The Ethics of Social Media Privacy: User Rights and Responsibilities

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Abstract: In current scenario the social media platforms became a necessity for every individual such as bank accounts, driving license, identity cards etc. to connect with their friends, family, academic groups, entrepreneur purpose etc. if an individual or an entrepreneur use social media platforms intelligently they can achieve loads of fruitfulness in their endeavors. We are living in a world where digitalization playing a significant role in day to day life of us, here social media platforms plays a vital role in acquiring and sharing information, receiving and offering services and protection purpose too. Every social media platform has its own style of advantages and disadvantages. The user should have an adequate knowledge over it and should consider the ethics of using social media. He / She must know their rights and responsibilities.

Key Words: Social Media, Addiction, Ethics, Human Relations and Rights.

1. INTRODUCTION:

1.1 A brief overview of Social Media

Applications and website which are used in connecting people, exchanging information, interaction process between individuals and groups etc are collectively known as social media. Majority of the social media users use applications and websites to connect with the loved one, academic point of view and to follow and interact with their interested groups.

A couple of key principles for social media users –

- By nature social media is about conversations, connecting individuals and communities with the speakers and audience base.
- Key elements of social media are authentic, honesty and open dialogue
- In social media platforms one must listen first and then speak, here the users get an opportunity not only to listen or follow but also an openness to express their intensions, feelings and opinions.
- Mutual respect is a minimal key factor in using social media platforms.

1.2 Advantages and Disadvantages of Social Media

Advantages	Disadvantages
Social media platforms become a must in academics due to easy nature of exchanging information	Users spend lot of time on social media platforms
Entrepreneurs can easily gain trust from their customers and can build their brand value	Researches proved that excess usage of social media leads to self centered thinking and less empathetic
Due to the ability to communicate with the large amount of audience user can connect with a huge amount of people or groups	Spreading false information
Users can easily connect with people and groups as per their interest	Excess use of social media leads to insomnia and over thinning
One can stay up to date	Inappropriate content for children
Very easily one can connect with new people and communities with common interests	More prevalent cyber attacks

User can create their own audiences (Popularity)	Comparison with others may lead to low self esteem and depression
Cost effectiveness (Social Media is extremely free)	Excess use of social media leads to anxiety and stress
Very easy way to stay connected with loved one	Less privacy , strangers can easily access to our accounts
Social Media can be a powerful tool in social movements, research, getting public opinion etc.	Addiction to social media leads to isolation of the user from family, near and dear.

1.3 Do's and Don'ts in using Social Media

Do's	Don'ts
Should maintain complete and genuine profiles	Don't use inappropriate language and symbols
Make healthy relationships	Do not share your all personal problems on social media
Be a source of information and good entertainer	Should know what you are posting on social media and its consequences
Maintain a decent brand identity	Don't run behind likes, shares and followers
Think innovative and encourage new ideas	Always don't share sad and bad news
Promote society friendly activities	Don't spend all your time on social media
Knowledge on prioritizing social networks	Don't be a professional of copy & paste
Always use genuine content on right flat form	Do not make negative and shaming comments on others
Be unique in your performance	Excessive use of hash tags is strictly restricted
Be in touch with your social media circles	Don't spread or share fake news
Visual appealing gains trust	Don't believe what you read everything on social media
Be sympathetic and empathetic	Do not disturb communal harmony
Decent and good behavior	Every community and religion has their own unique culture, don't criticize
Create a good group with likeminded people	Don't encourage and interact anti social groups
Always support humanistic and eco friendly movements	Do not disturb others privacy

2.   Social media and mental health :

Many researches proved that there is a strong connection between using social media and mental health. Social media promotes self esteem, belongingness with the loved one and connection people with likeminded individuals, groups and communities, but still it has adverse affects of the user if he / she use social media excessively.

Anxiety and depression are most commonly known and scientifically identified mental health issues among the users of social media. The level of depression and anxiety varies from one person to another depends upon their addiction level to social media, time spent, activities done on social media and their expectations from social media.

When we look in to the research results, users always compare to other users which leads to identity crisis, excess stress, low self esteem and loosing self confidence.

3. Influence of Social media on Youth :

Social media is an incredible platform for youth to acquire and share knowledge, promote their innovative ideas, interacting with likeminded people, grabbing opportunities and building their career but at the same time it has adverse affects on adolescents as they are getting addicted to social media and isolating themselves knowingly or unknowingly, involving in anti social groups accidentally, exposing to unrealistic views, cyber bullying, rumor spreading which are leading them in to a life full of pressure and pain. The casual relationships which are formed in social media may seem very realistic and genuine but the meaningful and empathetic relationships develop, nurture and fostered in real world only, in present generation majority of the youth are unable to understand this.

4. Social Media and its effect on Human relations :

After using social media people are interacting more on virtual mode instead of personal interactions. Those who often use social media are spending less time with their spouse, family, near and dear. Those who are addicted to the social media platforms are isolating themselves from the society to make time to spend more time on social media. The users should know their limitations and spending time while using social media to avoid negative impact of social media.

Instead of living in a realistic world people are habituated to live in a imaginary virtual world even most of them are strangers to each other, it is affecting natural sympathetic and empathetic nature of the mankind. Instead of responding to others problems on humanitarian grounds people are responding to impress others on social media without having a genuine intension to help the needy.

5. Ethics and etiquette of Social Media :

In current scenario social media has wide range of connectivity beyond our imagination; it made the world a global village. While using social media one must be aware of ethics and etiquette of social media to promote right perspectives of the users. Ethics is a concept of what is good and what is bad where as etiquette is a code of behavior in the society. The users must aware of these two concepts before entering into the world of social media platforms. In social media one should remember their limitations and the importance to respect the boundaries of others.

The supreme three principles of social media ethics and etiquette are –
- Authenticity – surely people will respond in a positive way if you are genuine and sincere
- Transparency – there is no use of hiding your actual intensions, people are enough smart to understand your activities
- Communication and network – use a proper communication mode to connect and develop network, you must know the peoples profile and let them know you.

6. Social Media User Rights :

The users of social media have got some rights to protect themselves from cyber criminals. Following are some of the rights of the social media users –
- Obtain user consent: the social media platforms must take consent of the user before collecting and using his/her data.
- Data protection and security: the social media platforms must take organizational safeguards and techniques to protect the personal data of the users.
- User rights and transparency – the concerned authority of social media must provide the rights to the user such as right to rectify inaccuracies, the right to probability of data, right to access their personal data and also the platforms must provide users to exercise these rights and transparency about such practices.
- Data breach notification – within a specified timeframe social media platforms are generally required to alert the user with notifications and relevant authorities.
- Cross border data transfer – privacy laws of the social media strictly impose that the transfer of the data should not be transferred without the users consent.

7. Social Media User Responsibilities :

- Never connect with the people who spread false news
- Always stay transparent and genuine
- Content feed on your account must be under control
- Don't share anything that promotes you in a bad light
- Manage your time wisely – divide your time as per priorities
- User must have the keen understanding of the policies
- Before posting on social media think twice about society and family, near and dear
- Do not share all the nonsense on the timeline / account

The users must aware of their responsibilities while using social media platforms.

8. CONCLUSION:

Though the uses and validation of social media platforms are incredible but the supreme usage of social media is always debatable due to its affects on the user. The users not only demand for their rights but also they should know their responsibilities. People must stop running behind imaginary world, instead one must experience and live in a real world. Be a nice human being in personal life with the people around you not only on social media

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