

# Say Bye! Risks Associated with Social Networking Sites: A Review

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*Abstract - Social Network Site is varying the nature of privacy and the consequences of information disclosure. Regardless of, the recent media reports highlighted the negative consequences of disclosing information on social network sites and their impact on the young generation. So, this review is mainly intended to evaluate the risks associated with Social networking Sites and remedies to reduce such kind of risks. Hence, Review underlined that different kinds of risks such as bullying, psychological risks, social risks, content risks, contact risks, and conduct risks as risks associated with Social Media and to mitigate this kind of risks which is encountered by the individuals and corporate sector, it is recommended to make necessary arrangements for privacy settings of Social Media profile, creating social media policies and regulations, and information control.*

## I. INTRODUCTION

Today adolescent has started to disclose their personal things through the Social networking Sites which is hidden inside the pages of diary in the earlier. In reality, some people need to realize that Facebook is Social Network Sites, not a diary. The news is filled with the stories of suicides because of Social Network Sites, posting inflammatory or offensive comments, Sharing personal information, photos, or videos that another person may not want to publish online, and Posting inappropriate photographs, videos, movies (1). Besides, risks associated with the drugs, alcohol, and risky sexual behavior, today it is enhanced the dangerous conditions through the things such as predators, lurkers, access to inappropriate information, identity theft which brings by the internet (2). Furthermore, it is highlighted that Facebook is the most popular Social Network Sites which is changing the nature of privacy and the happen negative consequences of information disclosure (3). Moreover, Boyd & Ellison (3) emphasized that Facebook allows sharing information with easy manner among friends, colleagues and strangers.

Further, it is highlighted that (2) not only does hazard exist from strangers on the internet, but there can also be risks associated with disclosure to friends, and colleagues. Accordingly, the study aimed to identify what are the risks associated with Social Networking Sites and how to prevent or reduce their impact?

## II. LITERATURE REVIEW

Primarily, the review is parted into two portions the first portion is devoted to discussing risks associated with Social Networking Sites and, the second one is focused on investigating the remedies for such risks. In recently, it can be identified numerous studies concerned with the potential negative consequences happening because of online sharing. Peluchette & Karl noted in their review that students have been suspended or criminally changed on the basis of information posted on Facebook (4).

Youn S (2005) highlighted that, as the result of the Facebook posts young people perceive psychological risks likes feeling uncomfortable or ashamed about their disclosure and Social risks such as experiencing conflicts with parents (5). As well as Lewis & West (2009), in their study, noted that due to the posts such as smoking, or drinking caused conflicts with their parents and made anxieties about the people who are knowing about their temporary jobs (6). Accordingly, (2) the Facebook posting leads to negative consequences such as loss of opportunities, punishment, and loss of the employment opportunities. Furthermore, it is indicated that most of the Social Network Sites' users have become victims to cyberbullying because the freedom that allows to the users (7). Moreover, it is confirmed that online bullying is happening because of the Social Network Sites activities by Juvon & Gross (2008) (8) and Christofides et al (2012) (2). The study conducted by

Peluchette & Karl (2008) identified that own inflammatory postings and sharing impact on school suspensions and criminal charges of the students (4). Moreover, the article titled Bad Netiquette of Digital citizens in Sri Lanka emphasized that several risks associated with the Social Networking Sites such as harm to human lives and properties, mental distress, committed to suicide and arresting as an offender are happened because of the posting inflammatory or offensive comments, Sharing personal information, photos, or videos that another person may not want to publish online, and Posting inappropriate photographs, videos, movies (1). In addition to that Christofides et al (2012) has shown in their finding's harassment of peers, unwanted contacts which is received inappropriate messages from people who were unknown the users, exposure or unintentional disclosure, and misunderstanding about the posts and sharing are risks which are associated with the Social Networking Sites. Furthermore, the findings of the particular study highlighted that because of this risks, it is caused ruined relationships and friendships, anxiety etc. (2). As well as studies are highlighted that the postings, activities and sharing in the Social Networking Sites impact to create jealousy (9), the uncertainty of relationships (10) and ruined the romantic relationships (9). In the rapidly changing technological environment, majority of teenagers are encountering a range of aggressive and sexual risks while, it categorized as content, contact and conduct risks (11). There are a billion Facebook users worldwide with some individuals spending more than 8 hours each day on the platform. As a habitual Facebook user who is increasingly using Social Network Sites faced two different kinds of attacks such as friend-request attacks and information-request attacks (12). Not only for the individual persons but also for the corporate sector also faced a variety of risks associated with Social Networking Sites such as Sensitive data loss, compliance violations, reputational loss, financial losses and safety losses.

Although, the Social Network Sites hand in hand with the most hazardous risks, the Social Network Sites like Facebook continuously receiving most of the attention as the human connectivity and sociability communication channel among the world community (13). As studies highlighted in earlier to mitigate risks associated with Social Networking Sites it is needed to

make privacy settings in the personal profiles, increase level of awareness of potential negative consequences, enhance privacy knowledge , information control (2) , Creating Social Media policies and regulations, and employee training (14).

### III. CONCLUSION

Inherently, disclosing the information in Social network Sites have hand in hand with the numerous type harmful risks. This paper reviewed the empirical literature on the risks accompanying Social network Sites' disclosing and come up with sustainable remedies to reduce such kind of risks. Review underlined that different kind of risks such as bullying, psychological risks, social risks, content risks, contact risks, and conduct risks as risks associated with Social Media. Moreover, to mitigate this kind of risks which is encountered by the individuals and corporate sector, it is recommended to make necessary arrangements for privacy settings of Social Media profile, creating social media policies and regulations, and information control.

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