

Social media as a tool for surveillance and gaze how do people consume and watch ...

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Social Media as a tool of Surveillance and 'gaze' Department Social Media as a tool for Surveillance and 'gaze'

Social Media regard the Internet services that often embrace advancing or maintaining connections between individuals whom, for instance, exhibit common collective interests and views. While due to the contemporary developments, social surveillance refers to a range of inspiring insights, encompassing the security domain by objectively reviewing the importance of varying surveillance devices, besides considering the social implications and the diverse aspects of defense.

Positive impacts of Social Media as a surveillance tool

Particularly, the social-Networking Sites (SNS) permit participants to regularly, communicate or exchange with their relatives and friends regardless of distance. Hence given the exceptional participant figures, programs such as MySpace and Twitter represent key targets for security personnel in search of crime-related intelligence (Andrejivic 2005, pp. 479-497). However, for the public, the possibility of accessing civic services and funds resourcefully serves as a justification of the SNS and the collective surveillance incentives. Moreover, the progressive advancement of social media has increasingly served as a basis of human empowerment in various ways. The Internet categorically enhances involvement in political activities, permits individuals to cost-effectively share their ideologies, as well as to instantly, store data.

Social media can be termed as empowering in contrast to the exploitation of web conferencing, TV shows, and cellular phones by its consumers. Basing on this perception, transforming the user's responsibility from inert to

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dynamic; surveillance creates prospects for communication and seeking information as noted by Albrechtslund (2008, pp. 1-1). Furthermore, the Central Intelligence Agency (CIA) often relies on the SNS to offer surveillance services given its conservatory and interactive potential. Studies also indicate that most people often rely on the social media to make new friends.

As reported by Andrejivic (2005, pp. 479-497), participatory surveillance has the potentiality to act as a tool for monitoring companionship by reviewing the data shared by different users online. Social media also entails the idea of exchanging personal details with others. Consequently, the idea of sharing ought not to be despised, since the private data that individual's share reveals a stage of communication that does not predominantly need revelation.

References

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