ROLE OF DIGITAL FOOTPRINT IN SOCIAL MEDIA

Smita A. Ballal[1],Shweta P. Kulkarni[2],Vaishnavi G.Mankar[3], Rashmi R. Gaikwad[4]

1234MCA-2nd Year Student

[1]smitaballal96@gmail.com , [2]shwetak2341996@gmail.com

Abstract **- The social networking sites like Twitter, Facebook, LinkedIn And YouTube allow the user ton create and share content related to different subjects, reflect their activities, feelings thoughts and opinions.This data provides the information about human behaviour and social interactions.It makes it possible to understand the user interests and their needs.This paper describes about the digital footprint , Merits and pitfalls of digital footprint. The paper is intended towards the recent issues of digital footprints , application areas of it and the security measures required to achieve the better data security.**

INTRODUCTION

Topic is Digital Footprint and see that Australians childrens are the most prolific users of the internet in the world.They are, little under age of eight years old when the begin using the internet and most of the Australians children and teenagers go online daily. Understanding the digital knowledge and online behaviour is important as childrens internet and social media usage that generates digital footprints. Research indicates that aged 18-40 Australians uses 90% of internet and the 47% of 16-25 year old uses the platform such as snapchat, and 25% of posting material of sexual nature online.Some parents educate their children on safe internet particiapation but many other childrens face potential disadvantages of digital footprints.

DIGITAL FOOTPRINT

A growing number of publications (e.g. Barnes & Barnes, 2009, Lange 2007, Livingstone 2008, Lewis & West 2009) continuously draw attention to issues of privacy of individual information available as a result of social networking use. Some researchers (e.g. Weintraub & Kumar, 1997) argue that technology may be significantly changing boundaries between 'publicity' and 'privacy'. The old saying 'Choose your friends wisely' cannot be more relevant as in the context of online social networking. Increasingly, there are warnings that ndividuals should be careful of their use of networks generally as employers are more and more using information gleaned from social networks to assess future employees (Peluchette & Karl, 2010).

Figure
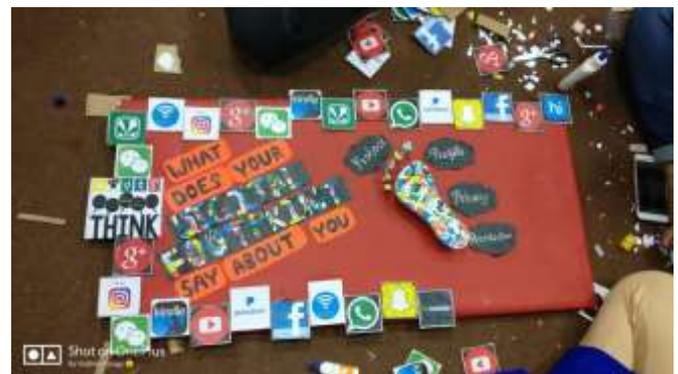
Digital Footprint Issues For Children

1)Technically fluent, but lacking understanding of their actions.2)Security, privacy settings, abuse, predators, cyber bullying.3)Lack of personal control over what gets posted about them. 4)Children are "innocent" and trusting are to be forgotten.

DIGITAL FOOTPRINT ISSUES FOR YOUNG PEOPLE

The need for an awareness of the immediacy and longevity of digital engagement.

MERITS AND PITFALLS

Merits – 1)Fraudulent activites can be tracked down using digital footprints.2) personalization.2)he Convenience of stored information that can be retrieve quickly.3)Recruiters can find the right candidates for job positions using digital footprints.
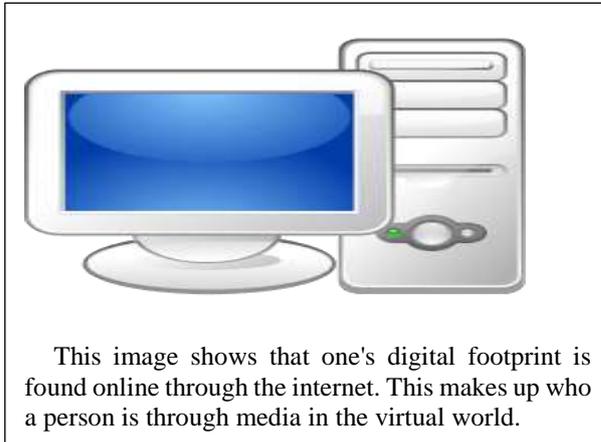
6.2 PITFALLS-

Digital footprints often cannot be deleted and are permanent.Loss of privacy,Unwanted solicitations,Can potentially lead to identity or data thefts.

[7] PRIVACY ISSUES-

Digital footprints are not digital identity or passport but the content of metadata collected impact on

internet privacy, trust , security and recommendation.As the digital world expand with more aspects of life , the ownership and rights of ownerships are become important.Having a digital footprint may be dangerous for students, as affiliations such as college admissions staff and potential employers may decide to research into prospective students and employee's online profiles, leading to a large impact on the students' futures.

This image shows that one's digital footprint is found online through the internet. This makes up who a person is through media in the virtual world.

A digital footprint is ones identity online which is based upon a person's personality or one's career path, but it is also based upon someone's activity through the internet.

[8] LITERATURE REVIEW-

8.1 PRIYANKA GUPTA

Priyanka is a blogger by profession and has an increasing interest to write about the edtech space. While writing she keeps in mind the educators to come up with right resources and ideas which might be relevant for them in relation to effective use of technology in their profession and institutions/classrooms.

8.2 TIANA MURRAY (DECEMBER 2015)

They reports on the findings of the Best Footprint
Forward project's investigation of primary school children's understanding of the internet, and these children's, their parents'/carers' and teachers awareness and attitudes towards digital footprints and the strategies used to manage these.

8.3 RACHEL BUCHANAN (NOVEMBER2016)

They reports on the findings of a Delphi survey and series of projects researching how primary students, and tertiary students in regional location in NSW understood their digital footprints. Using focus groups, students' understanding of digital footprint and the role of social media in their lives was explored.

8.4 TIANA MURRAY (JULY 2018)

The children in the study demonstrated an ambivalence about the internet; they regularly went online for a variety of purposesbut these positive experiences were tempered by concerns and fears. This research presents a nuanced perspective of children's knowledge of the internet; by rejecting the notion that children are naive, passive consumers of digital culture, analysis of their understanding reveals it to be balanced and sophisticated.

8.5 JILL SCEVAK

The aims of this related series of research projects are to investigate the digital footprint knowledge,awareness and understanding of experts, parents, teachers and students (in primary, secondary and tertiary education)

[9] CONCLUSION -

As a result of online social networking individuals tend to generate content associated with their name linking them to other individuals into a formal or informal network. Online networking has been positively linked to building and reinforcing social capital. In turn "better connected people" (Burt, 2001) are thought to enjoy an
advantage in career management. Thus besides simple socializing, online social networks have an impact on business relations.

[10] REFERENCES

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