Privacy and sharing concerns

A definition

Sharing information online and being digitally present on online platforms, including social media, raises concerns over privacy and potential risks among digital users. Some of the most common social media privacy risks are hacking and account takeovers; social media phishing scams; shared location data used by predators; data mining leading to identity theft.

Why is this important?

According to the 2020 report "Your rights matter: Data protection and privacy" published by the EU Agency for Fundamental Rights, Europeans share the following concerns:
- 41% do not want to share any personal data with private companies, almost double the number compared to public bodies;
- 55% fear criminals or fraudsters accessing their personal data. Around 30% worry about advertisers, businesses, foreign governments' access to information without them knowing;
- Only 51% are aware that they can access their personal data held by companies.
According to Statista, during the first quarter of 2023, more than six million data records were exposed worldwide through data breaches.

Tips and tricks

→ Even if they are long texts, read the terms and conditions.

→ Check the privacy settings of your social media: turn it into private to avoid risks. On YouTube, you can find tutorials like "How to Private Your Facebook Account (2023)" by 2BASA Tech or "How To Make Instagram Account Private (2023)" by Apple Guy.

Useful resources and tools

⇗ Jory MacKay on Auraca, Social Media Privacy: What Are The Risks? (How To Stay Safe), shares links with suggestions on how to overcome the above-mentioned risks.

⇗ Hsu, Liao, Lee and Chan in Frontiers, Privacy Concerns and Information Sharing: The Perspective of the U-Shaped Curve, published research about the relation between privacy concerns and information sharing.

⇗ Susanne Barth, Menno D.T. de Jong in Science Direct, The privacy paradox – Investigating discrepancies between expressed privacy concerns and actual online behavior – A systematic literature review, published an article on how to find a balance between privacy and sharing.