

Indonesian Youths' Privacy Practices in Social Network Sites (SNS) and Their Digital Literacy



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Research Problem

Social situation

- ... social network sites (SNS) can help young people to increase personal development through communicating and self-presenting to others
- ... SNS users were very careless to disclose personal data
- ... violence might arise from the use of personal data in SNS
- ... digital literacy becomes an important social skill for youths nowadays

Academic situation

- ... lack of digital literacy research in Indonesia with a large number of participant

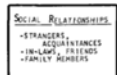
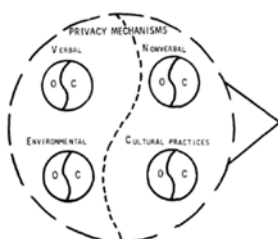
Objective



- To investigate privacy practices of Indonesian youths in SNS
- To investigate the level of digital literacy of Indonesian youths
- To analyze the interplay between internet use, privacy practices in SNS, and digital literacy

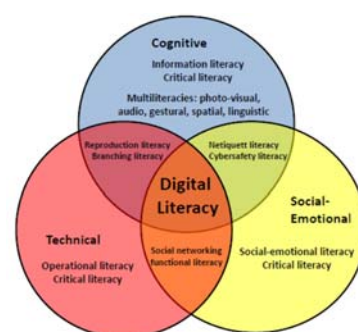
Conceptual Framework

Privacy practices



- ... a selective control of access to the self, involving dialectic, optimization, and multimodal process (Altman, 1977)
- ... the policy on how to control our self-disclosure in the SNS and how people decide to release and withdraw information, and spatial and personal restriction of access to private information (Ziegele and Quiring, 2011)

Digital literacy



- ... involves more than skill to operate software and hardware of digital devices, but also involve the combination of complex cognitive, motor, sociological, and emotional skill, which use to organize all sources from digital environment (Eshet-Alkalai, 2004)
- ... is a combination of technical (skill) dimension, cognitive dimension, and socioemotional dimension (Ng, 2012)

Methods

Data collection

- April-September 2016
- Proposed schools in Yogyakarta City INDONESIA to participate in this research
- Online questionnaire by Unipark.com



Sample

- Student 12-18 years old
- Student from 7-12 class grade

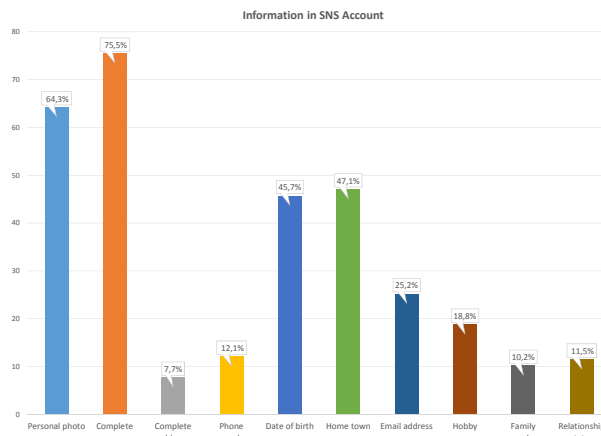


Respondent

- 1194 students
- 11 public schools & 10 private schools
- 65.5% female, and 34.5% male student

Finding

- 97.7% of the student had SNS account
- 89% of student had more than one SNS account
- 45.2% of student had "friend" > 300 persons in SNS
- 32.7% of student set her/his SNS account as "Public, so that everyone can see my profile"
- internet use had strong and positive correlation with privacy practices ($r=.312$, $p<.01$) and digital literacy ($r=.304$, $p<.01$)
- internet use influenced privacy practices in SNS ($R^2=.095$, $p<.01$)
- digital literacy influenced privacy practices in SNS ($R^2=.004$, $p<.05$)



Student's Self-assessment	Mean*
I know more about the internet than my parent	3.01
ICT enables me to finish better my school project and other learning activities	4.35
There are lots of things on the internet that are good for youth of my age	4.27
I am more motivated to learn with ICT	3.72
I find it easy to find a website I have visited before	3.92
Internet allowed me to explore my creative hobbies (e.g. create start-up, search design for my cloth, etc.)	3.96
I did not just share every information I got from SNS to others	3.67
I always re-checked someone's profile who propose to be my "friend" in SNS	4.11
I do not just copy and paste article I need to my school assignment	3.65
ICT helps me keeping good relationship with my friends and/or my teachers	3.98
I tend to be careful to post comment in SNS	4.36
I did much of consideration if someone I know at SNS invited me to meet	4.55
I will compare different websites to decide whether an information is true	4.30

* Scale of agreement: (1) strongly disagree, (2) disagree, (3) neither agree nor disagree, (4) agree, and (5) strongly agree

Conclusion

- Students' digital literacy was in the level moderate and their privacy practices in quite intensive level
- Familiarity in using SNS associated with the intensity of privacy practices
- Digital literacy increased alertness in privacy practices

Recommendation

- Digital literacy should be included in school's curriculum
- It is important to make collaboration between school and parent to develop student's digital literacy
- It is needed to do advance research with more representative data for Indonesia