

Alone on the sea

[Linguistics](#), [English](#)



Cause and effect of privacy violation on social media and the internet Social media and internet has connected millions of people over a single platform where they can interact with each other and communicate whenever desired. A very easy, simple, two-way and cost effective way of networking is now made easily accessible to all. As the people are significantly relying on these networks and wireless enabled communicating services, they undergo information sharing with each other as well. The flexibility and more added features poured in by the internet and social media networking sites, almost any type of data can be shared in bulk every single second and is being uploaded on these virtual interconnected platforms (Brown, 14). As more and more data are collected, retrieved and stored on these social media sites and internet, the concerns for its privacy and repurposing has been increased immensely. This superfluous information and data needs intelligent and sophisticated data base management systems, making this sensitive information prone to the advertising agencies etc.

Advertising agencies lure these social media networking sites like Facebook, LinkedIn, Myspace, Twitter, Skype, Whatsapp etc to sell this personal sensitive data for marketing and advertising prospects. Highly customized, targeted and dedicated advertising campaigns have been designed by the advertisers managed by their back end running systems to reach their target markets. Highly targeted and specified advertising campaigns endanger the personals of individuals threatening the prospects of privacy violation. The goal of these advertising campaigns is unified that is to make their way to their target prospects that causes privacy violations. An advertising system has been established linking the middle users and the advertisers supported

by the social media and internet so that they can display their ads and market their offerings. Moreover many of the internet tracking companies is also inclined towards gaining access to the private data of individuals through Facebook apps. The poor infrastructure and least sophisticated systems of social media sites also cause privacy violations.

As with the increased susceptibility of private data of internet users most of the renowned and gigantic social media sites have strengthened their privacy controls facilitating the users to gain trust in their platforms and services. For instance, Facebook, Instagram, Skype etc frequently make changes in their privacy control systems and proposing tight restrictive options in privacy setting for their users. Moreover they give options to their users which specific information they want to be shared and used while moving through apps etc. the privacy on sharing and displaying of pictures, posts, blogs, comments, videos and other streaming media has been increased and customized. The name and personal data to be used on commercial platforms for the purpose of selling and displaying likes is also prohibited legally. Any type of information breaches will result into strict lawful actions without consent of the related person (Brown. 18).

Most of the people are aware of the fact that their personal information is being shared and used in either good or bad way; therefore, they have also refrained from displaying their most sensitive information and sharing photos and pictures publically. More awareness programs are being scheduled for the facilitation of regulators, users and media supporters. Many laws and strict obligations are commenced with strict actions to any information breach as an effect of privacy violation on social media and internet.

References

Brown, George. Social Media 100 Success Secrets: Social Media, Web 2.0 User-Generated Content and Virtual Communities; 100 Most Asked Mass Collaboration Questions. S. I: Emereo Pty Ltd. 2008. Print.