RIA CONFERENCE: *'THE BIG PRIVACY DEBATE: HOW DO YOUNG PEOPLE PERCEIVE PRIVACY WHEN USING SOCIAL MEDIA IN THE UK?'*

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AIMS OF RESEARCH

- To give a coherent view of young people's perception of privacy and risk on social media.

- To gain an insight into the negotiation methods used by young people living in Britain concerning their use of social networking sites.

REASONS FOR RESEARCH

- Young people's negotiation and navigation of social media is under researched in the UK, with most of the research undertaken in the USA.

- I want to give a UK voice to this body of work and give space for the voices of young people on an issue that is relevant and important to them.

- As a consequence, this research can underpin a mutual understanding of children's experiences online and how this can inform our practice when engaging with children and young people.

CONTEXT OF STUDY

- Twenty five young people between the ages of seventeen- nineteen participated in this study, with eight of these young people participating in a focus group.

- Young people were situated in Central Luton, attending a Summer School event hosted at their local University, aimed to raise aspirations about their own ambition to go to University.
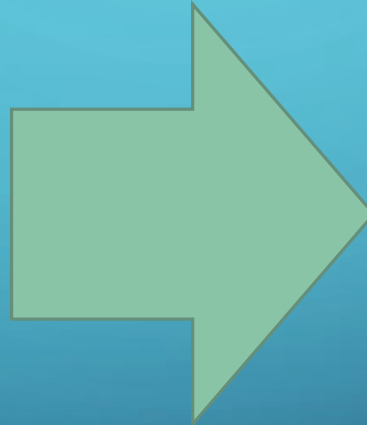
BACKGROUND

- Social media has become a key point of interest to digital sociologists. Facebook, Twitter, Instagram, Snapchat and Tumblr are amongst the plethora of Social Networking Sites (SNS) that have become a way of understanding first-hand how young people negotiate online technologies

- Definition of Social Media 'Social media is computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities' (boyd, 2001)

RESEARCH DESIGN

Questionnaire

Burton (2007) explains how questionnaires are useful tools to gather raw data and a short space or time, even though interaction between the audiences is/ can be limited. The questionnaires were therefore distributed personally to the participants after a brief discussion was had with the group, detailing their ethical rights and what was being asked of them.

Mixed methods

A mixed methods approach has been used in order to gain data most appropriate to the research question and its associated aims, whereby both qualitative and quantitative research methods have been used. Furthermore, qualitative data needed to be gained in order to gain a numeric data for analysis in regards to young people's social media use, risk management and privacy negotiation (Guest, 2013)

Focus Group

Morgan (2013) explains that there needs to be set stages to ensure overall effectiveness of gaining raw data from a focus group, planning, observing, analysing and reporting. In order to identify participants for the focus group, both opinions and comments expressed in the questionnaire stage was used to drive the selection process for further discussion.

Kiss (2014) quotes Mark Zuckerberg saying that 'privacy is dead', meaning that the idea of youth wanting privacy on network publics is laughable. It is also stated that Facebook has become one of the biggest agents of changing the perceptions of what is understood about online privacy (boyd, 2011: Wu and Lu, 2013 and boyd, 2014).

Youth are becoming increasingly aware of their privacy online, and parents signing up to Facebook are seen as an invasion of their online privacy (boyd, 2014). This has seen an increasing number of young people use extensive privacy management strategies in order to manage how they are perceived online.

The blurring between what is public and private has arguably created a worried generation of youth, whereby they are continually cautious about what they express online (Palfrey and Gasser, 2008). Adults cannot be ignored in the ongoing pursue for online privacy, academics have given example to the sometimes exposed nature of Facebook and how this reflects on the individual.

QUESTIONNAIRE

- Do you have an 'active' Facebook account?

- Do you use the 'check in' feature on Facebook? If so, why?

- Why do you feel it important to maintain stringent privacy management strategies?

- What role do you feel your parents play in your privacy management strategies?

DO YOU HAVE AN ACTIVE PROFILE?

- The notion of the 'active profile' was explained prior to the distribution using boyd (2014)'s terminology. Whereby the user engages with that network regularly and updates their online space through routine and consistent sharing of information

- Respondents were 100% female.

- Snapchat and Whatsapp are popular universally from samples gained.
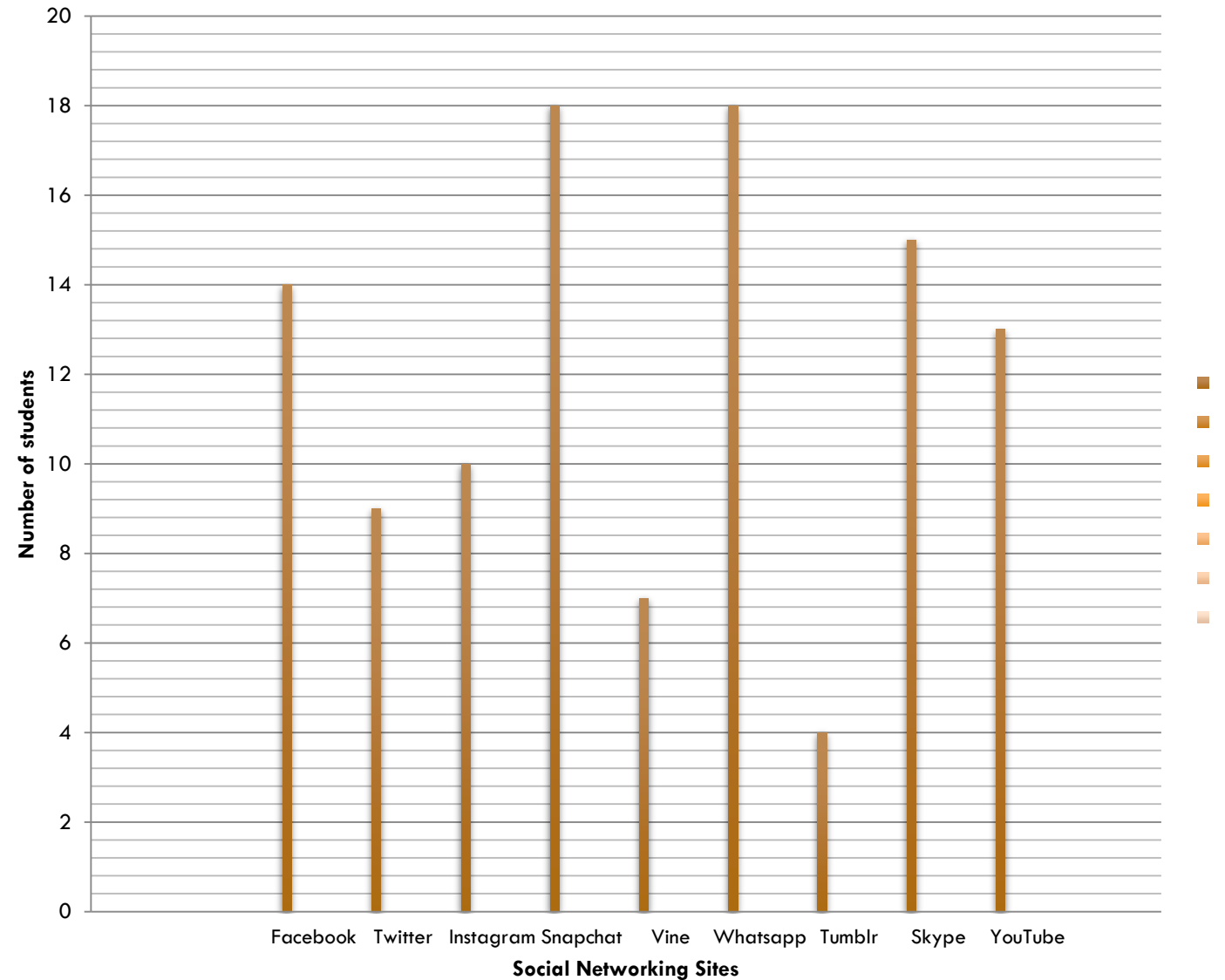
Participant No.	Preference 1	Preference 2	Preference 3	Other
1	Facebook	Whatsapp	YouTube	Instagram
2	Whatsapp	Facebook	YouTube	
3	Whatsapp	Snapchat	Instagram	
4	Instagram	Twitter	Snapchat	Facebook
5	Twitter	Instagram	Whatsapp	
6	Instagram	Facebook	Twitter	
7	Tumblr	Twitter	YouTube	Instagram
8	Whatsapp	Snapchat	Facebook	
9	Snapchat	Whatsapp	Twitter	Instagram
10	Facebook	Whatsapp	Snapchat	
11	Facebook	Snapchat	Whatsapp	
12	Whatsapp	Facebook		
13	Facebook	Snapchat	Twitter	
14	Tumblr	Facebook	Twitter	
15	Facebook	Snapchat	Instagram	

FOCUS GROUP

- 'How do you feel about bullying that takes place online? Do you feel there are ways to safeguard yourself from this?'

- How are your friendships/relationships managed online?

- How often do you upload/post information on your Facebook profile?

- How you regard your parent/guardians involvement on your online profiles?

'I've never been scared of strangers, I'm not joking. If somebody sent me a friend request on Facebook I would accept it whether I knew them or not. It doesn't affect me, I don't care because it's me. It only emotionally affects me if it involves other people or my friends and they get dragged into it' Girl A

Yeah I do, and it's gotten me into a lot of trouble before. *laughs* I used to talk to someone [on Facebook] who used to live in South Africa, somewhere like that and it got a bit much so I chose to ignore it sometimes. There was a point where this guy added me and he messaged me saying he was lonely and then he added all of my friends and blocked me. He messaged all of them and sent them pictures and I got moaned at because it came from me' Girl F

'It's so annoying, I'll put something on there and within seconds my Nan has commented on it and it's like 'Nan, get a life!' Girl B

Well, I'm really close to my best friend and whenever I post something on Instagram I have to have her opinion as to whether it should be put online or not. So for example, I would always send the photo to her first before posting it. She will usually go 'yeah that's good' and I will post it soon after. Having that opinion from my friends would be the difference between me posting online or not' Girl C

'I think it just shows how important your friends opinion is to us, I mean your friends will comment on your stuff at school whether we like it or not, so you have to think about that before you post anything. You are always looking at what your friends think' Girl A

'I was going through Tumblr and I liked something on someone's page and they contacted me saying that they really liked my page and said they we had similar interests. They then went on to say they used to live in London and would totally come to the UK from California to meet up with me. I ignored it after that, I then got a message saying they are in London, where am I? Where do I live? I just freaked out a bit and deleted my Tumblr.. ' Girl E.

INITIAL REFLECTIONS

- Frampton and Child (2013) detail the privacy management strategies used by teenagers in the United States, with highly complex strategies divulged that have been developed from social and culturally accepted norms.

- Tadicken (2014) expands on this, stating that young people in particular place a huge emphasis on their right to privacy by acting out extreme and complex privacy management strategies.

- Interviews conducted by the likes of danah boyd (boyd, 2001; boyd and Ellison, 2013: boyd, 2014) with younger children display young people's privacy as more of a protective need for the sake personal space. Whereas, participants in this research project have the privacy methods in place but, are less concerned with parental regulation and more concerned with a cyberbullying, pornography and trolling.

ANALYSIS

- An insight into how privacy is managed by our young people, considering the complexities of the responses from participants, further research and understanding is needed as to how young people behave online.

- Once this is grasped from an academic and practice based perspective, practitioners will have a better understanding of how young people perceive the importance of their online lives and how this interplays with relationships with others.

- Many responses expressed a desire for privacy, parent/guardians want to know more about online connections. Difficult dynamic to get right.

WHAT IS A MEANINGFUL DIGITAL IDENTITY?

- Day *et al* (2005) explored the critical engagement of Teacher/ Educators with their digital identities, referring to the balance practitioners try to strike between the 'cognitive' and 'emotional' self.

- Miller (2011) documents the rise of online platforms to enable professionals to build individual brands in education. *What are your thoughts on this, do you see the benefits of building your own brand as a professional in the education sector?*

- Miller (2011) determines a meaningful digital identity as a relationship between one user and a focused and engaging audience. An online identity refers to a presence that is associated with a focus and similar interests.

WHAT HAVE I LEARNT?

- Young people like to take risks with their online identities, with evidence suggesting this works and does not work in their favour.

- Young people see value in their interactions, regardless of how often they interact with their network publics.

- There is value in understanding the complexities of young people's behaviour online, as we get an insight into what young people value and what the look for in their daily interactions with others.

THANK YOU!

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Merry Christmas!

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