SPSS software. The outcome of this survey will be used to prove 4 hypotheses. The result of this research can contribute towards better privacy awareness among students in using Facebook and any other social networking sites (SNSs). In addition, this will also lead to minimal risks when students spending time in Facebook.

Keywords- Facebook, information, privacy, risks, students.

Remark: The full paper may be found in www.inrit2011.com or www.ijcim.th.org.