

2012

Facebook Sharing Habits And Its Effect On Personal Privacy

Bryan M. Bubulka
bryanbubulka@siu.edu

Follow this and additional works at: http://opensiuc.lib.siu.edu/uhp_theses

Recommended Citation

Bubulka, Bryan M., "Facebook Sharing Habits And Its Effect On Personal Privacy" (2012). *Honors Theses*. Paper 352.

This Dissertation/Thesis is brought to you for free and open access by the University Honors Program at OpenSIUC. It has been accepted for inclusion in Honors Theses by an authorized administrator of OpenSIUC. For more information, please contact opensiuc@lib.siu.edu.

Facebook Sharing Habits And Its Effect On Personal Privacy

Bryan Bubulka
bryanbubulka@siu.edu
School of Information Systems and Applied Technologies
Southern Illinois University
Carbondale, IL 62901, USA

Abstract

Over the past several years many individuals have jumped on the social networking bandwagon to create Facebook accounts linking their lives to the outside world, over four hundred million according to Facebook (Facebook, 2012). Whether it's your personal privacy or property, knowing what information to post or share on social networking sites such as Facebook could be the key in protecting both. This research will focus on possible privacy concerns within social networking sites using Richard Mason's groundbreaking PAPA (Privacy, Accuracy, Property, and Accessibility) Framework (Mason, 1986). The PAPA Framework will be used to identify what is being shared on social networking sites and how publishing certain information can negatively affect an individual's privacy. This research will revisit Mason's PAPA Framework and apply it to today's individual privacy risks concerning social networking, primarily Facebook.

Keywords: Facebook, privacy, social networking

1. Introduction

As social networking continues to envelope our everyday lives, the personal information we put on these sites could potentially put our privacy at risk. Social networking can be broken down into two categories, personal and professional. Personal social networking sites such as Facebook, Twitter, and MySpace allow us to casually interact with our friends and colleagues. Individuals using personal sites can post YouTube videos of favorite songs or video clips they enjoy, where they've been, and what their thinking or feeling. Professional sites, on the other hand, like LinkedIn allow us to interact with other professionals within our respected fields as well as gain employment opportunities from certain companies with profiles themselves. Individuals use these professional sites to post their resumes, work experiences, and academic achievements. Both types of social networking sites could potentially pose a risk to our privacy if not managed and used correctly.

Privacy has become such a concern over the last several years that the government has been trying to implement legislation to protect individu-

al's privacy. One of the newest legislations currently being drafted by the federal government is the Consumer Privacy Bill of Rights Act of 2012 (White House, 2012).

No matter what social networks we use or legislation we try to implement, one thing has held true throughout the years; Richard Mason's PAPA Framework. In 1986, Mason developed a theoretical framework to protect personal privacy against the rapid growth of information technology (Mason, 1986). It is the framework for individual privacy and the framework in which we should build not only new consumer privacy legislation upon but also our own sense of privacy. Mason's Framework has been reviewed, analyzed, and tested many times and still holds true to this day. This research will revisit Mason's PAPA Framework, along with other research previously conduct, and apply it to today's individual privacy risks concerning social networking sites.

2. Background

Before a thorough analysis of threats, such as an attacker, to our personal privacy from social

networking can be done, we must first understand the fundamentals of Mason's PAPA Framework. In 1986 Mason suggested that our own personal privacy, in general, was threatened by the growth of information technology as well as the increased value of information in decision making (Mason, 1986). Mason suggested the now widely known acronym PAPA (Privacy, Accuracy, Property, and Accessibility) to help facilitate the ever increasing ethical issues and privacy concerns now being faced within the information technology realm. Although this research will focus more on the Privacy aspect of Mason's PAPA Framework, Accessibility will also play a vital role as well.

Privacy

When Mason discusses his views about privacy within his paper, he asks the reader a few simple questions. "What information should one be required to divulge about one's self to others? Under what conditions? What information should one be able to keep strictly to one's self?" (Mason, 1986) Although all the questions above are valid, does it appear that any individuals who have social networking accounts ask themselves these questions before releasing their personal information onto their profiles? Do individuals make a conscious or analytical decision on what should be private or public for others to view? If the answers to these questions are based upon what is seen within social networking sites today such as Facebook, then the answer could arguably be a no. To back up this statement, simply use powers of observation and see what individuals are posting on their profile. To further solidify this statement, statistical data will be provided later on in this research.

Accessibility

One's individual privacy can only be as safe as the security that protects it. Accessibility is one of those securities. With the recent growth of the information technology infrastructure over the past decade, anyone with internet access has the potential to glean public or personal information about individuals. With the surge of social networking sites, gleaning that information, whether it be public or private, has never been easier. In Mason's paper (Mason, 1986), he referenced using literacy as a "main avenue" to access information, but does this still hold true? Yes it does, but at a whole new level.

Printed media in the form of books, newspapers, and journals used to be the main source of both public and private information. With the rise of the "Information Age," also known as the "Digital Age," accessing one's public or private information like a phone number or birthday is now as easy as turning on a computer. Letters have been replaced with E-Mails, libraries to online search engines, and one could say that social networking has become the new "hall of records." No longer do individuals have to sort through paperwork or newspaper articles to find certain people. Social networking has made accessibility to one's personal information a breeze as long as that individual has an account. Facebook stated that at the end of December 2011, it had 845 million monthly active users and 483 million daily active users (Facebook, 2012). As previously stated, there are many individuals who have social networking accounts and the accessibility to those individual's personal information is quite attainable with the right knowledge and skills.

4. METHODOLOGY

A pilot survey was administered containing 26 questions segmented into two sections. The first section consisted of questions designed to gather some demographic information about the survey participants. The second section consisted of questions designed to gather some sharing habits about the survey participants. During the survey, all the data given by the participants were transmitted anonymously. The entire survey can be viewed under Appendix A.

Demographic information was collected about the survey participants to include their gender, relationship status, and age. The point of collecting this general data was to see if there was any correlation between what the survey participants were sharing on their Facebook profiles and the general information provided above.

5. RESEARCH QUESTIONS

The researcher sought to discover answers to the three research questions stated below:

1. Is there a relationship between what an individual shares on Facebook profile and their age?
2. Is there a relationship between what an individual shares on their Facebook profile and their level of education?
3. Do individuals with a relationship status of single share more personal infor-

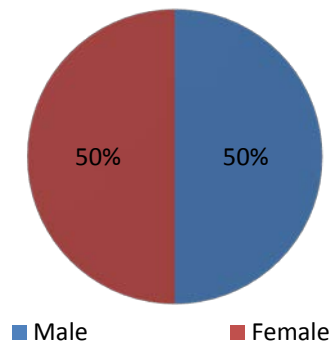
mation about themselves to attract a mate?

6. RESULTS

Demographics

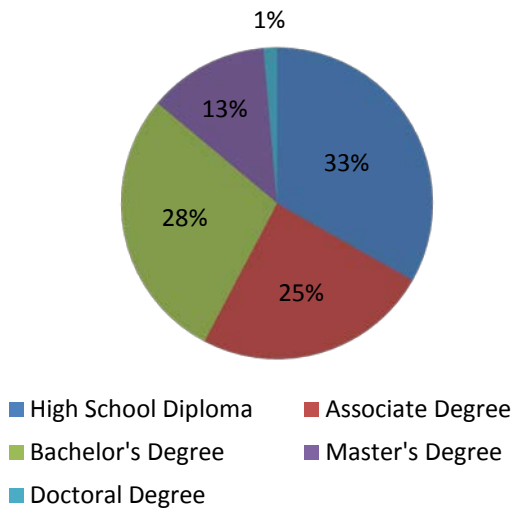
At the completion of the survey (Appendix A), 208 individuals participated. Exactly 104 (50%) of the participants were male and 104 (50%) were female.

Figure 1: Percentage of Facebook account holding participants and their gender



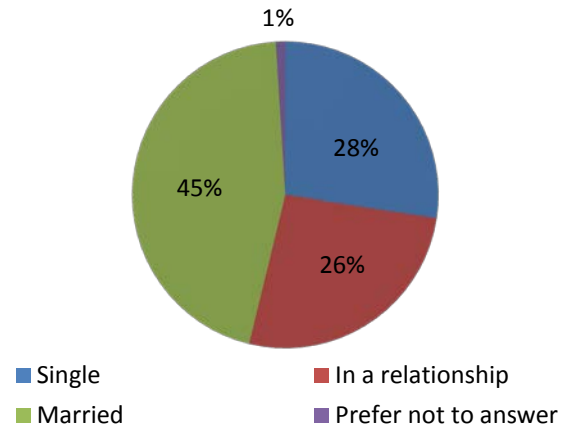
Out of the 208 participants, 69 (33.2%) held a High School Diploma, 51 (24.5%) held an Associate Degree, 59 (28.4%) held a Bachelor's Degree, 26 (12.5%) held a Master's Degree, and 3 (1.4%) held a Doctoral Degree.

Figure 2: Percentage of Facebook account holding participants and their level of education.



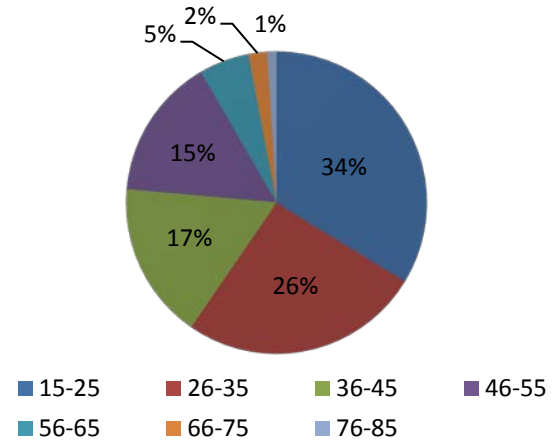
Out of the 208 participants, 57 (27.4%) held a relationship status of single, 55 (26.4%) held a relationship status of in a relationship, 94 (45.2%) held a relationship status of married, and 2 (1%) chose not to answer.

Figure 3: Percentage of Facebook account holding participant's and their relationship status



Out of the 208 participants, 70 (33.7%) were between the ages of 15-25, 54 (25.9%) were between the ages of 26-35, 35 (16.8%) were between the ages of 36-45, 32 (15.2%) were between the ages of 46-55, 11 (5.4%) were between the ages of 56-65, 4 (2%) were between the ages 66-75, and 2 (1%) were between the ages of 76-85.

Figure 4: Percentage of Facebook account holding participants and their age group.



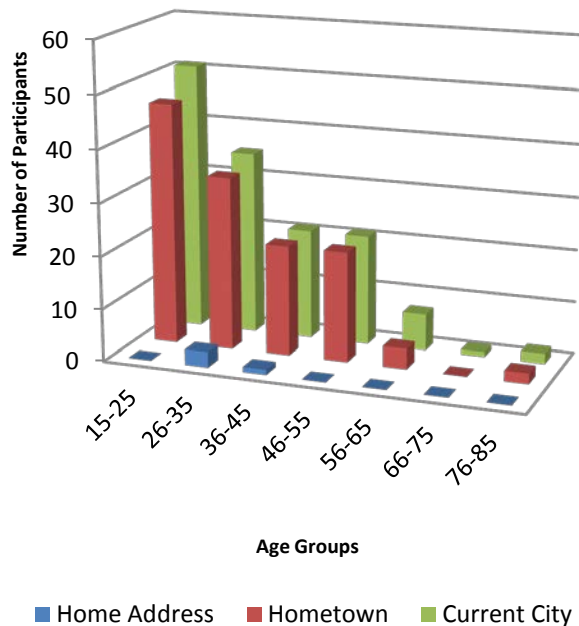
Analysis

The following Facebook options such as Home Address, Hometown, Current City, IM Screen Name, Phone Number, Email Address, High School, and Birthday have been chosen for analysis because they pose the greatest risk towards an individual's personal privacy and property. Other options such as Relationship Status, the use of Secured Browsing, and the use of the Places App will be analyzed as well.

Age Group / Location Information

Out of the 208 participants, 138 (66.4%) displayed a Current City while 70 (33.6%) did not, 127 (61.1%) displayed a Hometown while 81 (38.9%) did not, and 4 (1.9%) displayed a Home Address while 204 (98.1%) did not.

Figure 5: Relationship between age groups and location information being displayed on Facebook.



Of the 138 participants who displayed a Current City, 51 (37%) were between the ages of 15-25, 35 (25.4%) were between the ages of 26-35, 21 (15.2%) were between the ages of 36-45, 21 (15.2%) were between the ages of 46-55, 7 (5%) were between the ages of 56-65, 1 (0.7%) was between the ages of 66-75, and 2 (1.4%) were between the ages of 76-85.

From within the age group of 15-25 who displayed a Current City, 51 (72.8%) of the 70 individuals populating that age group did while the remaining 19 (27.1%) did not.

From within the age group of 26-35 who displayed a Current City, 35 (64.8%) of the 54 individuals populating that age group did while the remaining 19 (35.2%) did not.

From within the age group of 36-45 who displayed a Current City, 21 (60%) of the 35 individuals populating that age group did while the remaining 19 (40%) did not.

From within the age group of 46-55 who displayed a Current City, 21 (65.6%) of the 32 individuals populating that age group did while the remaining 11 (34.4%) did not.

From within the age group of 56-65 who displayed a Current City, 7 (63.6%) of the 11 individuals populating that age group did while the remaining 4 (36.4%) did not.

From within the age group of 66-75 who displayed a Current City, 1 (25%) of the 4 individuals populating that age group did while the remaining 3 (75%) did not.

From within the age group of 76-85 who displayed a Current City, 2 (50%) of the 4 individuals populating that age group did while the remaining 2 (50%) did not.

Of the 127 participants who displayed a Hometown, 46 (36.2%) were between the ages of 15-25, 33 (26.1%) were between the ages of 26-35, 21 (16.5%) were between the ages of 36-45, 21 (16.5%) were between the ages of 46-55, 4 (3.1%) were between the ages of 56-65, 0 (0%) were between the ages of 66-75, 2 (1.6%) were between the ages of 76-85.

From within the age group of 15-25 who displayed a Hometown, 46 (65.7%) of the 70 individuals populating that age group did while the remaining 24 (34.3%) did not.

From within the age group of 26-35 who displayed a Hometown, 33 (61.1%) of the 54 individuals populating that age group did while the remaining 21 (38.9%) did not.

From within the age group of 36-45 who displayed a Hometown, 21 (60%) of the 35 individ-

uals populating that age group did while the remaining 19 (40%) did not.

From within the age group of 46-55 who displayed a Hometown, 21 (65.6%) of the 32 individuals populating that age group did while the remaining 11 (34.4%) did not.

From within the age group of 56-65 who displayed a Hometown, 4 (36.4%) of the 11 individuals populating that age group did while the remaining 7 (63.6%) did not.

From within the age group of 66-75 who displayed a Hometown, 0 (0%) of the 4 individuals populating that age group did while the remaining 4 (100%) did not.

From within the age group of 76-85 who displayed a Hometown, 2 (100%) of the 2 individuals populating that age group did while the remaining 0 (0%) did not.

Of the 4 participants who displayed a Home Address, 0 (0%) were between the ages of 15-25, 3 (75%) were between the ages of 26-35, 1 (25%) were between the ages of 36-45, 0 (0%) were between the ages of 46-55, 0 (0%) were between the ages of 56-65, 0 (0%) were between the ages of 66-75, 0 (0%) were between the ages of 76-85.

From within the age group of 15-25 who displayed a Home Address, 0 (0%) of the 70 individuals populating that age group did while the remaining 70 (100%) did not.

From within the age group of 26-35 who displayed a Home Address, 3 (5.6%) of the 54 individuals populating that age group did while the remaining 51 (94.4%) did not.

From within the age group of 36-45 who displayed a Home Address, 1 (2.9%) of the 35 individuals populating that age group did while the remaining 34 (97.1%) did not.

From within the age group of 46-55 who displayed a Home Address, 0 (0%) of the 32 individuals populating that age group did while the remaining 32 (100%) did not.

From within the age group of 56-65 who displayed a Home Address, 0 (0%) of the 11 individuals populating that age group did while the remaining 11 (100%) did not.

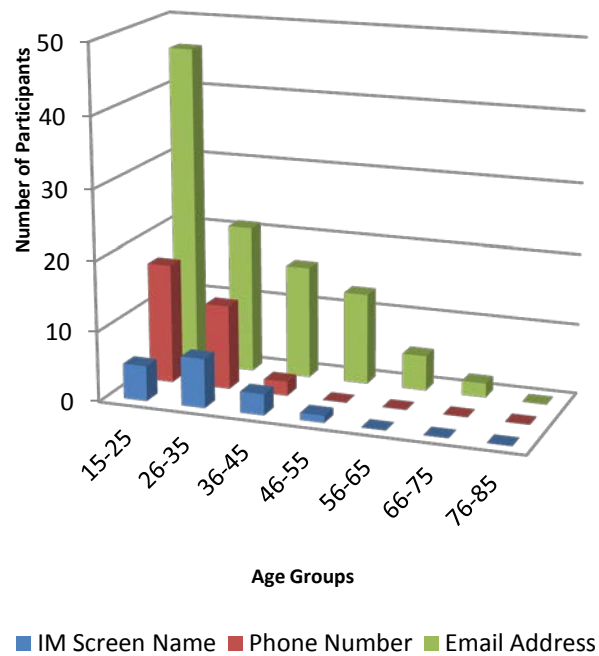
From within the age group of 66-75 who displayed a Home Address, 0 (0%) of the 4 individuals populating that age group did while the remaining 4 (100%) did not.

From within the age group of 76-85 who displayed a Home Address, 0 (0%) of the 2 individuals populating that age group did while the remaining 2 (100%) did not.

Age Group / Contact Information

Out of the 208 participants, 103 (49.5%) displayed an Email Address while 105 (50.5%) did not, 31 (14.9%) displayed a Phone Number while 177 (85.1%) did not, and 16 (7.7%) displayed a IM Screen Name while 192 (92.3%) did not.

Figure 6: Relationship between age groups and contact information being displayed on Facebook.



Of the 103 participants who displayed a Email Address, 46 (44.7%) were between the ages of 15-25, 21 (20.4%) were between the ages of 26-35, 16 (15.5%) were between the ages of 36-45, 13 (12.6%) were between the ages of 46-55, 5 (4.9%) were between the ages of 56-65, 2 (1.9%) were between the ages of 66-75, 0 (0%) were between the ages of 76-85.

From within the age group of 15-25 who displayed a Email Address, 46 (65.7%) of the 70 individuals populating that age group did while the remaining 24 (34.3%) did not.

From within the age group of 26-35 who displayed a Email Address, 21 (38.9%) of the 54 individuals populating that age group did while the remaining 33 (61.1%) did not.

From within the age group of 36-45 who displayed a Email Address, 16 (45.7%) of the 35 individuals populating that age group did while the remaining 19 (54.3%) did not.

From within the age group of 46-55 who displayed a Email Address, 13 (40.6%) of the 32 individuals populating that age group did while the remaining 19 (59.4%) did not.

From within the age group of 56-65 who displayed a Email Address, 5 (45.5%) of the 11 individuals populating that age group did while the remaining 6 (54.5%) did not.

From within the age group of 66-75 who displayed a Email Address, 2 (50%) of the 4 individuals populating that age group did while the remaining 2 (50%) did not.

From within the age group of 76-85 who displayed a Email Address, 0 (0%) of the 2 individuals populating that age group did while the remaining 2 (100%) did not.

Of the 31 participants who displayed a Phone Number, 17 (54.8%) were between the ages of 15-25, 12 (38.7%) were between the ages of 26-35, 2 (6.5%) were between the ages of 36-45, 0 (0%) were between the ages of 46-55, 0 (0%) were between the ages of 56-65, 0 (0%) were between the ages of 66-75, 0 (0%) were between the ages of 76-85.

From within the age group of 15-25 who displayed a Phone Number, 17 (24.3%) of the 70 individuals populating that age group did while the remaining 53 (75.7%) did not.

From within the age group of 26-35 who displayed a Phone Number, 12 (22.2%) of the 54 individuals populating that age group did while the remaining 42 (77.8%) did not.

From within the age group of 36-45 who displayed a Phone Number, 2 (5.7%) of the 35 in-

dividuals populating that age group did while the remaining 33 (94.3%) did not.

From within the age group of 46-55 who displayed a Phone Number, 0 (0%) of the 32 individuals populating that age group did while the remaining 32 (100%) did not.

From within the age group of 56-65 who displayed a Phone Number, 0 (0%) of the 11 individuals populating that age group did while the remaining 11 (100%) did not.

From within the age group of 66-75 who displayed a Phone Number, 0 (0%) of the 4 individuals populating that age group did while the remaining 4 (100%) did not.

From within the age group of 76-85 who displayed a Phone Number, 0 (0%) of the 2 individuals populating that age group did while the remaining 2 (100%) did not.

Of the 16 participants who displayed a IM Screen Name, 5 (31.2%) were between the ages of 15-25, 7 (43.8%) were between the ages of 26-35, 3 (18.8%) were between the ages of 36-45, 1 (6.2%) were between the ages of 46-55, 0 (0%) were between the ages of 56-65, 0 (0%) were between the ages of 66-75, 0 (0%) were between the ages of 76-85.

From within the age group of 15-25 who displayed a IM Screen Name, 5 (7.1%) of the 70 individuals populating that age group did while the remaining 65 (92.9%) did not.

From within the age group of 26-35 who displayed a IM Screen Name, 7 (13%) of the 54 individuals populating that age group did while the remaining 47 (87%) did not.

From within the age group of 36-45 who displayed a IM Screen Name, 3 (8.6%) of the 35 individuals populating that age group did while the remaining 33 (94.3%) did not.

From within the age group of 46-55 who displayed a IM Screen Name, 1 (3.1%) of the 32 individuals populating that age group did while the remaining 31 (96.9%) did not.

From within the age group of 56-65 who displayed a IM Screen Name, 0 (0%) of the 11 individuals populating that age group did while the remaining 11 (100%) did not.

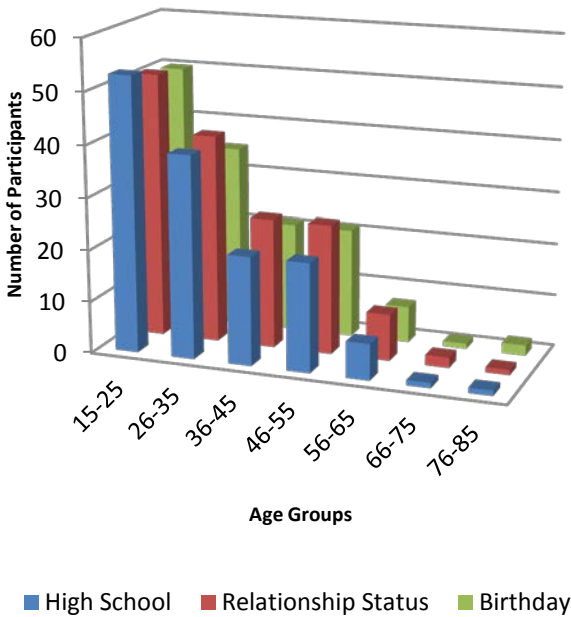
From within the age group of 66-75 who displayed a IM Screen Name, 0 (0%) of the 4 individuals populating that age group did while the remaining 4 (100%) did not.

From within the age group of 76-85 who displayed a IM Screen Name, 0 (0%) of the 2 individuals populating that age group did while the remaining 2 (100%) did not.

Age Group / Basic Information

Out of the 208 participants, 137 (65.9%) displayed a Birthday while 71 (34.1%) did not, 153 (73.6%) displayed a Relationship Status while 55 (26.4%) did not, and 143 (68.7%) displayed a High School while 65 (31.3%) did not.

Figure 7: Relationship between age groups and basic information being displayed on Facebook.



Of the 137 participants who displayed a Birthday, 50 (36.5%) were between the ages of 15-25, 35 (25.5%) were between the ages of 26-35, 21 (15.3%) were between the ages of 36-45, 21 (15.3%) were between the ages of 46-55, 7 (5%) were between the ages of 56-65, 1 (0.7%) were between the ages of 66-75, 2 (1.5%) were between the ages of 76-85.

From within the age group of 15-25 who displayed a Birthday, 50 (71.4%) of the 70 individ-

uals populating that age group did while the remaining 20 (28.6%) did not.

From within the age group of 26-35 who displayed a Birthday, 35 (64.8%) of the 54 individuals populating that age group did while the remaining 19 (35.2%) did not.

From within the age group of 36-45 who displayed a Birthday, 21 (60%) of the 35 individuals populating that age group did while the remaining 14 (40%) did not.

From within the age group of 46-55 who displayed a Birthday, 21 (65.6%) of the 32 individuals populating that age group did while the remaining 11 (34.4%) did not.

From within the age group of 56-65 who displayed a Birthday, 7 (63.6%) of the 11 individuals populating that age group did while the remaining 4 (36.4%) did not.

From within the age group of 66-75 who displayed a Birthday, 1 (25%) of the 4 individuals populating that age group did while the remaining 3 (75%) did not.

From within the age group of 76-85 who displayed a Birthday, 2 (100%) of the 2 individuals populating that age group did while the remaining 0 (0%) did not.

Of the 153 participants who displayed a Relationship Status, 51 (33.3%) were between the ages of 15-25, 40 (26.1%) were between the ages of 26-35, 25 (16.3%) were between the ages of 36-45, 25 (16.3%) were between the ages of 46-55, 9 (5.9%) were between the ages of 56-65, 2 (1.3%) were between the ages of 66-75, 1 (0.7%) were between the ages of 76-85.

From within the age group of 15-25 who displayed a Relationship Status, 51 (72.9%) of the 70 individuals populating that age group did while the remaining 19 (27.1%) did not.

From within the age group of 26-35 who displayed a Relationship Status, 40 (74.1%) of the 54 individuals populating that age group did while the remaining 14 (25.9%) did not.

From within the age group of 36-45 who displayed a Relationship Status, 25 (71.4%) of the 35 individuals populating that age group did while the remaining 10 (28.6%) did not.

From within the age group of 46-55 who displayed a Relationship Status, 25 (78.1%) of the 32 individuals populating that age group did while the remaining 7 (21.9%) did not.

From within the age group of 56-65 who displayed a Relationship Status, 9 (81.8%) of the 11 individuals populating that age group did while the remaining 2 (18.2%) did not.

From within the age group of 66-75 who displayed a Relationship Status, 2 (50%) of the 4 individuals populating that age group did while the remaining 2 (50%) did not.

From within the age group of 76-85 who displayed a Relationship Status, 1 (50%) of the 2 individuals populating that age group did while the remaining 1 (50%) did not.

Of the 143 participants who displayed a High School, 53 (37.1%) were between the ages of 15-25, 39 (28.5%) were between the ages of 26-35, 21 (14.7%) were between the ages of 36-45, 21 (14.7%) were between the ages of 46-55, 7 (4.9%) were between the ages of 56-65, 1 (0.05%) were between the ages of 66-75, 1 (0.05%) were between the ages of 76-85.

From within the age group of 15-25 who displayed a High School, 53 (75.7%) of the 70 individuals populating that age group did while the remaining 17 (24.3%) did not.

From within the age group of 26-35 who displayed a High School, 39 (72.2%) of the 54 individuals populating that age group did while the remaining 15 (27.8%) did not.

From within the age group of 36-45 who displayed a High School, 21 (60%) of the 35 individuals populating that age group did while the remaining 14 (40%) did not.

From within the age group of 46-55 who displayed a High School, 21 (65.6%) of the 32 individuals populating that age group did while the remaining 11 (34.4%) did not.

From within the age group of 56-65 who displayed a High School, 7 (63.6%) of the 11 individuals populating that age group did while the remaining 4 (36.4%) did not.

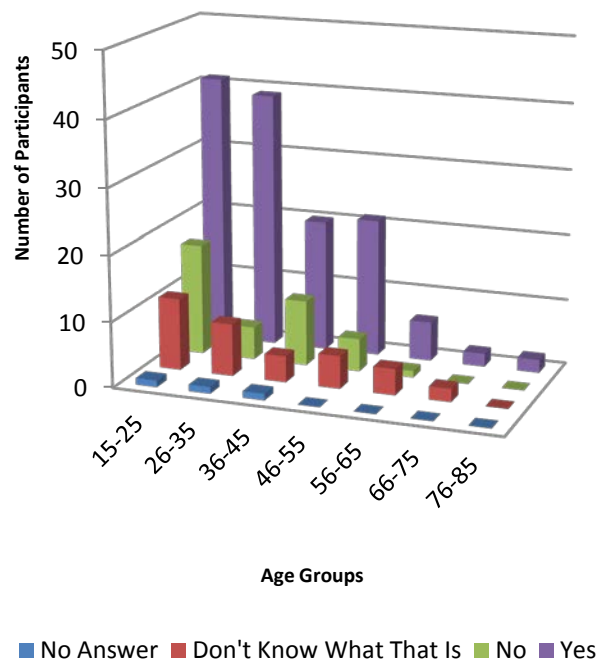
From within the age group of 66-75 who displayed a High School, 1 (25%) of the 4 individuals populating that age group did while the remaining 3 (75%) did not.

From within the age group of 76-85 who displayed a High School, 1 (50%) of the 2 individuals populating that age group did while the remaining 1 (50%) did not.

Age Group / Secured Browsing

Out of the 208 participants, 132 (63.5%) use Secured Browsing to connect to Facebook while 38 (18.3%) did not, 35 (16.8%) didn't know what Secured Browsing was, and 3 (1.4%) didn't answer.

Figure 8: Relationship between age groups and the use of the Secured Browsing to connect to Facebook.



Of the 132 participants who used Secured Browsing to connect to Facebook, 41 (31.3%) were between the ages of 15-25, 39 (29.8%) were between the ages of 26-35, 20 (15.3%) were between the ages of 36-45, 21 (16%) were between the ages of 46-55, 6 (4.6%) were between the ages of 56-65, 2 (1.5%) were between the ages of 66-75, 2 (1.5%) were between the ages of 76-85.

From within the age group of 15-25 who used Secured Browsing to connect to Facebook, 40 (57.1%) of the 70 individuals populating that age group did while the remaining 17 (24.3%)

did not, 11 (15.7%) didn't know what Secured Browsing was, and 1 (1.4%) didn't answer.

From within the age group of 26-35 who used Secured Browsing to connect to Facebook, 40 (74%) of the 54 individuals populating that age group did while the remaining 5 (9.3%) did not, 8 (14.8%) didn't know what Secured Browsing was, and 1 (1.9%) didn't answer.

From within the age group of 36-45 who used Secured Browsing to connect to Facebook, 20 (57.1%) of the 35 individuals populating that age group did while the remaining 10 (28.6%) did not, 4 (11.4%) didn't know what Secured Browsing was, and 1 (2.9%) didn't answer.

From within the age group of 46-55 who used Secured Browsing to connect to Facebook, 21 (65.6%) of the 32 individuals populating that age group did while the remaining 5 (15.6%) did not, 6 (18.8%) didn't know what Secured Browsing was, and 0 (0%) didn't answer.

From within the age group of 56-65 who used Secured Browsing to connect to Facebook, 6 (54.5%) of the 11 individuals populating that age group did while the remaining 1 (9.1%) did not, 4 (36.4%) didn't know what Secured Browsing was, and 0 (0%) didn't answer.

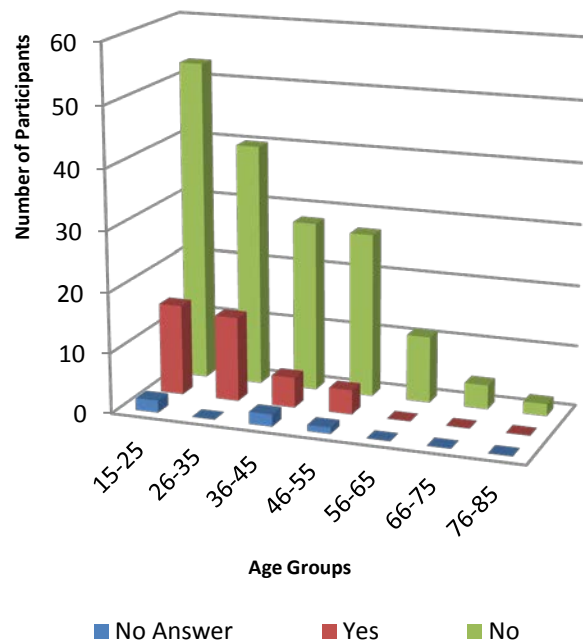
From within the age group of 66-75 who used Secured Browsing to connect to Facebook, 2 (50%) of the 4 individuals populating that age group did while the remaining 0 (0%) did not, 2 (50%) didn't know what Secured Browsing was, and 0 (0%) didn't answer.

From within the age group of 76-85 who used Secured Browsing to connect to Facebook, 2 (100%) of the 4 individuals populating that age group did while the remaining 0 (0%) did not, 0 (0%) didn't know what Secured Browsing was, and 0 (0%) didn't answer.

Age Group / Places App

Out of the 208 participants, 38 (18.3%) used the Places App for tagging purposes on Facebook while 165 (79.3%) did not, and 5 (2.4%) didn't answer.

Figure 9: Relationship between age groups and the use of the Places App for tagging purposes on Facebook.



Of the 38 participants who used the Places App for tagging purposes on Facebook, 15 (39.5%) were between the ages of 15-25, 14 (36.8%) were between the ages of 26-35, 5 (13.2%) were between the ages of 36-45, 4 (10.5%) were between the ages of 46-55, 0 (0%) were between the ages of 56-65, 0 (0%) were between the ages of 66-75, 0 (0%) were between the ages of 76-85.

From within the age group of 15-25 who used the Places App for tagging purposes on Facebook, 15 (21.4%) of the 70 individuals populating that age group did while the remaining 53 (75.7%) did not, and 2 (2.9%) didn't answer.

From within the age group of 26-35 who used the Places App for tagging purposes on Facebook, 14 (25.9%) of the 54 individuals populating that age group did while the remaining 40 (74.1%) did not, and 0 (0%) didn't answer.

From within the age group of 36-45 who used the Places App for tagging purposes on Facebook, 5 (14.3%) of the 35 individuals populating that age group did while the remaining 28 (80%) did not, and 2 (5.7%) didn't answer.

From within the age group of 46-55 who used the Places App for tagging purposes on Facebook, 4 (12.5%) of the 32 individuals populating

that age group did while the remaining 27 (84.4%) did not, and 1 (3.1%) didn't answer.

From within the age group of 56-65 who used the Places App for tagging purposes on Facebook, 0 (0%) of the 11 individuals populating that age group did while the remaining 11 (100%) did not, and 0 (0%) didn't answer.

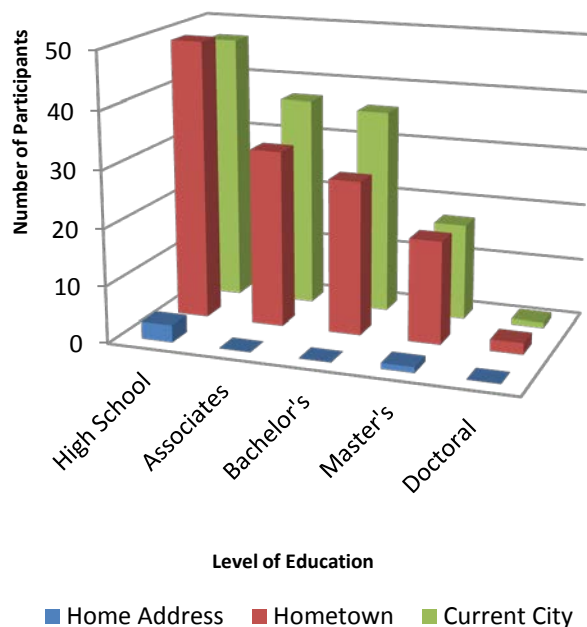
From within the age group of 66-75 who used the Places App for tagging purposes on Facebook, 0 (0%) of the 4 individuals populating that age group did while the remaining 4 (100%) did not, and 0 (0%) didn't answer.

From within the age group of 76-85 who used the Places App for tagging purposes on Facebook, 0 (0%) of the 4 individuals populating that age group did while the remaining 4 (100%) did not, and 0 (0%) didn't answer.

Level of Education / Location Information

Out of the 208 participants, 138 (66.4%) displayed a Current City while 70 (33.6%) did not, 127 (61.1%) displayed a Hometown while 81 (38.9%) did not, and 4 (1.9%) displayed a Home Address while 204 (98.1%) did not.

Figure 10: Relationship between level of education and location information being displayed on Facebook.



Of the 138 participants who displayed a "Current City", 47 (34.1%) held a High School Diploma, 37 (26.8%) held an Associate Degree, 36 (26.1%) held a Bachelor's Degree, 17 (12.3%) held a Master's Degree, and 1 (0.7%) held a Doctoral Degree.

From within the level of education group that holds a High School Diploma who displayed a Current City, 47 (68.1%) of the 69 individuals populating that level of education group did while the remaining 22 (31.9%) did not.

From within the level of education group that holds an Associate Degree who displayed a Current City, 37 (72.5%) of the 51 individuals populating that level of education group did while the remaining 14 (27.5%) did not.

From within the level of education group that holds a Bachelor's Degree who displayed a Current City, 36 (61%) of the 59 individuals populating that level of education group did while the remaining 23 (39%) did not.

From within the level of education group that holds a Master's Degree who displayed a Current City, 17 (65.4%) of the 26 individuals populating that level of education group did while the remaining 9 (34.6%) did not.

From within the level of education group that holds a Doctoral Degree who displayed a Current City, 1 (33.3%) of the 3 individuals populating that level of education group did while the remaining 2 (66.7%) did not.

Of the 127 participants who displayed a Hometown, 49 (28.6%) held a High School Diploma, 31 (24.4%) held an Associate Degree, 27 (21.2%) held a Bachelor's Degree, 18 (14.2%) held a Master's Degree, and 2 (1.6%) held a Doctoral Degree.

From within the level of education group that holds a High School Diploma who displayed a Hometown, 49 (71%) of the 69 individuals populating that level of education group did while the remaining 20 (29%) did not.

From within the level of education group that holds an Associate Degree who displayed a Hometown, 31 (60.8%) of the 51 individuals populating that level of education group did while the remaining 20 (39.2%) did not.

From within the level of education group that holds a Bachelor's Degree who displayed a Hometown, 27 (45.8%) of the 59 individuals populating that level of education group did while the remaining 32 (54.2%) did not.

From within the level of education group that holds a Master's Degree who displayed a Hometown, 18 (69.2%) of the 26 individuals populating that level of education group did while the remaining 8 (30.8%) did not.

From within the level of education group that holds a Doctoral Degree who displayed a Hometown, 2 (66.6%) of the 3 individuals populating that level of education group did while the remaining 1 (33.4%) did not.

Of the 4 participants who displayed a Home Address, 3 (75%) held a High School Diploma, 0 (0%) held an Associate Degree, 0 (0%) held a Bachelor's Degree, 1 (25%) held a Master's Degree, and 0 (0%) held a Doctoral Degree.

From within the level of education group that holds a High School Diploma who displayed a Home Address, 3 (4.3%) of the 69 individuals populating that level of education group did while the remaining 66 (95.7%) did not.

From within the level of education group that holds an Associate Degree who displayed a Home Address, 0 (0%) of the 51 individuals populating that level of education group did while the remaining 51 (100%) did not.

From within the level of education group that holds a Bachelor's Degree who displayed a Home Address, 0 (0%) of the 59 individuals populating that level of education group did while the remaining 59 (100%) did not.

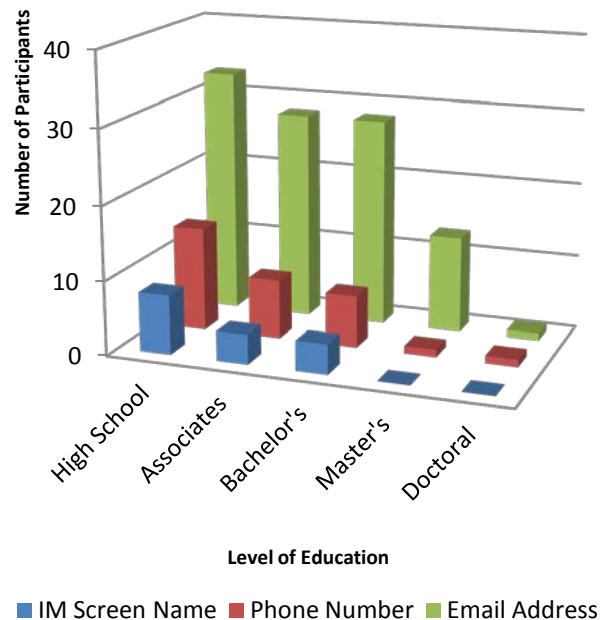
From within the level of education group that holds a Master's Degree who displayed a Home Address, 1 (3.8%) of the 26 individuals populating that level of education group did while the remaining 25 (96.2%) did not.

From within the level of education group that holds a Doctoral Degree who displayed a Home Address, 0 (0%) of the 3 individuals populating that level of education group did while the remaining 3 (100%) did not.

Level of Education / Contact Information

Out of the 208 participants, 103 (49.5%) displayed an Email Address while 105 (50.5%) did not, 31 (14.9%) displayed a Phone Number while 177 (85.1%) did not, and 16 (7.7%) displayed a IM Screen Name while 192 (92.3%) did not.

Figure 11: Relationship between level of education and contact information being displayed on Facebook.



Of the 103 participants who displayed a Email Address, 33 (32%) held a High School Diploma, 28 (27.2%) held an Associate Degree, 28 (27.2%) held a Bachelor's Degree, 13 (12.6%) held a Master's Degree, and 1 (1%) held a Doctoral Degree.

From within the level of education group that holds a High School Diploma who displayed a Email Address, 33 (47.8%) of the 69 individuals populating that level of education group did while the remaining 36 (52.2%) did not.

From within the level of education group that holds an Associate Degree who displayed a Email Address, 28 (54.9%) of the 51 individuals populating that level of education group did while the remaining 23 (45.1%) did not.

From within the level of education group that holds a Bachelor's Degree who displayed a Email Address, 28 (47.5%) of the 59 individuals populating that level of education group did while the remaining 31 (52.5%) did not.

From within the level of education group that holds a Master's Degree who displayed a Email Address, 13 (50%) of the 26 individuals populating that level of education group did while the remaining 13 (50%) did not.

From within the level of education group that holds a Doctoral Degree who displayed a Email Address, 1 (33.3%) of the 3 individuals populating that level of education group did while the remaining 2 (66.7%) did not.

Of the 31 participants who displayed a IM Screen Name, 8 (50%) held a High School Diploma, 4 (25%) held an Associate Degree, 4 (25%) held a Bachelor's Degree, 0 (0%) held a Master's Degree, and 0 (0%) held a Doctoral Degree.

From within the level of education group that holds a High School Diploma who displayed a IM Screen Name, 8 (11.6%) of the 69 individuals populating that level of education group did while the remaining 61 (88.4%) did not.

From within the level of education group that holds an Associate Degree who displayed a IM Screen Name, 4 (7.8%) of the 51 individuals populating that level of education group did while the remaining 47 (92.2%) did not.

From within the level of education group that holds a Bachelor's Degree who displayed a IM Screen Name, 4 (6.8%) of the 59 individuals populating that level of education group did while the remaining 55 (93.2%) did not.

From within the level of education group that holds a Master's Degree who displayed a IM Screen Name, 0 (0%) of the 26 individuals populating that level of education group did while the remaining 26 (100%) did not.

From within the level of education group that holds a Doctoral Degree who displayed a IM Screen Name, 0 (0%) of the 3 individuals populating that level of education group did while the remaining 3 (100%) did not.

Of the 16 participants who displayed a Phone Number, 14 (45.2%) held a High School Diploma, 8 (25.8%) held an Associate Degree, 7 (22.6%) held a Bachelor's Degree, 1 (3.2%) held a Master's Degree, and 1 (3.2%) held a Doctoral Degree.

From within the level of education group that holds a High School Diploma who displayed a Phone Number, 14 (20%) of the 69 individuals populating that level of education group did while the remaining 55 (80%) did not.

From within the level of education group that holds an Associate Degree who displayed a Phone Number, 8 (15.7%) of the 51 individuals populating that level of education group did while the remaining 43 (84.3%) did not.

From within the level of education group that holds a Bachelor's Degree who displayed a Phone Number, 7 (11.9%) of the 59 individuals populating that level of education group did while the remaining 52 (88.1%) did not.

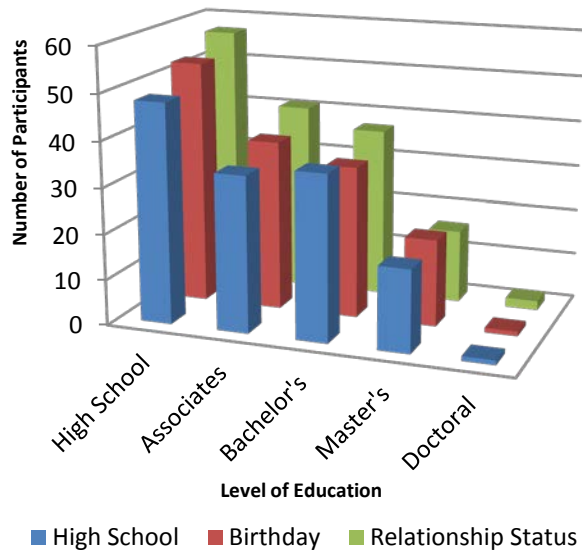
From within the level of education group that holds a Master's Degree who displayed a Phone Number, 1 (3.8%) of the 26 individuals populating that level of education group did while the remaining 25 (96.2%) did not.

From within the level of education group that holds a Doctoral Degree who displayed a Phone Number, 1 (33.3%) of the 3 individuals populating that level of education group did while the remaining 2 (66.7%) did not.

Level of Education / Basic Information

Out of the 208 participants, 137 (65.9%) displayed a Birthday while 71 (34.1%) did not, 153 (73.6%) displayed a Relationship Status while 55 (26.4%) did not, and 143 (68.7%) displayed a High School while 65 (31.3%) did not.

Figure 12: Relationship between level of education and basic information being displayed on Facebook.



Of the 153 participants who displayed a Relationship Status, 57 (37.2%) held a High School Diploma, 41 (26.8%) held an Associate Degree, 37 (24.2%) held a Bachelor's Degree, 16 (10.5%) held a Master's Degree, and 2 (1.3%) held a Doctoral Degree.

From within the level of education group that holds a High School Diploma who displayed a Relationship Status, 57 (82.6%) of the 69 individuals populating that level of education group did while the remaining 12 (17.4%) did not.

From within the level of education group that holds an Associate Degree who displayed a Relationship Status, 41 (80.4%) of the 51 individuals populating that level of education group did while the remaining 10 (19.6%) did not.

From within the level of education group that holds a Bachelor's Degree who displayed a Relationship Status, 37 (62.7%) of the 59 individuals populating that level of education group did while the remaining 22 (37.3%) did not.

From within the level of education group that holds a Master's Degree who displayed a Relationship Status, 16 (61.5%) of the 26 individuals populating that level of education group did while the remaining 10 (38.5%) did not.

From within the level of education group that holds a Doctoral Degree who displayed a Relationship Status, 2 (66.7%) of the 3 individuals

populating that level of education group did while the remaining 1 (33.3%) did not.

Of the 137 participants who displayed a Birthday, 48 (35%) held a High School Diploma, 34 (24.8%) held an Associate Degree, 36 (26.3%) held a Bachelor's Degree, 18 (13.1%) held a Master's Degree, and 1 (0.8%) held a Doctoral Degree.

From within the level of education group that holds a High School Diploma who displayed a Birthday, 48 (69.6%) of the 69 individuals populating that level of education group did while the remaining 21 (30.4%) did not.

From within the level of education group that holds an Associate Degree who displayed a Birthday, 34 (66.7%) of the 51 individuals populating that level of education group did while the remaining 17 (33.3%) did not.

From within the level of education group that holds a Bachelor's Degree who displayed a Birthday, 36 (61%) of the 59 individuals populating that level of education group did while the remaining 23 (39%) did not.

From within the level of education group that holds a Master's Degree who displayed a Birthday, 18 (69.2%) of the 26 individuals populating that level of education group did while the remaining 8 (30.8%) did not.

From within the level of education group that holds a Doctoral Degree who displayed a Birthday, 1 (33.3%) of the 3 individuals populating that level of education group did while the remaining 2 (66.7%) did not.

Of the 143 participants who displayed a High School, 53 (37.1%) held a High School Diploma, 37 (25.9%) held an Associate Degree, 33 (23.1%) held a Bachelor's Degree, 19 (13.3%) held a Master's Degree, and 1 (0.6%) held a Doctoral Degree.

From within the level of education group that holds a High School Diploma who displayed a High School, 53 (76.8%) of the 69 individuals populating that level of education group did while the remaining 16 (23.2%) did not.

From within the level of education group that holds an Associate Degree who displayed a High

School, 37 (72.5%) of the 51 individuals populating that level of education group did while the remaining 14 (27.5%) did not.

From within the level of education group that holds a Bachelor's Degree who displayed a High School, 33 (55.9%) of the 59 individuals populating that level of education group did while the remaining 26 (44.1%) did not.

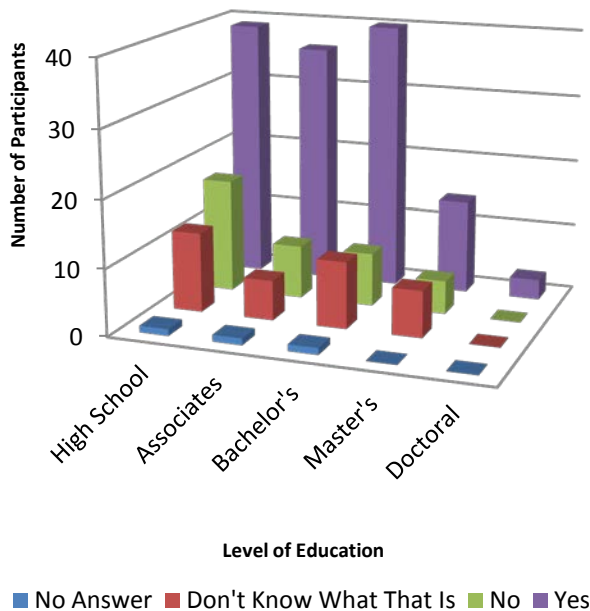
From within the level of education group that holds a Master's Degree who displayed a High School, 19 (73.1%) of the 26 individuals populating that level of education group did while the remaining 7 (26.9%) did not.

From within the level of education group that holds a Doctoral Degree who displayed a High School, 1 (33.3%) of the 3 individuals populating that level of education group did while the remaining 2 (66.7%) did not.

Level of Education / Secured Browsing

Out of the 208 participants, 132 (63.5%) use Secured Browsing to connect to Facebook while 38 (18.3%) did not, 35 (16.8%) didn't know what Secured Browsing was, and 3 (1.4%) didn't answer.

Figure 13: Relationship between level of education and the use of the "Secured Browsing" to connect to Facebook.



Of the 132 participants who used Secured Browsing to connect to Facebook, 39 (29.5%) held a High School Diploma, 36 (27.3%) held an Associate Degree, 40 (30.3%) held a Bachelor's Degree, 14 (10.6%) held a Master's Degree, and 3 (2.3%) held a Doctoral Degree.

From within the level of education group that holds a High School Diploma who used Secured Browsing to connect to Facebook, 39 (56.5%) of the 69 individuals populating that level of education group did while the remaining 17 (24.7%) did not, 12 (17.4%) didn't know what Secured Browsing was, and 1 (1.4%) didn't answer.

From within the level of education group that holds an Associate Degree who used Secured Browsing to connect to Facebook, 36 (70.6%) of the 51 individuals populating that level of education group did while the remaining 8 (15.7%) did not, 6 (11.8%) didn't know what Secured Browsing was, and 1 (1.9%) didn't answer.

From within the level of education group that holds a Bachelor's Degree who used Secured Browsing to connect to Facebook, 40 (67.8%) of the 59 individuals populating that level of education group did while the remaining 8 (13.5%) did not, 10 (17%) didn't know what Secured Browsing was, and 1 (1.7%) didn't answer.

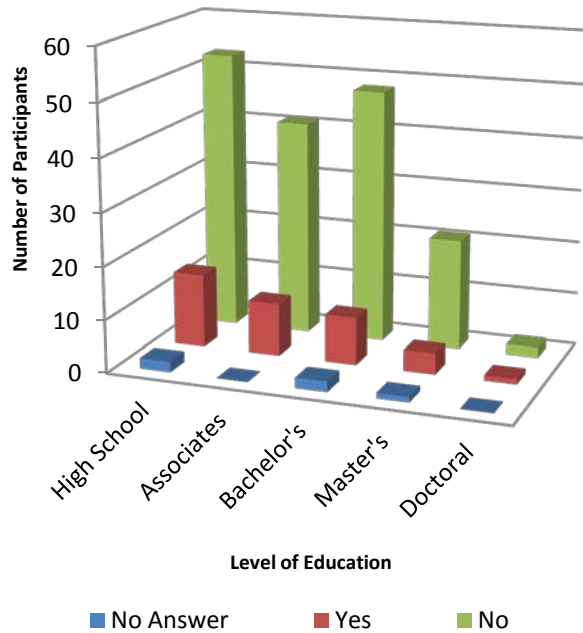
From within the level of education group that holds a Master's Degree who used Secured Browsing to connect to Facebook, 14 (53.8%) of the 26 individuals populating that level of education group did while the remaining 5 (19.2%) did not, 7 (27%) didn't know what Secured Browsing was, and 0 (0%) didn't answer.

From within the level of education group that holds a Doctoral Degree who used Secured Browsing to connect to Facebook, 3 (100%) of the 3 individuals populating that level of education group did while the remaining 0 (0%) did not, 0 (0%) didn't know what Secured Browsing was, and 0 (0%) didn't answer.

Level of Education / Places App

Out of the 208 participants, 38 (18.3%) used the Places App for tagging purposes on Facebook while 165 (79.3%) did not, and 5 (2.4%) didn't answer.

Figure 13: Relationship between level of education and the use of the Places App for tagging purposes on Facebook.



Of the 38 participants used the Plac.es App for tagging purposes on Facebook, 14 (36.9%) held a High School Diploma, 10 (26.3%) held an Associate Degree, 9 (23.7%) held a Bachelor's Degree, 4 (10.5%) held a Master's Degree, and 1 (2.6%) held a Doctoral Degree.

From within the level of education group that holds a High School Diploma who used the Plac.es App for tagging purposes on Facebook, 14 (20.3%) of the 69 individuals populating that level of education group did while the remaining 53 (76.8%) did not, and 2 (2.9%) didn't answer.

From within the level of education group that holds an Associate Degree who used the Plac.es App for tagging purposes on Facebook, 10 (19.6%) of the 51 individuals populating that level of education group did while the remaining 41 (80.4%) did not, and 0 (0%) didn't answer.

From within the level of education group that holds a Bachelor's Degree who used the Plac.es App for tagging purposes on Facebook, 9 (15.3%) of the 59 individuals populating that level of education group did while the remaining 48 (81.3%) did not, and 2 (3.4%) didn't answer.

From within the level of education group that holds a Master's Degree who used the Plac.es App for tagging purposes on Facebook, 4

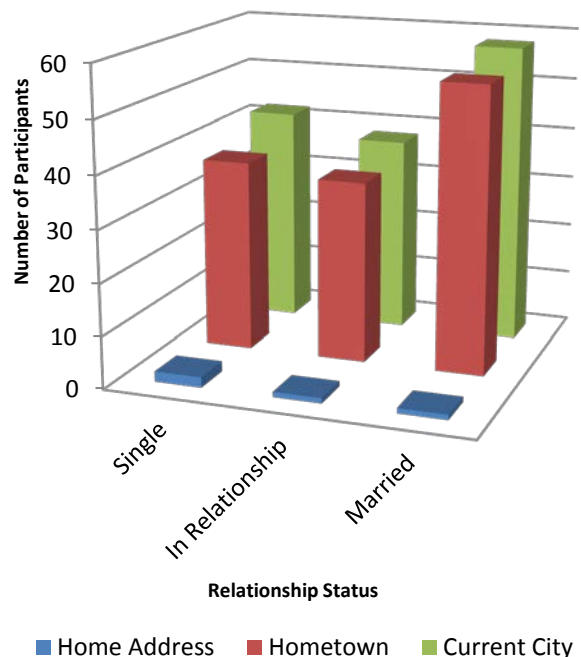
(15.4%) of the 26 individuals populating that level of education group did while the remaining 21 (80.8%) did not, and 1 (3.8%) didn't answer.

From within the level of education group that holds a Doctoral Degree who used the Plac.es App for tagging purposes on Facebook, 1 (33.3%) of the 3 individuals populating that level of education group did while the remaining 2 (66.7%) did not, and 0 (0%) didn't answer.

Relationship Status / Location Information

Out of the 208 participants, 138 (66.4%) displayed a Current City while 70 (33.6%) did not, 127 (61.1%) displayed a Hometown while 81 (38.9%) did not, and 4 (1.9%) displayed a Home Address while 204 (98.1%) did not.

Figure 14: Relationship between relationship status and location information being displayed on Facebook.



Of the 138 participants who displayed a Current City, 42 (30.4%) were single, 38 (27.5%) were in a relationship, 58 (42.1%) were married, and 0 (0%) preferred not to answer.

From within the relationship status group that holds a status of single who displayed a Current City, 42 (73.7%) of the 57 individuals populating that relationship status group did while the remaining 15 (26.3%) did not.

From within the relationship status group that holds a status of in relationship who displayed a Current City, 38 (69.1%) of the 55 individuals populating that relationship status group did while the remaining 17 (30.9%) did not.

From within the relationship status group that holds a status of married who displayed a Current City, 58 (61.7%) of the 94 individuals populating that relationship status group did while the remaining 36 (38.9%) did not.

Of the 127 participants who displayed a Hometown, 37 (29.3%) were single, 35 (27.5%) were in a relationship, 55 (43.3%) were married, and 0 (0%) preferred not to answer.

From within the relationship status group that holds a status of single who displayed a Hometown, 37 (64.9%) of the 57 individuals populating that relationship status group did while the remaining 20 (35.1%) did not.

From within the relationship status group that holds a status of in relationship who displayed a Hometown, 35 (63.6%) of the 55 individuals populating that relationship status group did while the remaining 20 (36.4%) did not.

From within the relationship status group that holds a status of married who displayed a Hometown, 55 (58.5%) of the 94 individuals populating that relationship status group did while the remaining 39 (41.5%) did not.

Of the 4 participants who displayed a Home Address, 2 (50%) were single, 1 (25%) were in a relationship, 1 (25%) were married, and 0 (0%) preferred not to answer.

From within the relationship status group that holds a status of single who displayed a Home Address, 2 (3.5%) of the 57 individuals populating that relationship status group did while the remaining 55 (96.5%) did not.

From within the relationship status group that holds a status of in relationship who displayed a Home Address, 1 (1.8%) of the 55 individuals populating that relationship status group did while the remaining 54 (98.2%) did not.

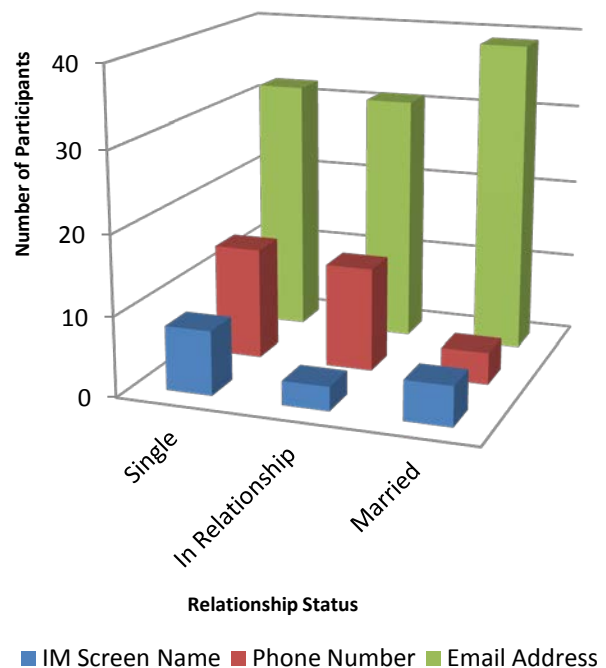
From within the relationship status group that holds a status of married who displayed a Home Address, 1 (1.1%) of the 94 individuals populating that relationship status group did while the remaining 93 (98.9%) did not.

ing that relationship status group did while the remaining 93 (98.9%) did not.

Relationship Status / Contact Information

Out of the 208 participants, 103 (49.5%) displayed an Email Address while 105 (50.5%) did not, 31 (14.9%) displayed a Phone Number while 177 (85.1%) did not, and 16 (7.7%) displayed a IM Screen Name while 192 (92.3%) did not.

Figure 15: Relationship between relationship status and contact information being displayed on Facebook.



Of the 103 participants who displayed a Email Address, 32 (31.1%) were single, 31 (30.1%) were in a relationship, 39 (37.9%) were married, and 1 (0.8%) preferred not to answer.

From within the relationship status group that holds a status of single who displayed a Email Address, 22 (38.6%) of the 57 individuals populating that relationship status group did while the remaining 35 (61.4%) did not.

From within the relationship status group that holds a status of in relationship who displayed a Email Address, 31 (56.4%) of the 55 individuals populating that relationship status group did while the remaining 24 (43.6%) did not.

From within the relationship status group that holds a status of married who displayed a Email Address, 39 (41.5%) of the 94 individuals populating that relationship status group did while the remaining 55 (58.5%) did not.

Of the 31 participants who displayed a Phone Number, 14 (45.2%) were single, 13 (41.9%) were in a relationship, 4 (12.9%) were married, and 0 (0%) preferred not to answer.

From within the relationship status group that holds a status of single who displayed a Phone Number, 14 (24.6%) of the 57 individuals populating that relationship status group did while the remaining 43 (75.4%) did not.

From within the relationship status group that holds a status of in relationship who displayed a Phone Number, 13 (23.6%) of the 55 individuals populating that relationship status group did while the remaining 42 (76.4%) did not.

From within the relationship status group that holds a status of married who displayed a Phone Number, 4 (4.3%) of the 94 individuals populating that relationship status group did while the remaining 90 (95.7%) did not.

Of the 16 participants who displayed a IM Screen Name, 8 (50%) were single, 3 (18.7%) were in a relationship, 5 (31.3%) were married, and 0 (0%) preferred not to answer.

From within the relationship status group that holds a status of single who displayed a IM Screen Name, 8 (14%) of the 57 individuals populating that relationship status group did while the remaining 49 (86%) did not.

From within the relationship status group that holds a status of in relationship who displayed a IM Screen Name, 3 (5.5%) of the 55 individuals populating that relationship status group did while the remaining 52 (94.5%) did not.

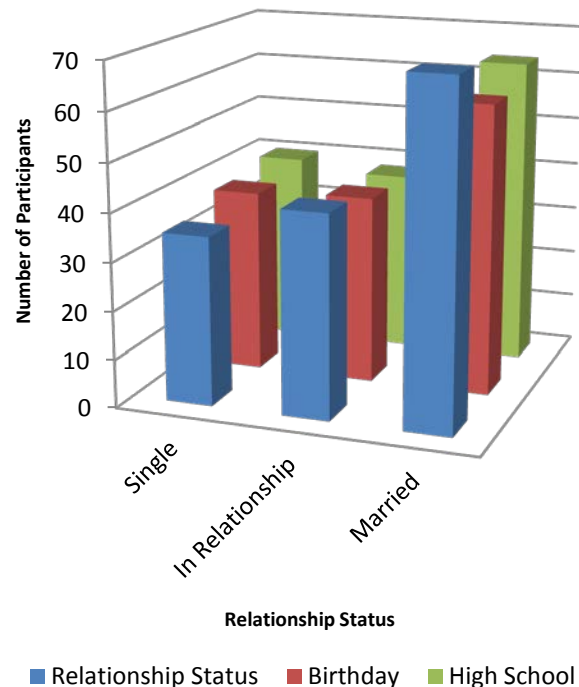
From within the relationship status group that holds a status of married who displayed a IM Screen Name, 5 (5.3%) of the 94 individuals populating that relationship status group did while the remaining 89 (94.7%) did not.

Relationship Status / Basic Information

Out of the 208 participants, 137 (65.9%) displayed a Birthday while 71 (34.1%) did not, 153

(73.6%) displayed a Relationship Status while 55 (26.4%) did not, and 143 (68.7%) displayed a High School while 65 (31.3%) did not.

Figure 16: Relationship between relationship status and basic information being displayed on Facebook.



Of the 153 participants who displayed a Relationship Status, 35 (22.9%) were single, 42 (27.4%) were in a relationship, 76 (44.7%) were married, and 0 (0%) preferred not to answer.

From within the relationship status group that holds a status of single who displayed a Relationship Status, 35 (61.4%) of the 57 individuals populating that relationship status group did while the remaining 22 (38.6%) did not.

From within the relationship status group that holds a status of in relationship who displayed a Relationship Status, 42 (76.4%) of the 55 individuals populating that relationship status group did while the remaining 13 (23.6%) did not.

From within the relationship status group that holds a status of married who displayed a Relationship Status, 76 (80.8%) of the 94 individuals populating that relationship status group did while the remaining 18 (19.2%) did not.

Of the 137 participants who displayed a Birthday, 38 (27.7%) were single, 39 (28.5%) were in a relationship, 60 (43.8%) were married, and 0 (0%) preferred not to answer.

From within the relationship status group that holds a status of single who displayed a Birthday, 38 (66.7%) of the 57 individuals populating that relationship status group did while the remaining 19 (33.3%) did not.

From within the relationship status group that holds a status of in relationship who displayed a Birthday, 39 (70.9%) of the 55 individuals populating that relationship status group did while the remaining 16 (29.1%) did not.

From within the relationship status group that holds a status of married who displayed Birthday, 60 (63.8%) of the 94 individuals populating that relationship status group did while the remaining 34 (36.2%) did not.

Of the 143 participants who displayed a High School, 40 (28%) were single, 38 (26.6%) were in a relationship, 64 (44.7%) were married, and 1 (0.7%) preferred not to answer.

From within the relationship status group that holds a status of single who displayed a High School, 40 (70.2%) of the 57 individuals populating that relationship status group did while the remaining 17 (29.8%) did not.

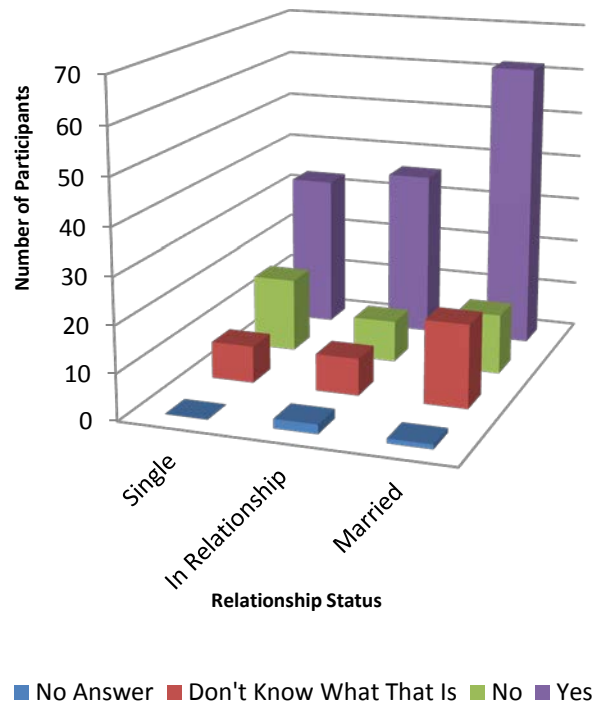
From within the relationship status group that holds a status of in relationship who displayed a High School, 38 (69.1%) of the 55 individuals populating that relationship status group did while the remaining 17 (30.9%) did not.

From within the relationship status group that holds a status of married who displayed High School, 64 (68.1%) of the 94 individuals populating that relationship status group did while the remaining 30 (31.9%) did not.

Relationship Status / Secure Browsing

Out of the 208 participants, 132 (63.5%) use Secured Browsing to connect to Facebook while 38 (18.3%) did not, 35 (16.8%) didn't know what Secured Browsing was, and 3 (1.4%) didn't answer.

Figure 17: Relationship between relationship status and the use of the Secured Browsing to connect to Facebook.



Of the 132 participants who used Secured Browsing to connect to Facebook, 33 (25%) were single, 36 (27.3%) were in a relationship, 62 (47%) were married, and 1 (0.7%) preferred not to answer.

From within the relationship status group that holds a status of single who used Secured Browsing to connect to Facebook, 33 (57.9%) of the 57 individuals populating that relationship status group did while the remaining 16 (28.1%) did not, 8 (14%) didn't know what Secured Browsing was, and 0 (0%) didn't answer.

From within the relationship status group that holds a status of in relationship who used Secured Browsing to connect to Facebook, 36 (65.5%) of the 55 individuals populating that relationship status group did while the remaining 9 (16.4%) did not, 8 (14.5%) didn't know what Secured Browsing was, and 2 (3.6%) didn't answer.

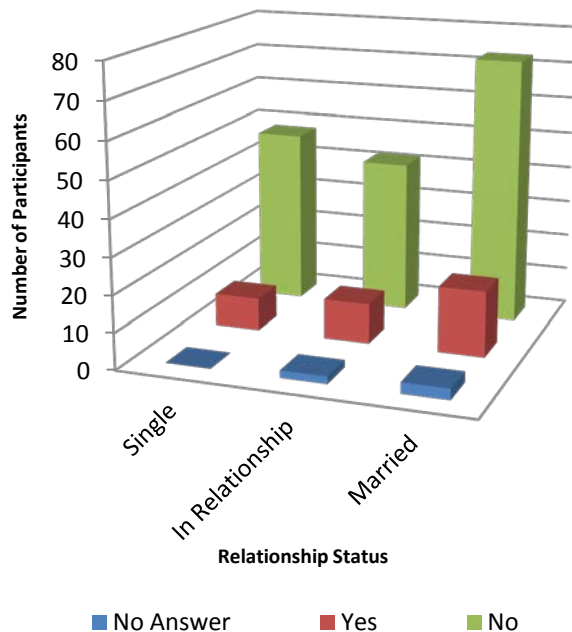
From within the relationship status group that holds a status of married who used Secured Browsing to connect to Facebook, 62 (66%) of the 94 individuals populating that relationship

status group did while the remaining 13 (13.8%) did not, 18 (19.1%) didn't know what Secured Browsing was, and 1 (1.1%) didn't answer.

Relationship Status / Places App

Out of the 208 participants, 38 (18.3%) used the Places App for tagging purposes on Facebook while 165 (79.3%) did not, and 5 (2.4%) didn't answer.

Figure 18: Relationship between relationship status and the use of the Places App for tagging purposes on Facebook.



Of the 38 participants used the Places App for tagging purposes on Facebook, 9 (23.7%) were single, 11 (28.9%) were in a relationship, and 18 (47.4%) were married.

From within the relationship status group that holds a status of single who used the Places App for tagging purposes on Facebook, 9 (15.8%) of the 57 individuals populating that relationship status group did while the remaining 48 (84.2%) did not, and 0 (0%) didn't answer.

From within the relationship status group that holds a status of in relationship who used the Places App for tagging purposes on Facebook, 11 (20%) of the 55 individuals populating that relationship status group did while the remaining 42 (76.4%) did not, and 2 (3.6%) didn't answer.

From within the relationship status group that holds a status of married who used the Places App for tagging purposes on Facebook, 18 (19.1%) of the 94 individuals populating that relationship status group did while the remaining 73 (77.7%) did not, and 3 (3.2%) didn't answer.

7. CONCLUSION

This paper was intended to answer three research questions:

Is there a relationship between what an individual shares on Facebook profile and their age? Yes. Data from the survey consistently displays a trend with younger individuals sharing more information than older individuals. There are some exceptions like IM Screen Name, Relationship Status, and Home Address. The data also shows that younger individuals tag themselves more frequently than older individuals. However, it's seen that older individuals make use of the Secure Browsing feature more so than younger individuals.

Is there a relationship between what an individual shares on their Facebook profile and their level of education? No. Data from the survey showed no consistent trends on having a certain level of education and what that individual displayed on Facebook. Data did show that individuals with a higher level of education tagged themselves less. The data also showed that there was no certain trend between the use of Secure Browsing and the level of education an individual had. Results from the survey also showed individuals with a higher level of education had the highest percentage of individuals who didn't know what secure browsing was.

Do individuals with a relationship status of single share more personal information about themselves to attract a mate? Yes, but only on certain information. The data showed a consistent trend of individuals with a relationship status of single showing more location and contact information than individuals that were in a relationship or married. However, individuals with a relationship status of married displayed a relationship status more frequently than the other two groups. The data also showed that individuals with a relationship status of married used the Secure Browsing feature on Facebook more frequently as well. Individuals with a relationship status of single tagged themselves the least

while individuals with a relationship status of in relationship tagged themselves the most.

8. SUGGESTIONS

As individuals use Facebook to stay connected with old friends as well as meet new people, the risk of publishing certain information could have a negative effect on an individual's privacy.

Here are some suggestions to help mitigate some of the privacy risks associated with Facebook as well as other social networking sites.

- Avoid making your profile public for anyone to view. Depending on the amount of information that is posted to a profile, anyone with an account can glean information making that public account a very easy target for individuals looking to steal someone's identity. According to CNN Money, a security researcher by the name of Ron Bowes was able to successfully glean 171 million active public profiles out of the nearly five hundred million active profiles on Facebook (Yousuf, 2010). Although the list consisted of only URLs and names, all the profiles within that list were publicly accessible as well as the personal information within them.
- Try not to display your birthday on your profile. Even though it's required to obtain an account, you can still block whether it is viewable by other individuals. Having your birthday displayed on your profile adds an unnecessary risk by giving an other than honorable individual partial information to aid in stealing your identity or even opening a credit card under your name. Your birthday can also be used to re-engineer part of your driver's license number (Smet, 2002).
- Avoid displaying your hometown on your profile. Although it seems like a harmless piece of information, many banks use security questions like "What town were you born in?" or "What was your High School's mascot?" to validate your identity. The answers to these questions can generally be found within your posted hometown. A study done by Ariel Rabkin from UC Berkeley in 2008 also validated this concept of gleaning fallback authentication, also known as bank security questions, with infor-

mation posted on social networking site (Rabkin, 2008).

- Try not to tag yourself with the Places App to a certain public location like a restaurant or bar until after the event is finished. Tagging yourself while at the location could put you at greater risk of being targeted by a stalker or attacker. Tagging yourself at a location could also put your personal property in danger of becoming an easy target since an attacker or stalker now knows no one will be at the resident's house.
- Enable and continue to use Secure Browsing when visiting your Facebook profile. When enabled, Secure Browsing sets up an authenticated connection using an SSL certificate to Facebook keeping your personal information more secure when it is being transmitted across the internet.
- Avoid displaying your home address or phone number on your profile. These two pieces of information are widely used for signing up for credit cards, bank loans, and cell phone contracts. Putting this information on a profile could put your personal privacy at risk by giving individuals information to help steal your identity.

9. REFERNECE

- Facebook (2012). *Fact Sheet*. Facebook.com. Retrieved March 1, 2012, from <http://newsroom.fb.com/content/default.aspx?NewsAreaId=22>
- Mason, R. O. (1986). *Four ethical issues of the information age*. *MIS Quarterly*, 10(1), 5-12.
- Rabkin, A. (2008). *Personal knowledge questions for fallback authentication: Security questions in the era of facebook*. UC Berkeley. Retrieved March 12, 2012 from citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.140.pdf
- Smet, A. D. (2002). *US Driver's License Numbers*. Retrieved March 3, 2012 from http://www.highprogrammer.com/alan/numbers/dl_us_shared.html

White House (2012, February 23). *We can't wait: Obama administration unveils blueprint for a "privacy bill of rights" to protect consumers online*. Retrieved on March 5, 2012 from <http://www.whitehouse.gov/the-press-office/2012/02/23/we-can-t-wait-obama-administration-unveils-blueprint-privacy-bill-rights>

Yousuf, H. (2010, July 29). *Public data snatched from 170 million Facebook profiles*. CNN Money. Retrieved March 16, 2012, from http://money.cnn.com/2010/07/29/technology/Facebook_profiles_leaked/index.htm

Appendix A

Survey given to participants

SECTION I

This section will gather some general information about the survey participant.

1. Please identify your age (Please fill in the blank below): *

Please write your answer here: _____

2. Please identify your gender: *

Please choose **only one** of the following:

- Male
- Female
- Prefer not to answer

3. Please identify your relationship status: *

Please choose **only one** of the following:

- Single
- In Relationship
- Married
- Prefer not to answer

4. Please identify your social economics status: *

Please choose **only one** of the following:

- Part-Time
- Full Time
- Does not work
- Prefer not to answer

5. Please identify your highest level of education: *

Please choose **only one** of the following:

- High School
- Associates Degree
- Bachelor's Degree
- Master's Degree
- Doctoral Degree

6-1. Do you currently have a Facebook account? *

Please choose **only one** of the following:

- Yes
- No

6-2. If you answered YES to question 6-1, how often do you visit Facebook?

Please choose **only one** of the following:

- A few times a day
- A few times a week
- A few times a month
- Once a month or so
- A few times a year

SECTION II

This section will gather some sharing habits about the survey participant. *If you answered "NO" to question 6-1 then **DO NOT** continue to SECTION II.*

7. Do you have "Secured Browsing" enabled when visiting Facebook?

Please choose **only one** of the following:

- Yes
- No
- I don't know what that is

8-1. Which of the following options do you display (allow others to see both publicly and privately) on your Facebook account?

Basic Information:

Please choose **all** that apply:

- Current City
- Hometown
- Gender
- Birthday
- Interested In
- Languages
- About Me

8-2. Which of the following options do you display (allow others to see both publicly and privately) on your Facebook account?

Friends and Family:

Please choose **all** that apply:

- Relationship Status
- Anniversary
- Family
- Friends

8-3. Which of the following options do you display (allow others to see both publicly and privately) on your Facebook account?

Education and Work:

Please choose **all** that apply:

- College/University
- High School
- Employer

8-4. Which of the following options do you display (allow others to see both publicly and privately) on your Facebook account?

Philosophy:

Please choose **all** that apply:

- Religion
- Political Views
- People Who Inspire You
- Favorite Quotations

8-5. Which of the following options do you display (allow others to see both publicly and privately) on your Facebook account?

Arts and Entertainment:

Please choose **all** that apply:

- Music
- Books
- Movies
- Television
- Games

8-6. Which of the following options do you display (allow others to see both publicly and privately) on your Facebook account?

Sports:

Please choose **all** that apply:

- Favorite Teams
- Favorite Sports
- Favorite Athletes

8-7. Which of the following options do you display (allow others to see both publicly and privately) on your Facebook account?

Activities and Interests:

Please choose **all** that apply:

- Activities
- Interests

8-8. Which of the following options do you display (allow others to see both publicly and privately) on your Facebook account?

Contact Info:

Please choose **all** that apply:

- Email Address
- IM Screen Names
- Phone Numbers
- Home Address

9. Do you use the "Places App" to check into locations?

Please choose **only one** of the following:

- Yes
- No

10. Do you accept friends to your account you do not know?

Please choose **only one** of the following:

- Yes
- No

11. Do you request friends to your account you do not know?

Please choose **only one** of the following:

- Yes
- No

12. In what environment do you access your Facebook account the most?

Please choose **only one** of the following:

- Home
- Public (Malls, Parks, Libraries, etc.) from a personal device
- Public (Malls, Parks, Libraries, etc.) from a public device
- School (Classrooms, Computer Lab) from a personal device
- School (Classrooms, Computer Lab) from a public device

13. What device (personal or public) do you primarily use to access Facebook?

Please choose **only one** of the following:

- Mobile Device (Cell Phone, Tablet)
- Computer (Desktop, Laptop)

14-1. In general, who do you allow to view your account?

Please choose **only one** of the following:

- Public
- Friends
- Custom (Certain Individuals)

14-2. Who do you allow to view your Posts?

Please choose **only one** of the following:

- Public
- Friends
- Custom (Certain Individuals)

14-3. Who do you allow to view your Photos?

Please choose **only one** of the following:

- Public
- Friends
- Custom (Certain Individuals)

14-4. Who do you allow to view your Info?

Please choose **only one** of the following:

- Public
- Friends
- Custom (Certain Individuals)

14-5. Who do you allow to view your Friends?

Please choose **only one** of the following:

- Public
- Friends
- Custom (Certain Individuals)