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| Implications of the privacy conduct with reference to social media sites |
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| **Abstract** |
| *The motivation behind this paper is to propose a privacy conduct model with reference to social media sites (Indian Scenario). The implications of key components of social media and individual user factors on apparent estimations of privacy conduct were observationally analyzed. Social media is conceptualized as a multi-dimensional build including emotional privacy, social privacy and individual privacy. The examination includes demographic factors included, age, gender, usage pattern, and components of individual privacy on social media sites which more often impacts the privacy conduct. The required information was assembled by a questionnaire of social media users. Utilizing 323 respondents, factor analysis and Z test examination were used for data analysis and hypothesis testing.* *The proposed model demonstrated five rationale factors which total represented 70.2% of the variables as identified in literature review. Social networking site parameters and privacy elements fundamentally influenced apparent privacy conduct. Advantages available on social media sites and legal structure altogether also influenced all apparent individual privacy concerns. Developed privacy conduct model presented helps in creating social media based privacy conduct system which can be used to help social media administrations to form more viably privacy settings on desired target users. This examination of conduct for better comprehension of user privacy conducts on social media sites to help more successful and advanced privacy strategies. The observers of this investigation perhaps get an important bits of knowledge for social media privacy****.*** |
| **Keywords** |
| Privacy, Social Media, User Information, Internal Behavior, Social Media Sites. |
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| For full paper, [Click here](https://gitarattan.edu.in/wp-content/uploads/2021/06/Jgibs-10-P1.pdf) |

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