

User Awareness And Knowledge On Facebook Community Standards: Social Media Analytics

A. Pappu Rajan

Associate Professor, Dept of Management Studies

St. Joseph's Institute of Management

St. Joseph's College (Autonomous) Affiliated to Bharathidasan University, Tiruchirappalli, Tamil Nadu, India

Abstract- *The social media is powerful tool for sharing knowledge and information. There are many tools which help the users to show their talents, skills and knowledge. The social media platform helps to community for share ideas, thoughts and creating web content in many forms. The people are using social media platform regular hence the researcher try to research on user awareness related to social media community standards. The purpose of the study is to identify the user awareness of Face book community standard. The research involves only a general study of the users are aware of the Face book standard in social media platforms. The research subjects chosen were users studying in Tiruchirappalli, Tamil Nadu, India who have accounts in Face book and knowledge on social media and social listing tools. The descriptive research design is used to achieve the objectives of the research. Primary data was collected through Google forms. The data is collected from Google form and tabulated. The insights are listed and discussed. The primary objective of the study is to identify the user's awareness of community standards and understand the user knowledge of social media tools and their standards.*

Keywords- User Awareness, Community standard, Social Media Analytics

I. INTRODUCTION

Usage of social media constantly increasing day by day. The users regularly use social media for various purposes. The Facebook user (Newberry Christina,2023) has 2.93 billion monthly active users, 36.7% of the population in the world use Facebook and 239.65 million Facebook users are in India (S. Dixon,2022). Facebook is not just only a social media platform, but it has been turned into a tool for socialization, creating personal identity, knowledge sharing, network building of users in all over the world. Social listing tools and social media are the most popular and that will help to connect the community AkhilaChalla (2021) The types of social media are Social Networking Sites, Image-based sites, Discussion forums and Blogs and community platforms. (Y. Kurniawan 2021). The content, community, conversation, capital, culture, collaboration, and conversion are major focuses in social

media analytics, Sathyendra Singh Chauhan (2022). This study, it is to identify the user awareness User Awareness on Facebook Community Standards.

II. REVIEW OF LITERATURE

Understanding Privacy Settings in Facebook with an Audience (Heather Richter Lipford Et.al.,2008) View are the most challenge then user stratification and users need to improve their understanding of privacy settings (Christopher M. Hoadley, et.al.2010) and to access to control over personal information. Affiliated marketing and creating brand awareness strategies these days, companies are using and getting positive opinions in that purpose, therefore Face book is very useful in business development (Anusha Venkat et.al,2014). There are different types of privacy (Yuxuan Liu et.al,2022) such as defensive privacy, identity authentication privacy, interactive privacy, psychological privacy, and integration of information privacy. There are positive relationships between customer engagement of social networking and their purchase behaviors. That means social networking is very essential in business. The authenticity, security, privacy, and dignity are developed by Face book for its values and standards. The authenticity, security, privacy, and dignity are developed by face book for its values (Brett Helling, 2023) and standards. McKenzie Sadeghi (2021), the community standards on Facebook state that users must follow the rules for share death threats and sexual nudity, other harassment, the sharing or soliciting of private information. The Face book has its own mission, democratic values, and the free exchange of ideas but Alec Greve(2021) the company should not promote itself as a champion of democracy and free speech while failing to protect these values on its own platform.

III. RESEARCH DESIGN

The purpose of the study is to identify the user awareness of Face book community standards. The research study undertaken is to probe whether the respondents have very fine insight in the user guidelines and community standards in Face book. The research involves only a general

study of users who are aware of the Face book standards on the social media platforms. The study has been done with a motive of change the attitude of the users towards cyber security, personal behaviour and knowledge on Face book community standards. The research subjects chosen were users studying in Tiruchirappalli, Tamil Nadu, India who have accounts in Face book and knowledge of social media and social listing tools. The descriptive research design is used to achieve the objectives of the research. The primary objective of the study is to identify the users’ awareness of community standards and understand the user’s knowledge of social media tools and their standards. The objectives are a) To learn the understanding level of users on knowledge on Face book community standards b) To analyse the user’s knowledge of reporting somethings option available in Face book. c) To create awareness of the respondents to learn new things available in Face book community standards. The simple random convenience sampling is used to take the sample to collect data for this research work. The sample size is 100. The respondents are studying the college program in the district. The source of data was collected through primary and secondary data sources. Primary data was collected through Google forms. The questionnaire method is employed for collecting the data. The questionnaire consists of 24 questions rules of book community standards and age, gender. The questions are scaled using five psychometric scale that can easily respond. The points are Very Unaware, Unaware, Neither aware or Unaware, Aware and Very Aware. The data is taken from Google form and tabulated. Secondary data was collected from web sources for recent updates in social media analytics and research articles to form the objectives of the research.

IV. RESEARCH DISCUSSION

Table 1.0 User Awareness on Facebook Community Standards

S.No	Attribute	Very Unaware	Unaware	Neither aware or Unaware	Aware	Very Aware
1	The report an impostor page of a public figure in Facebook	3.8%	13.2%	13.2%	60.4%	9.4%
2	Report inappropriate or abusive things on Facebook (e.g. nudity, hate speech, threats)	24.5%	18.9%	7.5%	47.2%	1.9%
3	What to do if someone's bothering you in messages on Facebook?	1.9%	13%	15%	58.1%	12%
4	How do I report something on Facebook if I don't have an account or can't see it?	9.5%	18.9%	11.3%	50.9%	9.4%
5	How to report a Facebook account or Page that's pretending to be me or someone else	1.9%	17%	9.4%	50.9%	20.8%
6	Report a Facebook profile	1.9%	9.4%	5.7%	43.3%	37.7%
7	Report a Page	1.9%	7.7%	9.6%	48.1%	32.7%
8	Report a seller on Facebook Marketplace	0.1%	26.9%	19.2%	36.5%	17.3%

9	How do I report a Meta charge on my bank statement that I don't recognize?	9.8%	41.2%	13.7%	23.5%	11.8%
10	What should I do if someone posts something about suicide or self-injury on Facebook?	3.9%	24.5%	22.6%	35.8%	13.2%
11	Can I remove the account of a friend or family member who's medically incapacitated?	5.7%	34%	20.7%	26.4%	13.2%
12	Reporting a deceased person or a Facebook account that needs to be memorialized.	3.9%	28.8%	21.2%	34.6%	11.5%
13	How do I report a child under the age of 13 on Facebook?	3.8%	28.3%	15.1%	37.7%	15.1%
14	How can I report a convicted sex offender on Facebook?	7.6%	24.5%	15.1%	43.4%	9.4%
15	What should I do if I see images on Facebook of physical abuse or sexual exploitation?	1.9%	19.2%	21.2%	38.5%	19.2%
16	What should I do if someone is asking me to share a nude or sexual picture of myself on Facebook, or is threatening to share a photo that I already sent?	2.0%	12%	14%	50%	22%
17	What should I do if someone posts something on Facebook related to human trafficking?	3.8%	26.4%	13.2%	47.2%	9.4%
18	How does Facebook work with law enforcement?	3.8%	26.4%	22.6%	35.8%	11.4%
19	What happens when I report something to Facebook? Does the person who I report get notified?	7.7%	19.2%	15.4%	44.2%	13.5%
20	Can I check the status of something I've reported to Facebook or cancel a report?	5.6%	20.8%	20.8%	41.5%	11.3%
21	How to contact the Grievance Officer and Facebook in India?	17%	22.6%	24.5%	34%	1.9%
22	How can I report a convicted sex offender on Facebook?	3.8%	22.6%	20.8%	45.3%	7.5%
23	What should I do if I see images on Facebook of physical abuse or sexual exploitation?	2%	17.6%	15.7%	47.1%	17.6%
24	What should I do if someone posts something on Facebook related to human trafficking?	0%	17.6%	31.4%	39.2%	11.8%

In table 1.0 shows the data users are aware of the report that an impostor page of a public figure on Facebook (60.4%). What to do if someone's bothering you in messages on Facebook is (58.1%). In general, from the data insights, users are aware of the face book community standard. Users are very aware of reporting a Facebook profile (37.7%) and report a page (32.7%). Report a seller on Facebook Marketplace in this question or variable is having unaware (26.9%), neither aware or unaware (19.2%), aware (36.5%), unaware (17.3%) and from the data researcher not confident to conclude the options available in the face book. Users are neither aware or unaware of Face book standards only very few standards. if someone who posts something on Facebook related to human trafficking (31.4%) and contacts the Grievance Officer and Facebook in India (24.5%). It means the users have knowledge on Facebook community standards. Users are unaware of the standard, Meta charge on my bank statement that I don't recognize (41.2%) which is significant notice and who's medically incapacitated (34%). From the data insights, these two variables show users unaware of the variables that are available in Facebook standards and don't have knowledge of the same and, if they know, it will help them in many ways. Users are very unaware of the standard,

inappropriate or abusive things on Facebook (24.5%) and contact the Grievance Officer and Facebook in India (17%).

Over all, research objectives are achieved by the researcher and to learn the understanding level of users of knowledge of Facebook community standards and to learn the understanding level of users of knowledge of Facebook community standards. This is simple research from the outcome of some way used to create awareness of the respondents to learn new things available in face book community standard. In the feature research, try to find the level of understanding of community standards on other social media platforms and which platform users are highly aware of the community standards.

V. CONCLUSION

Community guidelines are a set of rules and standards created by all social media platforms to ensure or maintain a standard of behaviour expected on the platforms to create a safe environment for users. The face book community standards helped the society for public safety and human rights and also it is ensuring that voice of the users but the users are well known the rules that will help the society in many ways through knowledge sharing and transformation.

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