

***“I know what should do in SNS”:***  
**Indonesian Youths’ Privacy Practices in Social Networks**  
**Sites and Their Digital Literacy**

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## **Content**

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## 1. INDONESIA

- Population 262.0 Million
- Internet user 132.7 Million (with penetration 51%)
- Active social media user 106.0 Million (03.16 hours/day)
- Indonesian youth is championing 'mobile social'
- Literacy rate 95.38%
- Low reading interest
- SNS users were very careless to disclose personal data (Debatin et al., 2009)



<http://www.javaIndonesia.org/wp-content/uploads/2012/04/map-of-yogyakarta-indonesia.jpg>

(Sources: WeAreSocial, 2017; BPS, 2016)

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## 2. Objective

- To investigate privacy practices of Indonesian youths in social network sites (SNS)
- To present fact to what extend Indonesian youths' digital literacy
- To reveal the interplay among internet use, privacy practices, and digital literacy



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### 3. Finding: Internet use

- Students' internet use 2 hour in school day
- Increase in holiday/weekend averagely 3 hours
- The most internet activities: use IM Apps (WhatsApp, Line, WeChat), visit SNS (Facebook, Instagram, Twitter), do school work
- Risky activities: looking new friends, adding someone as new contact, watched pornographic image unintentionally
- Male students access internet with their peer, female students prefers more private space to access internet
- Female students concern to avoid risky internet than the male students



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### 3. Finding: Digital literacy

- There are no significant technical difficulties
- They concern on careful posting and "stranger's invitation" on SNS
- They know how to verify information
- But they doubt their internet knowledge is better than their parent
- The senior high school students are more confident their internet knowledge is better than their parent, compare to their junior ones



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### 3. Finding: Privacy practices

- 97.7% (N=1194) of students have SNS account
- 89% students have more than two SNS accounts
- The most popular SNS: Instagram, Facebook, Twitter
- Identities showed in SNS: personal picture, complete name, hometown, date of birth
- Activities: up date profile, share information, up date "status" something to say



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### 3. Finding: SNS Account Setting

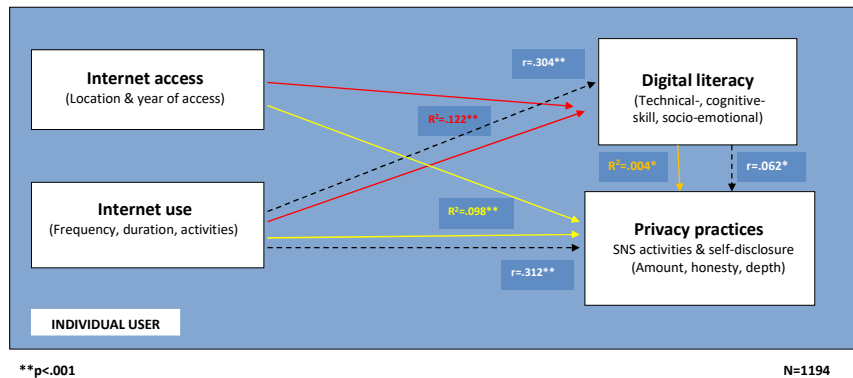
SNS Account Setting	F	%
Don't know/don't remember	70	5.9
Public, so that EVERYONE can see my profile	391	32.7
Partially private, so that FRIENDS of FRIENDS on my network can see my profile	242	20.3
Private, so that ONLY my friend can see my profile	464	38.9
Missing	27	2.3
Total	1194	100.0

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### 3. Finding: Digital literacy as a privacy-alarm



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### 4. Conclusion

- Indonesian youths have autonomy to make use internet through mobile devices which they get from their parent
- Students' digital literacy is in moderate level meanwhile their privacy practices is in intermediate level
- Familiarity in using SNS associated with intensity of privacy practices
- Digital literacy increases alertness in privacy practices
- Privacy concept of Indonesian society more flexibly applied in social-life

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## 5. Research Recommendation

- Similar research should pay more attention to the development of privacy concepts in a typical cultural context
- Indonesia crucially needs a similar research that can describe the real map of the cases (representative data)
- It is important to make collaboration between school and parent to develop student's digital literacy

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Thank you very much ...



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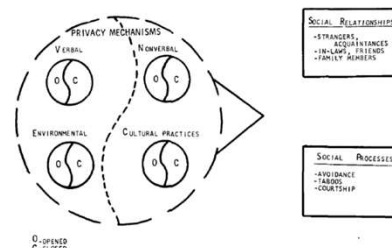
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## Research Concept: Privacy practices

- ... a selective control of access to the self, involving dialectic, optimization, and multimodal process (Altman, 1977)
- related to 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)



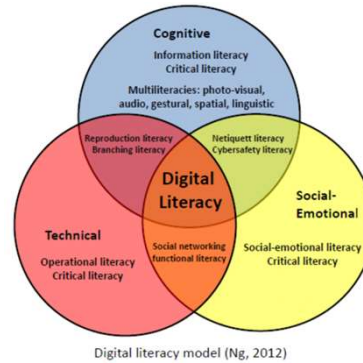
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## Research Concept: Digital Literacy

- ... 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)



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## Research Design

- Non-probability sampling
- 11 public schools and 10 private schools participated
- Participants: student class grade 7-12
- Online questionnaire was available on [https://ww3.unipark.de/uc/digilit\\_remo/](https://ww3.unipark.de/uc/digilit_remo/indo/) from April-September 2016
- Impression 1548, feasible data to be processed 1194 (students)



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## Data Collection

- Special Region of Yogyakarta is the biggest two internet users' penetration in Indonesia, after Special Region of Jakarta the capital of Indonesia (APJII, 2015).
- The internet user in Special Region of Yogyakarta is about 54% of its 3,514,762 inhabitants.
- It is named as "student city" and "the miniature of Indonesia"
- April-September 2016

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## Research Limitation

- Minor in revealing the "operational concept" of privacy in SNS
- Minor in revealing the actual digital media were used by students
- Sample were not representative

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### 3. Finding: Activities in SNS

Activities in SNS	Mean*
Share "your status", when there is anything to say?	3.63
Share what's going on in your life (to keep you up-date among your friends)?	3.53
Share your current location real time?	3.22
Share your new picture/video?	3.25
Up-date your profile, when there is something new on it?	3.86
Share information which you thought interesting being commented?	3.64

\* Five option answers: Always or almost always, Often, Sometime, Rarely, Never

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### 3. Finding: Internet Use

	On a normal school day		On weekend/holiday	
	F	%	F	%
None at all	13	1.1	22	1.8
Just a few minutes	91	7.6	26	2.2
About half an hour	123	10.3	59	4.9
About one hour	168	14.1	85	7.1
About two hours	193	16.2	115	9.6
About three hours	182	15.2	127	10.6
About four hours	154	12.9	137	11.5
More than four hours	270	22.6	623	52.2
Total	1194	100.0	1194	100.0

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### 3. Finding: Demographic

Gender	F	%
Female	782	65.5
Male	412	34.5
Total	1194	100.0

School Type	F	%
Public school	672	56.3
Private school	522	43.7
Total	1194	100.0

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### 3. Finding: Demographic

Class	F	%
Grade 7 – 9th	539	45.1
Grade 10 – 12th	655	54.9
Total	1194	100.0

Age	F	%
11 – 13 years old	314	26.3
14 – 16 years old	724	60.6
17 – 20 years old	156	13.1
Total	1194	100.0

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### 3. Finding: Activities in Internet

Activities in Internet	Mean*
Used internet for school work	4.59
Watch video clips (e.g. Youtube.com)	4.17
Download musics or films	3.43
Read/watch news on the internet	4.16
Sent/received email	3.15
Visited chatroom	2.84
Used instant messaging	5.24
Played game in internet	2.97
Visited social network sites (SNS)	5.02
Made/receive phone call (ex. via Skype)	3.07
Spent time in a virtual world	4.50
Using Global Positioning System (GPS)	3.06

\* Five option answers: Several times each day, Daily or almost daily, Once or twice a week, Once or twice a month, Never

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### 3. Finding: Profile in SNS

Information in SNS's Profile	%
A photo that clearly shows your face	64.3
Your complete name	75.5
Your complete address	7.7
Your phone number	12.1
Your correct date of birth	45.7
Your hometown	47.1
Your email address	25.4
Your interest (hobby)	18.8
Your interest family members' list (parents, sibling, etc. in the network)	10.2
Your relationship status	11.5
Others...	8.5

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