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A STUDY ON PERCEPTION OF SOCIAL MEDIA USERS TOWARDS CYBER CRIME

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ABSTRACT
With the rise of social media platforms, Instagram has become one of the most popular channels for sharing personal content and engaging with global communities. However, as the platform grows, so do concerns over data privacy and security. This study investigates users' perception of data privacy and security on Instagram, especially focusing on how users understand and manage their personal information shared on the platform. Data has been collected through a survey method by random sampling by questionnaire (made in Google form). A total of 100 responses were collected and analysed. While doing research, we found that users' awareness of Instagram's privacy settings, their trust in the platform's security measures and their general concerns regarding data breaches and the use of personal data. The study underscores the need for improved user education and stronger data protection to address privacy concerns and enhance trust in the platform. It concludes that for Instagram to maintain its popularity and user base, it must prioritize a more secure digital environment.

KEY WORDS : *Data privacy, Instagram, Personal data, Social media.*

INTRODUCTION
Instagram is one of the most popular social media platforms in the world, allowing people to share photos, videos, and stories with friends, family, and followers. It has become a daily habit for millions of users who use it to connect, communicate, and express themselves. However, as Instagram continues to grow, so do concerns about data privacy and security. Many users share personal information, such as their location, interests, and daily activities, without fully understanding how Instagram collects, stores, and uses their data.

In recent years, there have been many discussions about online privacy and security, especially with cases of data breaches, hacking, and misuse of personal information. Some users worry that their private data might be accessed by third parties, used for targeted advertising, or even fall into the wrong hands. Others may not be aware of the risks at all and continue to use Instagram without considering how their information is being handled. The level of awareness and concern varies from person to person, and this study aims to explore these differences.

The main goal of this research is to understand how Instagram users feel about their privacy and security. Are they worried about their data being shared? Do they trust Instagram to protect their information? How much do they know about privacy settings and policies? By answering these questions, this study will provide insight into user perceptions and behaviour regarding data privacy on Instagram.

In today's digital world, personal data is valuable, and companies use it for various purposes, such as improving their services, showing personalized advertisements, and analysing user behaviour. However, users also have the right to know how their data is being used and to feel safe while using social media. If people do not trust that their information is secure, they may stop using the platform or change their online behaviour.

This research is important because it helps to highlight users' concerns and expectations. By understanding how people feel about Instagram's privacy and security, social media companies can work on improving their policies and making users feel safer. It can also help users become more aware of the risks and take steps to protect their own data while using Instagram.

NEED OF THE STUDY
With the growing use of Instagram, concerns about data privacy and security are increasing. Many users are unaware of how their personal information is collected, shared, and protected. This study is important to understand user perceptions, identify privacy concerns, and assess the effectiveness of Instagram's security measures. The findings can help improve user awareness, enhance data protection policies, and build trust between users and the platform.

REVIEW OF LITERATURE
- According to **Boyd & Ellison (2023)**, social media platforms leverage this data to personalize content and advertisements. However, the lack of transparency in how this data is used raises concerns about data privacy.
- A study by **Smith et al. (2022)** found that "only 25% of social media users read privacy policies before accepting them." This lack of awareness leaves users vulnerable to

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data misuse. Instagram's lengthy and technical privacy terms discourage users from reviewing them in detail.

- A study by **Brown et al. (2024)** highlighted that "67% of users believe that social media platforms share their data with third parties without their explicit consent." This perception negatively impacts user trust and engagement on the platform.
- According to **Williams & Taylor (2023)**, "users who actively manage their privacy settings report higher trust levels in the platform." Customizable privacy settings allow users to control who sees their content, but many users remain unaware of these options.
- **Johnson & Lee (2023)** noted that "despite these measures, 40% of users still feel their data is vulnerable." This lack of trust stems from previous data breaches on social media platform Instagram offers features like two-factor authentication and encrypted messages to enhance user security.

OBJECTIVES OF THE STUDY

- To access user's awareness of Date privacy policies and security measures on Instagram.
- To analyse users' behaviour in response to privacy Settings, password management.
- To Evaluate the level Of Trust users, have on Instagram regarding Data protection.
- To provide recommendations for Enhancing data. privacy awareness and security practices among social media users.

HYPOTHESIS

H_0→ Users are more Satisfied with Data privacy and security which is available on Instagram.

H_1→ Users are not Satisfied with Data privacy and security which is available on Instagram.

RESEARCH METHODOLOGY

- The study was conducted to users' perception on data privacy and security on social media platform Instagram.
- A sample of 100 people are selected on area basis.
- The people who are use Instagram platform for entertainment are approached.
- The data has been collected through a Survey Questionnaire containing close ended questions was used as a instrument for survey.

RESEARCH GAP

There is a need to research could explore the gap between users' perceptions of Instagram's security features and the actual effectiveness of these features, and how this influences their overall trust in the platform.

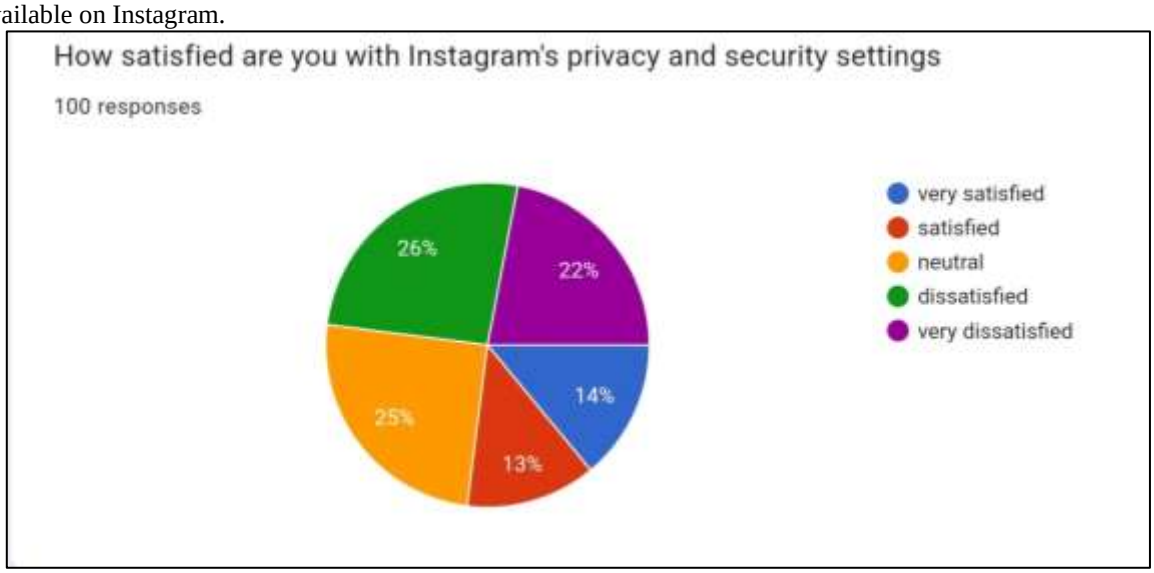
FACTORS CONSIDER UNDER QUESTIONAAIRE

- Age
- Gender
- perception towards Instagram privacy and security settings.

DATA ANALYSIS

1. **Satisfaction level of people with Instagram's privacy and security settings.**

Satisfaction Level	%
Very satisfied	14%
Satisfied	13%
Neutral	25%
Dissatisfied	26%
Very dissatisfied	22%

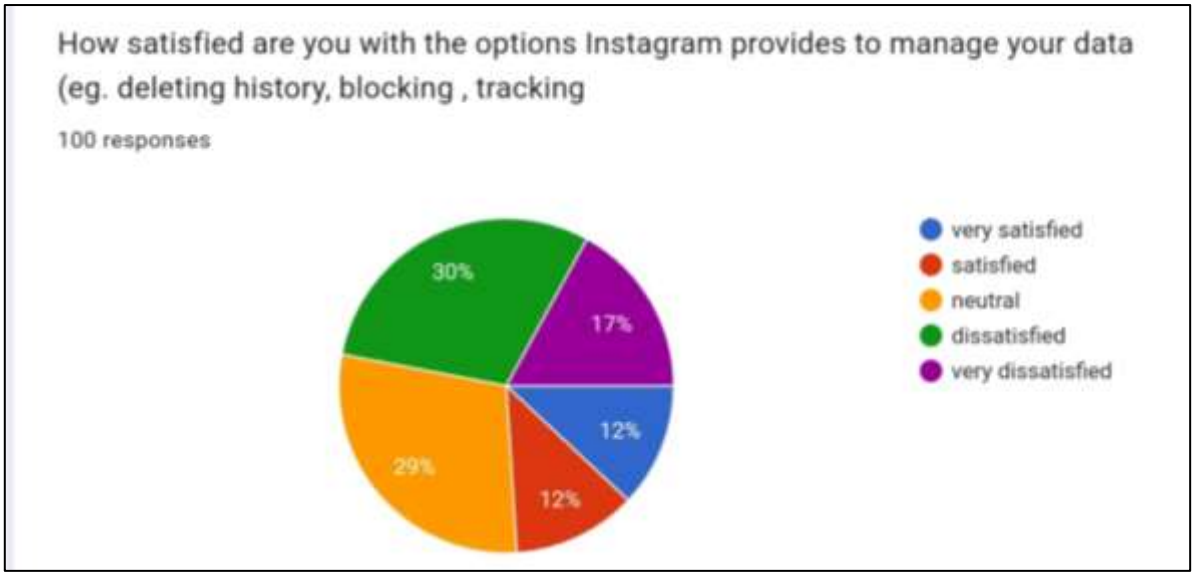


From the above data and diagram, it can be known that, out of the respondents, 14% of users are very satisfied with Instagram's privacy and security settings and 13% of users are satisfied, 25% of users are neutral, 26% of users are dissatisfied and 22% of users are very dissatisfied with Instagram's privacy and security settings.

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2. **Satisfaction level of people with the options Instagram provides to manage the data (e.g. deleting history, blocking, tracking)**

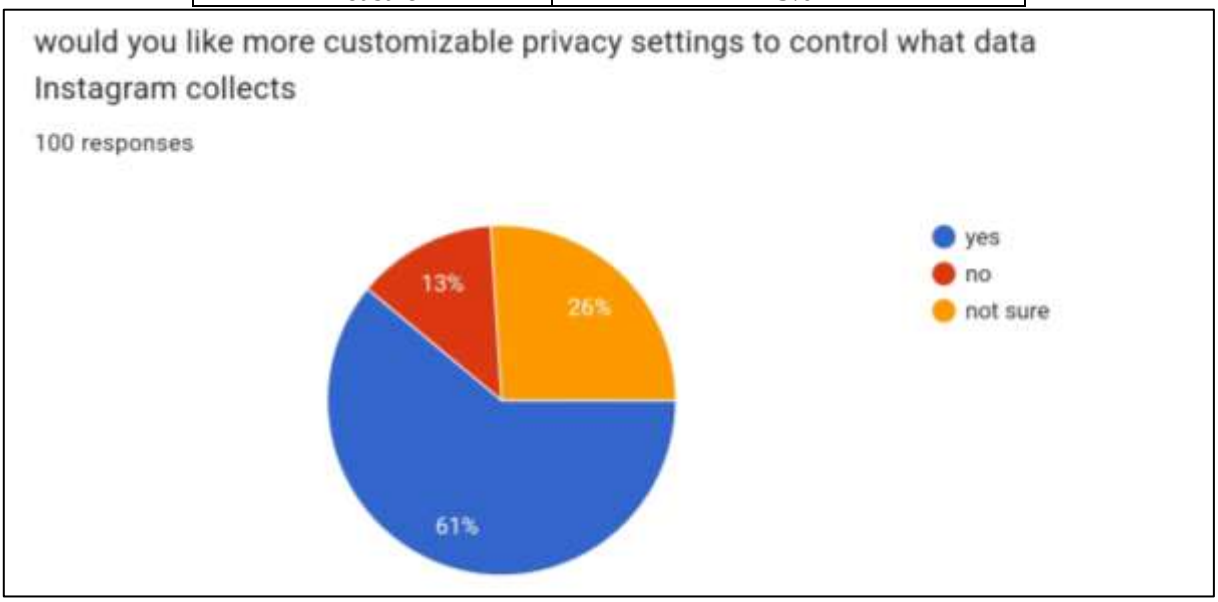
Satisfaction level	%
very satisfied	12%
Satisfied	12%
Neutral	29%
Dissatisfied	30%
very dissatisfied	17%



From the above data and diagram, it can be known that, out of the respondents, 30% of users are dissatisfied with the options Instagram provides to manage their data and 17% of users are very dissatisfied, 29% users are neutral, 12% users are satisfied, and 12% users are very satisfied with the options Instagram provides to manage data.

3. **People would like more customizable privacy settings to control what data Instagram collects.**

Basis	%
Yes	62%
No	13%
Not sure	25%



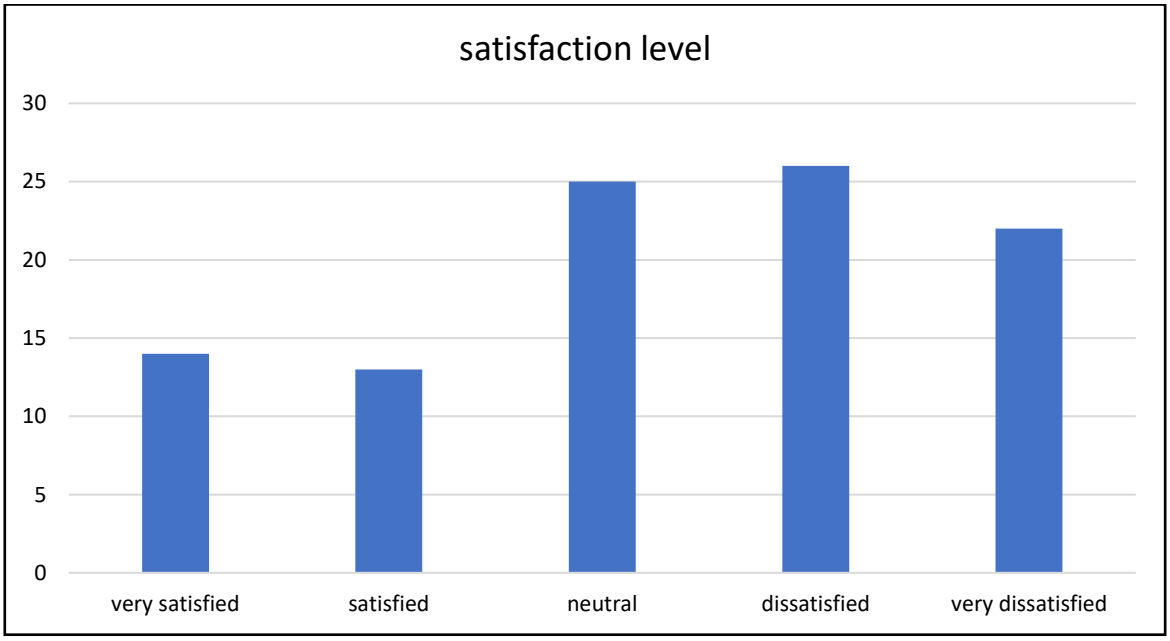
As we see from the above diagram, most users would like more customizable privacy settings to control what data Instagram collects, as 62% of users want customizable privacy settings and only 13% of users don't want any customization in the privacy settings of Instagram.

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HYPOTHESIS TESTING

Satisfaction level of people with Instagram's privacy and security settings.

Satisfaction level	%
very satisfied	14%
Satisfied	13%
Neutral	25%
Dissatisfied	26%
very dissatisfied	22%



Thus, from the above data and diagram, it can be known that, out of the respondents, most of the users are not satisfied with Instagram's privacy and security settings.

FINDING OF THE STUDY

- Instagram's privacy and security need to be more customizable.
- People are dissatisfied with the options on Instagram like tracking etc.,
- People are concerned with there data while using social media platform.
- Most of the people are using Instagram only for entertainment.

CONCLUSION OF THE STUDY

This study found that most users are not satisfied with Instagram's privacy and security settings. Many people are concerned about how their personal data is collected, shared, and protected. Users want stronger privacy rules, better security features, and more control over their information. To build trust, Instagram should improve its privacy policies, increase transparency, and educate users about data protection. Strengthening these areas can help make Instagram a safer platform for everyone.

LIMITATIONS OF THE STUDY

- The study focuses only on Instagram, so the findings may not apply to other social media platforms.
- User perceptions can vary based age, and gender, which may affect the results.
- The study relies on self-reported data, which can sometimes be biased or inaccurate.
- Privacy policies and security measures change over time, so the findings may not remain relevant in the future.

SUGGESTIONS OF THE STUDY

- Instagram should educate users about data privacy settings and security measures.
- The platform should clearly inform users about how their data is collected, used, and shared.
- Users should have more options to manage their personal information.
- The platform should improve policies to protect user data from unauthorized access.
- Instagram should enhance security measures, such as two-factor authentication and data encryption.

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