

Exploration Of Influencing Factors That Effecting Facebook Privacy Awareness On Bangladeshi Undergraduate University Student's

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Abstract: Our social technologies are increasingly serving as an obstacle to young people in the way that, the users of online social networking communities are disclosing large amounts of personal information and putting themselves at a variety of risks. While social media connect us to more digital relationships, at the same time, they deteriorate our ability to maintain healthy relationships in real life. User should familiarize themselves with sites' privacy options; its implications for their privacy settings and should make sure to understand who could access their profiles, and how that information could be used, whether information could end up in the hands of marketing companies, government or criminal investigation agencies, Political Campaign and employers have been known to visit such sites to check personal details about prospective workers. These bits and pieces of our personal identities could potentially have reputational harm. In fact, problem is not using the technology. The problem is using it unconsciously. Recently Bangladesh faced communal fracas due to unconscious religious posting on Facebook .On the top of that, political party are using facebook as a channel of their campaign which may create social violence. This scenery might be same to other country as if more than 1000 million users are using it. Author investigated to explore the factors relating privacy awareness on Bangladeshi undergraduate students to focus actual influencing factors and aggregated relationship with Awareness of Facebook Privacy. From our findings we concluded that, Bangladeshi students *do* care about their privacy on Facebook, and a large number of them are now making regular changes to their settings.

Index Terms: Social media & social relation, Facebook, Privacy Awareness, Influencing Factors, Bangladesh, Undergraduate University Student's

1. Introduction:

Facebook and other social networks are changing the way of modern world and "rewriting the rules" of social engagement. If we persist in consuming these or any technologies without conscious awareness, we will be formed in ways we don't intend. Facebook is a social networking service and website launched in February 2004, operated and privately owned by Facebook, Inc. As of November 2012, Facebook has more than 1000 million active users. Users may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. Facebook users must register before using the site. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics. The name of the service stems from the colloquial name for the book given to students at the start of the academic year by university administrations in the United States to help students get to know each other better. Facebook allows any users who declare them selves to be at least 13 years old to become registered users of the website.

What is social network?

Social networking has been a common use on the internet in today's generation. Throughout the past, we had social networking sites which did not make it uphold a longer life than those which have ended up being very popular. One of these popular social networks is Facebook which has over millions of members connecting with friends every day with new members joining daily. Facebook is also free of cash which adds a reason why it is so popular. Facebook helps you connect yourself with friends that you might have not seen for many years and those who now live in another part of the world. Despite the good uses of Facebook, it has its disadvantages. If you're not a user of Facebook yet, you will soon realize yourself the problems that Facebook can cause.

2. Background of the study:

Along with many benefits it also has enough demerits which may influence the students. But if its merits can be exercised properly, students as well as the nation can be benefited. "The current privacy debate that's going on concerning Facebook is essentially covering explicitly provided attributes, i.e. information uploaded by you onto your profile, Mislove wrote. "We see our work as pointing out that there exist many implicitly provided attributes that aren't even being discussed." Namely, your friend's profile can usually divulge more information than you think. According to the study, only about 5 percent of users in each network had changed their privacy settings to make their friend list inaccessible. (To hide it, enter your Facebook profile, click on the edit icon above your friends and unclick the blue box marked "Show Friend List to everyone.") In the New Orleans network, personal profiles remained largely accessible to researchers. Some 58 percent of users disclosed university attended, 42 percent disclosed employers, and 35 percent disclosed interests and 19 percent gave the public access to their location. Because of this information given, Mislove explained that it was relatively easy for his algorithm to accurately pinpoint

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attributes such as geography (dormitory or hometown) or education background (which high school or college or university users attend) for a specific user. The main objective of the study is to access to overall general research through analysis of some particular aspects.

- How to use facebook and proper use the social network.
- Personal awareness for using facebook.
- What are the factors of facebook privacy?

Problem definition:

Users are very important for a company that's why management always tries to improve user's satisfaction. Company can take many necessary strategies to improve users demand. This research work was contain a specific management decision problem that is –

- Management wants to know all influencing factors that affect the Undergraduate University Students of Bangladesh on Facebook Privacy.
- What should be done for achieving more users of facebook?
- How can solve the privacy problem?
- How can achieve customer satisfaction?
- How to develop the facebook privacy setting?

Business Research Problem:

When users hide information than privacy occurs, most of the people think privacy is the main factor and, it is a personal matter of every users. I had to identify the factors that actually influencing the privacy of Facebook by the Undergraduate University students of Bangladesh whether those factors have positive, negative or no effect.

Under the research there was some broad statement. The research problem is –

- Don't show/ does it necessary to show details information?
- Don't give personal information.(If it doesn't add value)
- Most of the people suffering and hesitation on gender.(Gender harassment)
- Hacking problem, unsecured log-out and Fake identity.
- Misused by the online advertisement, Political Party & Investigation Agency.

3.0 Methodology:

3.1 Research Methods:

In the first phase of this research an exploratory research is conducted that had been based on only Undergraduate University Students and they are asked to answer the open ended question.(i.e. what are the factors that influenced you for using Facebook? As for social networking site and Are you aware of Facebook Privacy? If yes, mention the factors relating privacy). Freedom to answer the question was given. Generally in this case, data was collected from around 30-40 students from different universities. After doing this research around 70-80 factors like Sharing Image & Video, Blocking option of picture, Private friends group, Safe profile, Lack of security, Chatting, Finding old Friends, Passing Leisure Time, secured information exchange, Risks arising for providing too much information online etc.

are found out. After conducting exploratory research, a questionnaire has been made based on all factors. These factors may positively, negatively or may not influence the Undergraduate University Student of Bangladesh to use awareness of facebook privacy.

In the second phase another field work had been conducted for collecting data. For this phase, a conclusive research conducted based on more than 220 undergraduate university students of different universities situated in Dhaka who were taken as samples for this research work. Here around 16 researchers were involved in this process and they asked the close ended questions to undergraduate university students regarding Facebook privacy. The data was collected using 5 point Likert Scale. The respondents were asked to rate on several statements on the questionnaire using the scale between Strongly Agree to Strongly Disagree. And there was around 94 questions based on the factors found from the exploratory research.

3.2 Data source: The study has been conducted with the help of analytical methods. Data has been collected from the both primary and secondary sources.

Primary data: Sources of primary data are collected from the undergraduate university students of different universities situated in Dhaka conducting survey through questionnaire for the first time and thus happen to be original in character. To select the sample, non-probabilistic sampling method i.e. convenient sampling was used. The questionnaire was pre-tested in order to maintain proper wording, length and sequencing of the questions

Secondary data: Secondary information collected from the web site of facebook and its parent company, published articles, online journals, working papers and websites.

4.0 Data Processing analyzing technique:

After collecting data, it was scrutinized and analyzed by using statistical tools SPSS 16.0. Both descriptive and inferential statistics were used in analyzing the data. Descriptive statistics such as simple percentage, mean, tabulation etc were used to describe the factors and the situations.

4.1 Reliability: Reliability and internal consistency of the multi item scales for each of the constructs were measured using Cronbach Coefficient Alpha. The minimally acceptable reliability for primary research should be in the range of point five to point six. (Nunnally, 1967). Based on the assessment- a total of 84 items measuring the constructs were finally retained for final use. Cronbach's Coefficient alpha values were computed .917 which demonstrates the high internal consistency of the data collected.

(Insert Table 1 here---Reliability Statistics)

In this study multiple regression models has been used to examine the effects of quantitative and qualitative factors on facebook privacy concerned among Bangladeshi university students of different universities.

5.0 Data Analysis & findings:

5.1 Model:

In this study multiple regression models has been used to examine the effects of factors on facebook privacy concerned among Bangladeshi undergraduate students of different universities to identify the relationship between the factors identified through overall measure of preference of the respondents The author have used the Awareness of Facebook Privacy as the dependent variable and [Other 83 factors as like Blocking option of picture, Picture privacy, sharing family picture, sharing pictures of others, Accepting friend request, Friend's only interaction, password Protection Private Friend's group, Safe profile, Lack of security, Chatting, Passing Leisure Time, secured information exchange etc... Which has been used to design questionnaire] are used as independent variables. The author has run the regression model to determine the significance level of the variables for Awareness of Facebook Privacy. The basic model for the study was therefore as follows:

$$AFP = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \beta_{10} X_{10} + \beta_{11} X_{11} + \beta_{12} X_{12} + \beta_{13} X_{13} + \beta_{14} X_{14} + \beta_{15} X_{15} + \beta_{16} X_{16} + \dots + \beta_{83} X_{83} + e$$

Where, AFP= Awareness of Facebook Privacy.

X₁= Blocking option of picture

X₂= Picture privacy

X₃= sharing family picture

X₄= sharing pictures of others

X₅= Accepting friend request

X₆= Friend's only interaction

X₇= Private friends group

X₈= knowing more people

X₉= Group chatting

X₁₀= Specific information shared among best friends

X₁₁= Blocking friend request

X₁₂= Safe profile

X₁₃= to protect peculiar personality

X₁₄= to block irritating comments

X₁₅= Safety from unauthorized users

X₁₆= Protection from unauthorized changes in profile to

X₈₃= Embarrassing videos

And α is constant and $\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6, \beta_7, \beta_8, \beta_9, \beta_{10}, \beta_{11}, \beta_{12}, \beta_{13}, \beta_{14}, \beta_{15}, \beta_{16}, \dots, \beta_{83}$ are coefficient to estimate, and e is the error term.

5.2 Regression Analysis:

Under multiple regression analysis, the report of analysis is given below along with SPSS software output after analyzing data from questionnaire along with sufficient explanation

(Insert Table 2 here----Model Summary)

Explanation of Model Summary:

In this model, the value of **R = 0.918** expresses that there is a high degree of positive relationship between the dependent variable \hat{Y} (AFP) Awareness of Facebook Privacy and the independent variables expressed as X₁, X₂, X₃, X₄, X₅, X₆, X₇, X₈, X₉, to X₈₃. at 5 % level of significance The term **R Square** is the multiple coefficient of determination interpreted as the proportion of variability in the dependent variable that can be explained by the estimated multiple regression equation. Hence, when multiplied by the 100, it can be interpreted as the percentage of the variability in \hat{Y} (AFP) that can be explained by the estimated regression equation. All independent variables (X₁, X₂, X₃, X₄, X₅, X₆, X₇, X₈, X₉, to X₈₃), the **R Square = 0.843**. Therefore, 84.3% of the variability in \hat{Y} (AFP) is explained by the estimated multiple regression equation with all entered X₁, X₂, X₃, X₄, X₅, X₆, X₇, X₈, X₉, to X₈₃ as the independent variables. If a variable (say for Picture privacy) is added to the model, **R Square** becomes larger even if the added variable is not statistically significant. The **Adjusted R Square** compensates for the number of independent variables in this model. **Std. Error of the Estimate (E)** expresses the total amount of error or variability in the dependent variable \hat{Y} (AFP) that can't be explained by the linear effect of the all independent variables in the multiple regression model expressed by multiple regression equation.

(Insert Table 3 here ---ANOVA)

Explanation of ANOVA:

The ANOVA (Analysis of variance) tells us weather the regression equation is explaining a statistically significant portion of the variability in the dependent variable form variability in the independent variables. The test shows that table sig. value 0.05 is greater than the calculated value. 000. It means; there has significant relationship between dependent and independent variables. In case of ANOVA (Analysis of variance), the total sum of squares can be divided into two components: the sum of squares due to Regression (SSR) and the sum of squares due to Error (SSE) as shown below:

$$SST = SSR + SSE.$$

Where,

$$SST = \text{Total sum of squares} = \sum (Y_i - \bar{Y})^2$$

$$SSR = \text{sum of squares due to regression} = \sum (\hat{Y}_i - \bar{Y})^2$$

$$SSE = \text{sum of errors due to error} = \sum (Y_i - \hat{Y}_i)^2$$

The **analysis of variance** part shows the three values for our selected problem with all independent variables ($X_1, X_2, X_3, X_4, X_5, X_6, X_7, X_8, X_9$, to X_{83}): **SST**=142.146, **SSE**=22.814 and **SSR**=119.332. The value of SST is same whether independent variable added or deducted, it doesn't depend on \hat{Y} , but SSR increases and SSE decreases when another independent variable is added with model. The implication is that the estimated multiple regression equation –provides a better fit for the observed data. Adding independent variables cause the prediction errors to become smaller, thus reducing the sum of squares due to error (SSE) because $SSR = SST - SSE$ when SSE becomes smaller. The **F-test** is used to determine whether a significant relationship exists between dependent variable named AFP and the set of all independent variables such as $X_1, X_2, X_3, X_4, X_5, X_6, X_7, X_8, X_9$, to X_{83} expressed as respectively; we will refer to the **F-test** as the test for overall significance. In this ANOVA model, the hypothesis for the F-test involves the parameters of the multiple regression models:

$$H_0 = \beta_1 = 0$$

H1 = β_1 or is not equal to zero.

if H_0 is rejected, we have enough evidence to deduce that, all of the parameters of variables are not equal to zero and that the overall relationship between AFP (\hat{Y}) and other independent variables ($X_1, X_2, X_3, X_4, X_5, X_6, X_7, X_8, X_9$, to X_{83}) is significant. Before interpreting the F-test, we need to know the concept of **Mean Square**. A mean square is a sum of square divided by its corresponding degrees of freedom. In the multiple regression models, SST has (n-1) degrees of freedom, SSR has p (number of independent variables) degrees of freedom and SSE has (n-p-1) degrees of freedom. Hence, the mean square due to regression (**MSR**) is SSR divided by p and the mean sum of square due to error (**MSE**) is SSE divided by (n-p-1). If H_0 is accepted, MSR provides an unbiased estimate of σ^2 , and the value of MSR or MSE becomes larger. To determine how large values of MSR/MSE must be to reject H_0 , we make use of the fact that if H_0 is true and the assumptions about the multiple regression model are valid, the sampling distribution of MSR/MSE is an F-distribution with p degrees of freedom in the numerator and (n-p-1) in the denominator. The summary of F-test is given below:

$$F = MSR/MSE = 1.438/.169 = 8.508$$

The p-value (sig.) with a level of significance $\alpha = 0.05$ in the last column of the ANOVA table also indicates that we can reject H_0 because the P-value is less than $\alpha = 0.05$. For better clarification, the actual influencing factors for the Awareness of Facebook Privacy could be found out here according to respondent's highest degree of agreement. Factors are shown here in Chronological order (From 83 independent Variables)

(Insert Table-4 here...)

6. Limitation of this Research:

While conducting this research the researcher have phased the following limitation. Firstly, the researcher applied non-probability sampling technique for research purpose. Secondly, the research has been conducted with in a limited span of time. Thirdly, the research has been in Dhaka city only. Fourthly, the R^2 (.843), is comparatively high but some other factors can also influence the Awareness of facebook privacy. Further study should include other factors except those considered here for analyzing the appropriate statistical analysis.

7. Suggestions to Maximize Facebook Privacy:

Facebook had met with controversies. It had been blocked intermittently in several countries including the People's Republic of China, Vietnam, Iran, Uzbekistan, Pakistan, Syria, and Bangladesh on different bases. For example, it was banned in many countries of the world on the basis of allowed content judged as anti-Islamic and containing religious discrimination. It has also been banned at many workplaces to prevent employees wasting their time on the site. The privacy of Facebook users has also been an issue and the safety of user accounts has been compromised several times. Here are tips to help you with them. For more details, read "[Protect Your Privacy on Facebook](#)".

Think before you type: Even if you delete an account (which takes Facebook about a month), some info can remain in Facebook's computers for up to 90 days.

Regularly check your exposure: Each month, check out how your page looks to others. Review individual privacy settings if necessary.

Protect basic information: Set the audience for profile items, such as your town or employer. And remember: Sharing info with "friends of friends" could expose it to tens of thousands.

Know what you can't protect: Your name and profile picture are public. To protect your identity, don't use a photo, or use one that doesn't show your face

"UnPublic" your wall: Set the audience for all previous wall posts to just friends.

Turn off Tag Suggest: If you'd rather not have Facebook automatically recognize your face in photos, disable that feature in your privacy settings. The information will be deleted.

Block apps and sites that snoop: Unless you intercede, friends can share personal information about you with apps. To block that, use controls to limit the info apps can see.

Keep wall posts from friends: You don't have to share every wall post with every friend. You can also keep certain people from viewing specific items in your profile.

When all else fails, deactivate: When you deactivate your account, Facebook retains your profile data, but the account is made temporarily inaccessible. Deleting an

account, on the other hand, makes it inaccessible to you forever.

Follow these tips to maximize your Facebook security: Six things you should know:

1. You Have To Visit Different Links To Hide Your Profile Info From The Public

HOW TO PROTECT YOURSELF: On the upper right-hand corner of the screen, click Account > Privacy Settings > Personal Information and Posts. Make sure you adjust your privacy settings beside all 12 categories. Then click Back to Privacy > Contact Information. Make sure you adjust your privacy settings beside all 9 categories. Then click Back to Privacy > Friends, Tags & Connections. Make sure you adjust your privacy settings beside all 10 categories.

2. Facebook Uses Your Info in Ads

When your friends view Facebook ads, they may see your name.

HOW TO PROTECT YOURSELF: On the upper right hand corner of your screen, click Account > Account Settings > Facebook Ads. Select No one beside Allow ads on platform pages to show my information to & beside Show my social actions in Facebook Ads to.

3. You Have Been Enrolled In The Instant Personalization Pilot Program

Facebook gives websites like Yelp, Pandora and Microsoft Docs access to your profile info.

HOW TO PROTECT YOURSELF: On the upper right hand corner of your screen, click Account > Privacy Settings > Applications and Websites. Click Edit Setting beside Instant Personalization Pilot Program. Then uncheck the box at the bottom of the screen. Even if you opt out of the Instant Personalization Pilot Program, websites may still access info about you via your friends, unless you block each individual site's application.

4. Your Friends May Be Sharing Your Info With Third-Parties

When you Facebook friends use applications you do not use, they may be sharing your info with third parties.

HOW TO PROTECT YOURSELF: Click Account > Privacy Settings > Applications & Websites > What your friends can share about you.

Uncheck all 13 boxes.

5. You Can Monitor Which Devices Access Your Facebook Account

This tool, helps fight hackers by notifying you of unusual log-ins.

HOW TO PROTECT YOURSELF: On the upper right-hand corner of your screen, click Account > Account Settings > Account Security. Click Yes below Would you like to receive notifications for logins from new devices? The next time you log in, Facebook will ask you to name the device you are using. Then it will send you an email. This way, if anyone

logs in to your account from a device you don't use, you'll know about it.

6. Yes, You Can Delete Your Facebook Account – But It's Not Easy

Facebook makes it easy to deactivate your account, which means you can reactivate it at any time without losing your profile info. However, deleting your account is much more difficult.

HOW TO PROTECT YOURSELF: To deactivate your account: On the upper right-hand corner of your screen, click Account > Account Settings > Deactivate Account. To delete your account: Use this link to delete your Facebook account:

https://ssl.facebook.com/help/contact.php?show_form=delete_account Click Submit. Enter your password and fill out the text box. Press Okay. Do not log into Facebook for two weeks, or your account will be reactivated. After two weeks, you won't be able to log in to Facebook.

8. Conclusion:

Online social network sites may play roles that are different than what was described in early literature on virtual communities. Online interactions do not necessarily remove people from their offline world but may indeed be used to support relationships and keep people in contact, even when life changes move them away from each other. But its demerits can destroy our student-populations strongly which can be a major disadvantage for the nation. Although the research has some limitations but it will be done with great interest. So, after analyzing this report, the management of Facebook can easily find out the most influencing factors for the Undergraduate University Students of Bangladesh for the awareness of Facebook. Currently, there are 2841560 Facebook users in the Bangladesh, which makes it #52 in the ranking. The largest age group is 18 - 24 with total of 1392364 users, followed by the users in the age of 25 - 34. After identifying, the management may take actions to improve or enhance the conditions regarding these factors. For example-'Safe profile & Chatting' can be an influencing factor. It may positively influence the usage of Facebook. Once management has understood this factor, they could improve this factor and implement some new features for chatting & safe profile. This will, in turn, influence the Bangladeshi University Undergraduate Student's usage of Facebook and Privacy Awareness.

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Annexure 1:**Table-1**
Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.917	.916	84

Table 2 ----Model Summary
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.918 ^a	.843	.746	.407.

Table 3 ----ANOVA
ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	119.332	83	1.438	8.508	.000 ^a
1 Residual	22.814	135	.169		
Total	142.146	218			

a. Predictors: (Constant), All requested variables entered

b. Dependent Variable: Are you aware of Facebook Privacy?

Table-4

Rank Order	Variables	Mean Value
1	Password protection plays a key role for awareness	4.06
2	Restricted communication & Picture blocking option	3.99
3	Embarrassing videos influences awareness	3.98
4	Secured information exchange	3.94
5	Global relation & Restricted communication	3.89
6	Fraud incidents & Blackmailing	3.86
7	Lack of security & protecting friend list from others & Embarrassing photos	3.84
8	Safe profile & sharing family picture & Fraud incidents	3.85
9	Possible damage in Personal life	3.82
10	Self privacy , Safety from unauthorized users & Past experience	3.81

Table-5 (Respondents Demographic Information):

Case Processing Summary		N	%
Frequency of Facebook use	Constantly using Mobile	41	18.6%
	More than twice a day	39	17.7%
	Twice a day	57	25.9%
	Once a day	70	31.8%
	Once a week	9	4.1%
	Once a month	4	1.8%
	Duration of Facebook account	Less than a year	46
	1-2 years	93	42.3%
	3-4 years	54	24.5%
	More than 4 years	25	11.4%
	6	2	.9%
Time spent on Facebook per day	Irregular pattern	35	15.9%
	Less than 1 hour	40	18.2%
	1-2 hour	65	29.5%
	2-3 hour	43	19.5%
	3-4 hour	19	8.6%
	More than 4 hours	8	3.6%
	Constantly using Mobile	10	4.5%
Respondent's university year?	1st year	20	9.1%
	2nd year	57	25.9%
	3rd year	107	48.6%
	4th year	34	15.5%
	5	1	.5%
	7	1	.5%
Valid		220	
Missing		0	
Total		220	
Subpopulation		141 ^a	

Annexure 2:**(All Independent Variables that has been entered on Multiple Regression Model)**

Embarrassing videos influences, uncertain personal information, Past experience plays a key role, because of knowing more people, Restricted communication plays a key role, Password protection , Video sharing facility, because of showing personality, Use of different accounts, Ability to hide education & job, Use of same password, Picture privacy influences, Webcam use, Accessibility, Cheating, Privacy problem due to load shedding, because of protecting friend list from others, Fake id, Safety from unauthorized users, for protecting various status updates, Sharing ideas, Justifying truthfulness , because of virus attack, because of secured information exchange, Self privacy , Blackmailing, Unknown friends , Fraud incidents,

Friend's only interaction, Group chatting , Restricting specific information, Picture blocking option, Forgetting ID and password, Authenticity of information regarding religion, Providing good information , Ability to hide gender , to block irritating comments, Embarrassing wall post , because of inappropriate information for some friends, Unlawful activity , Threat for personal interests influences awareness of Facebook privacy, because of feedback post, Private friends group, for gathering knowledge, Global relation , Third person interference , Ability to save anyone's profile picture , because of computer hacking, Mobile privacy influences , Safe profile is an important issue, because of sharing family picture, Awareness of Facebook privacy because spreading of false rumors and information, Blocking friend request influences awareness of Facebook privacy, because of network privacy, Restriction of specific information influences awareness of

Facebook privacy, Authorizing FB use using specific methods , Protection of children influence, Embarrassing photos, Log out problem influences, because of sharing pictures of others, Tagging pictures influences, Ability to hide birthday influence, Accepting friend request influences, Ability to use different profile pictures , Specific information shared among best friends only plays a key role for awareness of Facebook privacy, discussion about national issue, Romantic relationships , Social effect influences, Male or female identification ,Threats influences,

Misunderstanding plays a key role, Concerns about identity theft , because of the ability to hide age, Protection from unauthorized changes in profile, Video tag plays a key role, because others cannot use same id, because of immoral interactions, Lack of security plays a key role, Past experience, Awareness of Facebook privacy because of pornography, Ability to hide real name, to protect peculiar personality, Avoiding irritating message influences awareness of Facebook privacy.

