

DEFAULT PRIVACY V/S CUSTOM PRIVACY: EMBODIMENT OF PRIVACY BY ADOLESCENTS DURING THE USAGE OF SOCIAL NETWORKING SITE

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ABSTRACT

Though, defining communication has complicated with the transformation and usage of media, since the inception of social networking site (SNS), the arena of communication networking has completely altered. Social interaction through sites have been a phenomenon which each user has quite smoothly adjusted in, but as the technology advances the socialfunction that this media form offers, seems to get more intrusive while forcing to maintain a decorum of privacy which seems challenging. When self - exploration is at its peak such intrusiveness from the communication channels and the continuous pressure of participation gives a scope of implying the change in development and privacy management. While the generations determine their knowledge through age and experience, social media technology where the youngsters who are rightfully considered as the natives of the medium have strategies to handle things in their own ways. Adolescent is considered to be at the developmental phase, where privacy takes up priority than the casual exchange of thoughts. Understanding this dilemma of privacy concern among the adolescents and still managing their social life online; demand strategic planning to sustain self on such open forums.

While the social networking site allows adolescents to socialize on their favored sites and get engaged with the features that creators have interestingly designed, a fact that is never missed is such virtual social gatherings are information exchange. The amount of information supplied consciously and unconsciously triggers the social expression depending upon how much privacy needs is to be reserved.

Its human to hide things for safety but unfortunately, the study shows that adolescents do not intent to hide much than their real age. Every SNS offer a privacy setting making it look quite flawlessly achievable and the adolescents fall for such settings assuming the privacy has cared. Here the question arises when the users have to actually interpret the importance of privacy and achieving it in their own ways. There are research's which considers that adolescents assume that privacy options available to them via social site offer accurate privacy which makes them vulnerable, but this research paper diversifies such studies.

This paper illustrates how adolescents gain and regain privacy; eventually making terms with the public-ness of the social media participations. Instead of controlling their privacy settings adolescents make improvements with the choices of the features that social media offer for their social presence. Social media has a larger socialization platform to offer but adolescents are gradually scrutinizing how they wish to use platforms for their benefits.

KEYWORDS: *Social Networking Site, Adolescents, Privacy, Socialization, Social Media Features, Privacy Settings, Public*