A Study of Privacy Concerns of Youth of Bilaspur in the Use of Social Media

A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF

MASTER OF JOURNALISM AND MASS COMMUNICATION

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Certificate

This is to certify that this dissertation entitled "**A Study of Privacy Concerns of Youth of Bilaspur in the Use of Social Media**" embodies the work carried out by **Mr. Shahil Xalxo** himself under my supervision in the partial fulfilment of the requirement for the degree of Masters of Journalism and Mass Communication in this University.

This dissertation or any part thereof has not been previously submitted for any other degree or diploma in any university.

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Chapter 1

Introduction

Social networking has become an essential component of everyday life in the digital age, particularly for young people. In addition to being communication tools, social media sites like Facebook, Instagram, Reddit, and Twitter (now X) are also places where people can express themselves, connect with others, and interact with the outside world. However, social media poses serious privacy risks despite its ease and connection. Users frequently fail to consider the potential risks that come with sharing personal information, events, and photographs online.

The youth of Bilaspur, where social media use is quickly increasing, are the subject of this study. It aims to investigate young people's privacy concerns and practices on social media. It's important to comprehend how Bilaspur's youth see and handle their internet privacy for a number of reasons. It can provide information about how they perceive privacy dangers, how they feel about disclosing personal information, and how social norms shape their online activity.

The study is to investigate whether these young users take proactive measures to safeguard their personal information, how much awareness they have of the privacy consequences of their online actions, and how they interact with privacy settings. Furthermore, the investigation will delve into the social and cultural elements that influence their perception of privacy and how they handle it.

Pattern of internet usage in India

Over the past decade, India's internet usage patterns have changed dramatically due to a number of variables including a rise in the number of Smartphone's in the country, more accessible data plans, and rising levels of digital information. An outline of the main patterns and trends is provided below:

Rapid Growth in Internet Users

Growth of Internet Access: The number of internet users in India has increased rapidly; by 2024, there will be over 70 crores of them. India is now, second only to China, one of the world's biggest internet markets.