# Facebook_privacy_issues.edited .docx

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## Introduction

The objective of the internet was always to expand our knowledge, allow us to contact others around the world, and strengthen social relationships. However, mainly it gives us simplistic access to communication systems while also being a research tool giving us millions of accessible pieces of information. We cannot deny that in this day and age. We live in a world where we interact more with people over the internet than in person. This action raises some issues that cause worldwide repercussions affecting all devices utilizers equally. These relationships are bringing big problems to our society, especially in terms of privacy on the internet. It makes it easier to know what other people are doing or where they are just by looking at their social media pages.

The publicity of people, their families, lifestyles, inclinations, and information on social platforms are huge; there are researches and countless articles to raise awareness about the immoderate use of the internet. The researchers appealed to an uncontrollable universe where it is not yet conceivable to evaluate the extent of threats versus the profits. At the same time, greater discoveries and improvements in multiple aspects of life have been improved all through the face; we can communicate with others simultaneously and instantly; however, there is an opening for dangerous situations with this open communication. There are groups of malicious

people who are specialized in removing information from the internet for use of scams, whether virtual or in person. An example of this is online and on-time posts, where someone informs the scammers that a specific person will be in a certain place on a certain day and time. When this person returns from their destination to their house, they discover that thieves have robbed him. The thieves take advantage of the information given to them, calculate the time it would take for the person to get to their destination, and then return home and make the robbery during this interval. This issue is reaching everyone, and it does not matter their social class or age; the only deciding factor is if they possess the tools to access the internet, which most people do.

Furthermore, this is now starting to affect people's rights. The worst of it is that sometimes people do not even know what parts of their personal information can be accessed by others, which means they do not know how it can affect their lives. An example of this is Facebook, which is the largest social media network in the world. It currently has over 250 million users and was created in early 2004 as a form of communication at Harvard University. It was developed slowly and progressed quickly into one of the most accessed sites in the world. A model for experimenting with types of digital advertising, Facebook was a reference in creating other social networks, such as Orkut and Twitter, and even branched out into buying other social network platforms such as WhatsApp and Instagram. To protect our private information on the internet, Facebook should change its laws and policies to avoid having social media.

## Facebook's Background

A Harvard University student going by Mark Zuckerberg was in his second year of study when he formulated the concept. He also launched Facesmash, a site that enabled visitors to equate the beauty of college scholars that same year. Facemash used pictures gathered from

virtual Facebook of nine Households, displaying two pictures next to one another and allowing viewers to select the best-looking individual. Despite its success, the Harvard administration decided to shut it down. Despite being removed, Zuckerberg continued to work on similar initiatives. One of these similar initiatives was a Harvard facebook.

In January 2004, Zuckerberg started coding code for "TheFacebook" after discovering that Harvard lacked online Facebook or a student reference book with images and data and that Harvard was delaying this project. "thefacebook.com" was established on February 4. The website's goal was not simply to display statistics on individuals but also to provide a means for Harvard scholars to interact. When he created the website, he notified some of his associates. According to Zuckerberg's roommate, Dustin Moskovitz, one of them recommended setting the site on Kirkland House internet posting list that had several individuals. They were avidly observing the enrollment process towards the end of the evening. The numbers got between a thousand and a thousand and fifteen hundred registrations within twenty-four hours. The numbers suggested the obvious; there was significant demand for such a service.

Though "TheFacebook" was an instant success, merely six days once it was introduced, three Harvard scholars, Tyler Winklevoss, Cameron Winklevoss, and Divya Narendra, accused Mike of creating a competitor to a site called HarvardConnection. Besides, that they were constructing centered on their acquired information (Proudfoot et al.). These apprentices filed a protest with the publication Crimson, which initiated an inquiry. As a consequence, a lawsuit was filed, which was finally resolved. Many individuals joined because of Zuckerberg's tribulations and possible misconduct. During the first month of operation, "TheFacebook" attracted almost half of Harvard's students as users (Phillips, Sarah). Given the figures, Zuckerberg recruited collaborators such as Dustin Moskovitz (coder), Eduardo Saverin (business

aspects), Chris Hughes (spokesmen) and Andrew McCollum (graphic artist). With a larger crew came a larger audience: "TheFacebook" was made available to every Ivy League campus and schools around Boston. This first effort attracted the consideration of the majority of learning institutions in the US and Canada.

By the culmination of the summer of 2004, it had been amalgamated, and Sean Parker, Zuckerberg's friend, had been appointed president. It shifted not just in terms of power but also in terms of location. It relocated to Palo Alto, California. Following this change, "TheFacebook" became "Facebook" when the team paid $200,000 for the domain designation "facebook.com" in 2005. This domain conversion had a significant impact since Facebook had 6 million members by December 2005, and the rest is internet history.

Facebook originated from combining students and providing a universal platform for connecting internet users in a Harvard dorm room. The platform has evolved from Mike's (and others') brain, embracing a philosophy that extends well past its undergraduate origins. The platforms have also somehow withstood hurricanes of rivalry from many other social platforms.

## User Privacy

Facebook was created to make it simple to share information with friends and others within a person's immediate vicinity. Therefore, they recognize that people may not want everyone to have access to the information they post on Facebook, so they offer individuals control over their data. Facebook's default privacy policies restrict the information visible on someone's profile to their connections and other acceptable community restrictions that they advise people about. Facebook adheres to two fundamental principles. The first principle suggests that users should be able to govern their personal information.

Facebook allows users to exchange information with friends and others in their immediate vicinity. Thus, users have complete control over the content in their profile, including contact and confidential information, images, hobbies, and organizations that they join (Van Den Broeck et al.). Users may also manage who sees their information by using the privacy options on the My Privacy page. The second principle is that users should access the information that others want to share with them. There is a growing quantity of information accessible, and users may want to know what is relevant to them, their friends, and the people surrounding them. Facebook aims at making it as simple as possible for users to get that information.

In addition, Facebook's user privacy policy dictates that they retain data for as long as it is required to offer users and others goods and services. Unless the organization no longer needs the data to deliver goods and services, information linked with users' accounts will be stored until their accounts are deactivated. Similarly, users have the option to delete their accounts at any moment.

## Cases

One of the main Facebook data privacy concerns revolves around the political consultation and premeditated communication company Cambridge Analytica gathering close to 87 million individuals' private data. Due to a combination of influences, including insufficient precautions against organizations engaged in mass information collection, slight to no supervision and control of programmers by Facebook, creator harassments of the Facebook API, and users assenting to extremely extensive terms and conditions, that other organizations were capable of getting access to private information of Facebook consumers. Cambridge Analytica captured individually identifiable data using a personality test application known as

"thisisyourdigitallife," centered on the OCEAN framework of personality. The information obtained by this application may be used to fashion psychographic profiles of Facebook consumers. Adding the application to one's Facebook account to perform the quiz gave the application's author access to the user's account data and personal past and all of the user's acquaintances on Facebook. This information comprised all of the products liked by individuals and their friends on Facebook.

Paramarta et al. suggest that around April 2018, KrebsOnSecurity documented on hundreds of Facebook groups openly utilized for criminality. This Facebook security flaw would resurface in April 2019, when Cisco Talos researchers discovered similar criminal organizations functioning openly on Facebook, with no action taken by the social media giant to remove them. Facebook had a relatively peaceful summer in 2018 until learning in September that attackers exploited a weakness and gained access tokens for as many as 50 million accounts. 2 weeks later, in October, Facebook amended its results to indicate that the number of compromised accounts was over 30 million. The attackers obtained access to data such as contact information, geolocation, birthdates, and search history. The intrusion was thought to be the work of spammers rather than nation-state agents. In December, a Facebook API flaw exposed the photographs of 6.8 million users. The publication of data from internal Facebook email communications, on the other hand, was much more devastating. In addition, Facebook was implicated in configuring its Android app authorizations. It concealed that the program was collecting user call records and SMS data from users in 2015 and before. Internal Facebook email correspondence also highlighted allowing listing arrangements between Facebook and other corporations that granted access to certain user data and Facebook adopting data reciprocity agreements with programmers.

Another case involves the introduction of News Feeds. On September 5, 2006, Facebook was just two years old when it released News Feed. The customized feed was a one-stop-shop for users to see what their friends had modified without going through their profiles. At the time, Facebook had around 8 million members, and not all of them were pleased with having every step of their personal lives broadcast to their friends regularly. A million users formed "Facebook News Feed protest movements," claiming the function was overly intrusive. But Facebook stuck to its ideas. Nonetheless, Mike was proud of Facebook and maintained his belief that things would get better. In addition, he mentioned that he was ready to make significant investments if the community would benefit in the long run in a post commemorating News Feed's tenth anniversary.

**Personal Analysis**

The increasing prevalence of digital technology has profoundly impacted our environment, particularly the way people interact. People of all ages and backgrounds are increasingly using social networking websites as their main mode of communication. Without question, the effect of social media communication has provided various benefits: people can quickly meet and keep in contact with others, advertise themselves, and easily locate information. These developments, however, force people to rethink how political and ethical beliefs may be jeopardized. One widespread concern among online users is that their privacy will be abused. Therefore, I concur with Tuttle, Hilary proposal of a paradigm for analyzing privacy problems online. They emphasize tracking and monitoring and how four "pivotal shifts" brought about by technology might jeopardize the privacy of our personal information. Facebook is one website that might offer such a hazard.

Even though Mike Zuckerberg classifies Facebook as a town square, I believe it is not. Facebook is a firm that made more than $55 billion in advertising revenue last year and has a profit margin of 45 percent. As a result, it is one of the most lucrative corporate enterprises in history, and it must be recognized as such. Facebook has made profits by discovering how to commoditize confidentiality on a never-before-seen measure. Its main invention is a reduction of solitude. Mike has gained wealth by arbitraging how much confidentiality Facebook's 2 billion users trust they are giving up and how considerable he has been able to sell to marketing. In his lengthy piece, he reveals little substance about how he expects to maintain his company's success in this ostensibly new age. That is one reason to be suspicious about his Damascene experience. Therefore, I do not think Facebook has a good reputation for developing privacy-protecting services at the moment. However, I think that the organization's economic model is at stake, not its image. If Facebook implemented rigorous privacy safeguards across the board, it would have nothing to offer advertisers other than the sheer quantity of its audience. Facebook may still earn a lot of money, but it would be a lot less.

I would suggest that the organization should avoid worrying about its flaws and mistakes by narrowly construing privacy to be almost entirely about end-to-end encryption that prevents eavesdroppers from intercepting messages. Privacy is more than simply preserving secrets. It is also about how information flows influence people and the community at large. What people say to whom and why they say it depends on the situation. Social platforms alter that environment, altering the nature of confidentiality in both constructive and negative ways.

## Conclusion

This study discovered that the objective of the internet was always to expand people's knowledge, allow us to contact others around the world, and strengthen social relationships. However, mainly it gave users simplistic access to communication systems while also being a research tool providing millions of accessible pieces of information. That cannot be denied during this day and age. We live in a world where we interact more with people over the internet than in person. This action raised some issues that caused worldwide repercussions affecting all devices utilizers equally. These relationships bought big problems to society, especially in terms of privacy on the internet. It made it easier to know what other people were doing or where they were just by looking at their social media pages. The acquaintance of people, their families, practices, preferences, and information on social platforms became massive; research findings and countless articles raise awareness about the immoderate use of the internet. The studies appealed to an overwhelming world that is not yet conceivable to assess the extent of threats versus the benefits.

Zuckerberg started coding code for "TheFacebook" In January 2004 after discovering that Harvard lacked an online student reference book with images and data and that Harvard was delaying this project. "thefacebook.com" was established on February 4. The website's goal was not simply to display statistics on individuals but also to provide a means for Harvard students to interact. However, following some changes to enhance the site, "TheFacebook" became "Facebook" when the team recruited by mike paid $200,000 for the domain name "facebook.com."

On the contrary, Van Den Broeck et al. maintain that the firm recognized that people might not want everyone to have access to the information they posted on Facebook, which is why they offered individuals control over their data. Facebook's default privacy policies

restricted the information visible on someone's profile to their connections and other acceptable community restrictions that they advised people about. Facebook adhered to two fundamental principles. The first principle suggested that users should govern their personal information, whereas the second principle suggested that users should access the information that others wanted to share with them. There was a growing quantity of information accessible, and users might have wanted to know what was relevant to them, their friends, and the people surrounding them. Facebook aimed at making it as simple as possible for users to get that information.

In addition, a period of deceptive disregard for confidentiality protection at Facebook led to the allegations that groups stole user data for targeted marketing, namely political advertising, with apparent effectiveness. Whereas Cambridge Analytica, the political-strategic and consulting communication organization behind Donald Trump's 2016 campaign for the presidency and the pro-Brexit Leave EU campaign, was the most renowned perpetrator. Other firms were likely to have employed similar approaches to obtain private information from Facebook consumers.

Lastly, there is no question that social media may aid in the formation of new connections and the upkeep of existing ties. However, it increased the risk of users' privacy violations by spreading information to both internal and external users. The newsfeed function on Facebook, in particular, presented several concerns to user privacy via exposure and invasion. Despite the company's claims of innocence and that the function was created in good faith, there had been reports of privacy violations. The use of location data in proposing new friends and engagements on the site is perhaps the most noticeable. The newsfeed function infringes on user privacy by constantly publicizing their conversations for all to see. Furthermore, it allows third-party users to obtain basic and contact details from Facebook users before using the programs. According to the findings of this study, Facebook and other social media sites play an active part in the

invasion of user privacy. Therefore, this study concludes that to protect our private information on the internet, Facebook should change its laws and policies so we do not need to worry about having social media.

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