



DATA PROTECTION : CYBER SECURITY

Introduction:

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Abstract:

"Cyber" is a prefix used to describe a person, thing, or idea as part of the computer and information age. Taken from Kuberbetes, Greek word for "steersman" or "governor," it was first used in cybernetics, a word coined by Norbert Wiener and his colleagues. The virtual world of internet is known as cyberspace and the laws governing this area are known as Cyber laws and all the netizens of this space come under the ambit of these laws as it carries a kind of universal jurisdiction.

Cyber law can also be described as that branch of law that deals with legal issues related to use of inter-networked information technology. In short, cyber law is the law governing computers and the internet. The growth of Electronic Commerce has propelled the need for vibrant and effective regulatory mechanisms which would further strengthen the legal infrastructure, so crucial to the success of Electronic Commerce. All these regulatory mechanisms and legal infrastructures come within the domain of Cyber law.

Cyber law is important because it touches almost all aspects of transactions and activities on and involving the internet, World Wide Web and cyberspace. Every action and reaction in cyberspace have some legal and cyber legal perspectives.

The use of social networks among students in higher institutions is becoming popular and widely celebrated amidst criticisms. This can be because, these social networks change the way people communicate, interact, investigate, and socialize. The aim of this paper is to explore the students' awareness and usage of social networks. Mixed method research was applied employing a survey questionnaire and focus discussion.

111 final year diploma students of mass communication were purposively selected statistical Package for Social Sciences (SPSS) and eventually. The software was accustomed analyse the info. Quantitative findings reveal that majority of the respondents (98.2%) are attentive to social networks, have access to the net, and frequently use mobile phones for social networking. but half (37.8%) of the report and share news or information on social media. Qualitative results show that participants use social networks for educational purposes, self-expression, and establishing global friendships.

In this digital era, technological development is touching all the aspects of human life in society. The globe is gradually changing as a techno-based society. Modern technology reshapes human interaction and interactive methods. Today people are spending longer in social interactions through different social media. People can share their own experiences, information, views, feelings, interest, activities, events, etc., through different social networks viz., WhatsApp, Facebook, Twitter, YouTube, and Blogs without proper awareness.



Before they shower, brush their teeth and eat breakfast, many teen girls start their mornings by reaching for his or her phones. On the thanks to school, they could scroll Instagram posts from classmates, share videos from their favourite TikTok creators, or answer late-night texts from a bunch chat with their best friends. These could appear like trivial interactions although adults are guilty of their own digital obsessions. Still, for several teen girls, social media platforms have significant effects on their mental and emotional health.

When scrolling through social media, teens are observing various kinds of content, including posts from their friends and relations, content posted by celebrities and influencers, and targeted ads from brands and corporations who sell products and services online.

When it involves what they themselves are posting, boys and girls differ within the sort of content they're putting out into the planet and their emotional attachment to the content they're posting, Varela said.

While boys lean more toward sharing things that are funny or entertaining, "girls are really using social media to attach with others," she said. "A lot of teens use this space to present themselves how they need to be seen, but there's a pressure for women to be worried about others visiting perceive them."

As the usage of social media is becoming prevalent, the goal of this study is to analyse whether students of mass communication understand social media, what they are doing with them and also the gratifications they derive after. It's hoped that the findings of this study will help students and educators of mass communication to search out ways of

integrating social networks as a part of teaching and learning mass communication programmes.

Types of Negative Effects on the Internet:

- **Cyberbullying:**

Bullying has long been a source of psychological distress for adolescents. In a 2019 report from *The Lancet Child & Adolescent Health* on associations between social media use and mental health and well-being, researchers found cyberbullying and lack of sleep accounted for 60 percent of the connection between social media and psychological distress. For girls, social media use was inversely proportional to well-being.

Authors of the study also suggested that effects of social media use are due mostly to what screen time takes teens away from: sleep and exercise. According to the report, "interventions to promote mental health should include efforts to prevent or increase resilience to cyberbullying and ensure adequate sleep and physical activity in young people."

- **Depression:**

In a 2017 study published in *Cyber psychology, Behaviour, and Social Networking* new found two types of reciprocal, depressive cycles related to using the social media platform Instagram: browsing and posting.

Instagram browsing was related to increases in adolescents' depressed mood. Similarly, a teen's initial depressed mood was also related to increases in Instagram posting. This makes for a painful cycle: The more you browse, the



more depressed you are; the more depressed you are, the more you post. According to the study, both cycles were similar for boys and girls and suggest the need for more research.

- **Suicide:**

In invited commentary on the authors suggest that **stress from social media could be a common factor associated with suicide attempts**. They acknowledge that “this study was not designed ... to investigate what the sources of increasing suicide rates in youth more generally are or, even further, why these rates are increasing so rapidly in girls aged 10 to 14 years. ... [However], there has been speculation and some empirical data to suggest that the rise of social media use in youth is one factor that may be associated with increased suicidality.” Authors of this commentary go on to cite several studies that reveal more about girls’ social media use, including that “girls use social media more frequently and are more likely to experience cyberbullying.”

When negative behaviours go unaddressed, Varela said the consequences can include “self-harm, feelings of hopelessness, suicidal ideation, and potential for wanting to harm others.”

- **Negative Body Image:**

Researchers also stated that subjects’ awareness of social media’s curated nature and unrealistic highlight reels can be a helpful protective factor for teens in understanding the difference between reality and expectations. “External pressure is emphasized more with girls, there’s an imbalance in the pressure on them to look a certain way.”

Healthy social media Habits:

- **Find a safe space to check in.** Use one-on-one time with a counsellor, parent, or friend to confidentially and candidly discuss social and emotional well-being.
- **Create your own boundaries.** What’s a good balance between screen time and other responsibilities? Set limits on your own screen time or social apps.
- **Respect others’ boundaries.** If you know your peers are offline or headed to bed at night, respectfully avoid keeping them awake with messages or social media posts.
- **Talk openly about self-awareness and emotions.** Think about the effects that cyberbullying has on others or reflect on a time when you were affected by similar behaviour.
- **Role-play hypothetically.** How would you handle it if someone posted things about you that aren’t true? Who would you ask if you needed help? Talk about strategies for responding—or not responding—before reacting in the moment.

How to Manage Social Media Use:

- **Identify intentions and habits.** Use a face-to-face conversation to ask your teen what their intentions are with social media. Are they using it to make friends or find romantic partners? What kind of impact do they want their social media content to have on others?
- **Talk about tone and language.** Ask teens to reflect on how their words affect others around them. Discuss the short-term and long-term consequences of harmful language.
- **Set screen-time limits and tech-free zones.** Make use of in-app and in-device limitations that restrict screen time and social media access, without blocking it completely.



- **Stop cyberbullying before it happens.** Educate teens about the risks of hostile and bullying behaviour, both online and in real life.
- **Model mindfulness and presence.** If you’ve created a tech-free zone at home or at school, make sure you and other adults are abiding by the rules as well.
- **Look for changes in behaviour.** Teens may suddenly change the way they’re behaving, like withdrawing from social activities or their overall affect or personality is different.
- **Create a safe space to report bullying anonymously.** Some schools and organizations have online portals or hotlines to report bullying. Make sure that teens know where and how to use them.

Managing Social Media Use during Social Isolation:

- **Give your brain a break from screen time.** Schedule or plan time to spend away from screens, such as meal times, exercising and school work, if possible. Think about creative hobbies that don’t involve screens.
- **Find other ways to connect online.** Instead of scrolling, commenting or practicing one-way communications, try other platforms that allow for real-time dialogues like FaceTime, Zoom calls or virtual game platforms.
- **Spend time with people in your household.** In-person interactions like playing games, watching movies or going for walks can help connections feel more real.
- **Limit consumption of traumatic videos.** Consuming news stories about violence and trauma can be harmful to viewers of all ages but especially those who may need parental guidance to process what they’re seeing.
- **Look out for symptoms of overuse.** Practice doing a body scan to identify ways that screen

time has created physical reactions, such as headaches, dry eyes, hunger and dehydration.

It is always a question whether technology is boon or a bane? Social media is good for present generation, but still its use should be done properly. The study examine time spent on the social media and it is found that 7.2 % respondents are using social media for more than 40 hours per week, 44.5% are using 2-4 hours daily, 32.9% are using less than 2 hours, 12% 30-40 hours per week and only 3.2 % are not using daily.

Topics Posted About on social media:

Topic	Girls, age 13-14	Girls, age 15-17	Boys, age 13-14	Boys, age 15-17
Accomplishments	41%	59%	42%	49%
Family Emotions	46% 34%	57% 44%	28% 25%	40% 31%
Dating Life	13%	33%	18%	19%
Personal Problems	11%	17%	14%	11%
Religious Beliefs	10%	17%	5%	8%
Political Beliefs	8%	16%	11%	4%



- **Awareness about social media, time spent on it, types of gadgets used:**

The prime aspect is to know the awareness of social media among the UG students. From the present study, it is found that 86.5% respondents know what is social media, 10.3% replied may be and 3.2% respondents are not aware about social media. Use of social media was increased with the technological evolution in mobile phones i.e. mainly smart phones. Social media can be use with various gadgets. There are about 96.8% of the students who prefer mobile for using the social media. Mobile is very popular device and easy to handle; that's why the most students use it on daily base. Laptop and tab also used by students very rarely.

- **Opinion about social media Tools:**

The present study tries to find out awareness and actual use social media tools. A Survey in 2021 mentioned that Facebook is the most used social network by college students, followed by YouTube and Twitter. Whereas tools like Facebook, Twitter and Duo are known to most of the respondents but they are not using it.

Studies found that prolonged social media use has mental health effects and young adults are the most vulnerable one. There are lots of people who use social media anytime in whole day, mostly at night time. People stay active on social media for many purposes such as chat, academic purpose, YouTube etc. In present study, 45.80% respondents are using the social media anytime, whereas 31.61% using at night time. In afternoon & evening time very few students uses social media tool.

- **Purpose of using social media:**

Social media can be used for number of purposes. From Graph 3, it is clear that 85.80% respondents using social media to gain knowledge, followed by 84.12% using to stay in touch with friends and 79.12% using for education purpose. Learn new thing, stay up to date and finding funny information was responded by many respondents. The least priority was given for meeting new people (28.38%) and research new products (30.32%).

- **Advantages and Disadvantages of social media:**

Social media is useful in searching academic information and to find new things on different topics, educational purpose such as projects etc. Use of social media is time saving in some cases. In 2017 mentioned that social media offers the public a wide range of health information. A vast majority of people search online healthcare information via online sources to diagnose themselves or the others. From this study social media is useful for finding new things on different topics (63.87%), search academic information (61.29%) and to learn new technology (56.77%). Respondents gave least preference to save time and 4.53% respondents were totally disagree for social media tools can be time saving.

Further, in search information, it is found that some authors are usually anonymous. The information which we found is incomplete as well. Likewise, there are many other drawbacks in using social media. It is observed from the Table 2 that cybercrime is the major disadvantage responded by 46.45% respondents, followed by addiction



(45.80%), time consuming (31.61%) and mental illness/depression (25.81%).

Conclusion:

Social networking sites have great potential for educational use and it is found that by chatting using Face book, Twitters, and chatting online result in increase of the English communication. The inferiority complex of talking and writing in English is decreased. They are trying their best to write and speak English which results in better communication. Social networking sites get updated with the news and other information which results in increasing the General Knowledge and current affairs which in result make a child ready for competitive examination. Theses social sites increases the links of the friendship with reputed person and famous personalities and scientists which on request guide and motivate these students.

Today the world has reached at heights with the help of social media. It is very easy and comfortable to access social media from any corner of the world. Social media has become the need of many people for educational, work and business purpose. It is an open platform for everyone to share views, ideas, opinion and information. The study revealed that many people know about social media and use social media frequently. Most of the students prefer to use social media tools at night. The very common use of social media done by UG student is for academic purpose to learn new things online. Students agree that social media helps them a lot in academics. The study also reveals that students spend a lot of time on social media and they need to balance social media and academics activities.

Social media, Facebook and internet are relevant field of education technology and this is still having a long period of evolution. For the students, it is a challenge to learn via social media, Facebook or internet, as the students should be very serious to adopt it. There is no way for students not learning seriously, if it happens, the students will go beyond the context of learning, since the learning process goes forward.

With there is no negative way of using social media, Facebook and internet, so, they can be viable for the use in learning process. It is important to work in different kind of education designs that enhance the use of social media, so the campus itself must follow the development of technology, advances technology and learning innovation in 21st century.

The implication of social media, Facebook and internet in students and lecturer's perceptions are very important for future learning. At the same time, both students and lecturers are able to receive the new pedagogical potentials in learning English if they are given the opportunity to incorporate with assignments, feedback from two ways communication and collaborative work.

Based on these findings, the following recommendations were made:

- The students should be sensitized on the purposive use of social media for their education.
- Students should be aware that overindulgence in social media is addictive and time wasting hence exercising self-control as early as possible.



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- Time-off software should be installed to control social media use by students.
 - Parents can also advice and monitor their wards especially teens to limit the time they spend on social networking. They should rather use those hours to read other academic books that will help to improve their knowledge.
 - Lecturers should help the students to make meaningful use of social networking sites by incorporating them into their lessons.
 - Students should be advised on the dangers of getting addicted to social networking.

