

Data Privacy Usage on Facebook of College Students in Metro Manila

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Abstract— Facebook and other social networking sites are type of virtual community that has grown tremendously in popularity over the past years. Students start creating their profile, then make friends with other people. This lead them on posting and sharing personal data not knowing the security of their profile data. The research describes the study on the degree of data posted on Facebook and delved on awareness on the Data Privacy Act on Facebook of college students in south Metro Manila.

The study utilized sequential explanatory mixed method research design. Utilization of validated self-made questionnaires was formed into structured questionnaires to collect the data. Respondents were randomly selected from (3) different schools in South Metro Manila. Assumptions on the onset of the research was there is no relationship between level of awareness of Data Privacy Act on Facebook and the degree of data posted.

The findings revealed that there is an important relationship between the level of awareness and the degree of information posted or shared on Facebook. It was also revealed that college students in South Metro Manila are moderately aware about the Data Privacy Act and that they are careful in posting and sharing of their personal data. Also, the result suggests that level of awareness of Data Privacy Act of students does not merely depend on the school where they are enrolled. This study demonstrates only the awareness on Data Privacy Act on Facebook, further study on the trust and privacy safeguard is recommended.

Index Terms— data privacy usage, facebook, awareness, mixed method, Las Pinas Philippines

1 Introduction

Social networking sites are a type of virtual community that has grown tremendously in popularity over the past few years. The web traffic data for Facebook, the social network oriented toward college students, show 15 million unique United States visitors within a month – a figure which is still increasing (QuantCast, 2007).

When people join networking sites, they begin by creating a profile; subsequently, connections are made to existing friends online, as well as those one meets online. Here, a profile is a list of identification information; such pertains to data of one's of a personal nature. Thus, it includes a person's real name or a pseudonym; one's photographs, hometown, family picture, and personal interests. Thereafter, members connect by sending a "friend request" which must be accepted by other individuals to establish a link; indeed, "Friending" enables one to access a person's profile and add them to one's social network and vice-versa (Dwyer et al., 2007).

Imagine waking up getting a text from a friend informing that what an individual did last night was already viral on social media; that one cannot even remember what transpired because of the absence of control in showing one's self to crowds; and that one does not even know what was going on. Now, that it is known by the whole world, his friends, relatives, co-

workers, and neighbors, among others. Truly, what face would one show to others now? That is when the right to privacy comes in. Indeed, people nowadays openly share information about themselves to their friends and even to strangers they do not know, personally and on social media. Every single thing they feel, they will do, or they have done – they tell others. Some people are transparent about what they feel and what they think, and these they often share to other people. There are certain things that should not be shared to everyone, even to one's best friend or boyfriend/girlfriend. Verily, one may then pose this question: do they know the right to privacy?

Sharing too much information can lead to the commission of crimes. One must consider that the persons mentioned above do not know the people they are mingling with; even their relatives may be involved in misdeeds and commit wrongs against them. There are two effects on sharing too much information. Envy is one of the effects of sharing too much information which can cause troubles/conflicts. For example, one who tells people that one bought this 'stuff' or that someone gave it to him/her and that other person wants what he/she has, the latter will then ultimately be in a state of envy. Yes, they might be happy about what he/she has and that he/she does not have any other means or outlets for manifesting happiness, but, sometimes, sharing way too much is not good at all.

The second effect is annoyance. Believe it or not, treating social media as one's diary is so annoying. If someone hates the user and wants to kill him/her, added to the fact that he/she has just updated his/her status as to whereabouts, he/she might just get killed. Sharing something once is enough, but if one is sharing something over and over again wherein no one is interested, it can become annoying. Sharing it to social media with people one barely knows is also annoying. Who cares what he/she did, what he/she got or where he/she went. The things he/she shares should be something unique. Thus, the people who will see it will be amazed or bewildered. People should not share something that they usually do. Certainly, some use social media to humiliate a person. They should not share something that will destroy someone's dignity and reputation, especially without his/her consent. By that, they are invading a person's right to privacy.

There are things shared with friends. There are things shared with significant people. And there are merely kept to them. People believe that every person has a secret that they will never tell to others – not because it should not be, but because they are afraid as to the judgment of others. They are afraid of what people will say. If there is only one person out of all the people in the world whom they can share and trust with their personal 'stuff,' that is their mothers; she is the right and the best person whom they can tell every little thing about themselves. Whatever they will share to her, she will understand. That is why some teens consider their mothers as their best friend too.

According to Mayer (2015), "I think that there is a generational change, where new generations that have grown up always having access to the internet have a somewhat different view in terms of personal information and what needs to be kept private." The researchers believe that the grown-ups are the ones who share some of the things that should not be shared. As a grown-up, and a responsible adult, they should be the ones responsible as to what they share. They should be a role model to the young generation in that not everything should be shared; they should know what to keep and what to share. Indeed, there are limitations on everything especially on personal things.

One exception about all these personal information is when they join social media. By joining social media, there are terms and conditions agreed by the person himself. Here, one allows one's self to be known worldwide. The researchers believe that they cannot force anyone not to share every little thing about their lives. It is their lives anyway; let them learn and see the outcome of what they shared. Nevertheless, other people should also learn how to keep things private about other people and not let the world know and embarrass others through social media. Truly, they should respect the right to privacy of others.

The generation of today needs to learn and be informed regarding the Privacy Act and usage of data. Therefore, the researchers decided to conduct a research on the Data Privacy Act in three (3) Schools in South Metropolitan Manila, Philippines.

The researchers wish to know the state of awareness of college students concerning the Data Privacy Act and the degree of personal information shared on Facebook across the three (3) schools.

What is the right to privacy?

In the Philippines, Republic Act No. 10173, otherwise known as the 'Data Privacy Act of 2012,' or herein mentioned as 'Data Privacy Act,' or 'RA 10173,' for brevity, was passed by Congress. Under said law, it is the policy of the state to protect the fundamental human right to privacy, of communication while ensuring free flow of information to promote innovation and growth. The State recognizes the vital role of information and communications technology in nation-building and its inherent obligation to ensure that personal information in information and communications systems in the government and in the private sector are secured and protected.

In line with the foregoing, this study focuses on the knowledge and awareness of selected students of Las Pinas and Muntinlupa on the Data Privacy Act.

Related Literature And Studies

Republic Act No.10173 is an act protecting individual personal information in information and communications systems in the government and the private sector, creating for this purpose a national privacy commission, and for other purposes (Official Gazette, 2016).

Such legislation became a law on September 8, 2012 and is the Philippines' first data privacy law. The law protects individual personal information in information and communications systems in the government and the private sector. Specifically, it mandates the creation of a National Privacy Commission (NPC) to administer and implement the provisions of law, and to monitor and ensure compliance with international standards for data protection (Schumacher, 2015).

Republic Act No. 10173 is one formidable piece of legislation. Its application encompasses all walks of business, from the banking and finance sector, to labor and human resources, schools, and even non-profit organizations. (Nicolas & De Vega Law Office, 2013).

“The State recognizes the vital role of information and communications technology in nation-building and its inherent obligation to ensure that personal information in information and communications systems in the government and in the private sector are secured and protected” (Talampas, 2016).

The Data Privacy Law was adopted after the EU Data Privacy Directive which takes a right-based approach. The United States enforces a market-based approach where the people decide on what level of privacy they are comfortable with as consumers. If they do not agree with Facebook's privacy policies, for instance, they can just opt to use another social media site instead. If majority of the people stop using Facebook because of their privacy policy, Facebook will be forced to change it to win back their users. “The amount of privacy you have will depend on how vigilant you protect your privacy,” it has been said. With the US' market-based approach, consumers 'opt-out' of a service if they do not want to comply with its data privacy policies. In Europe and other commonwealth regimes, everyone is automatically given the right to enforce a fixed level of data privacy dictated by law. Before a company is able to use one's data, one has to get the user's consent first (Lucas, 2013).

The PDPA establishes a data protection law that comprises various rules governing the collection, use, disclosure, and care of personal data. It recognizes both the rights of individuals to protect their personal data, including rights of access and correction, and the needs of organizations to collect, use, or disclose personal data for legitimate and reasonable purposes (PDPA Singapore, 2016).

Individuals regularly disclose personal information such as their names, photographs, telephone numbers, birth date, and address while engaged in a whole range of everyday activities. This personal data may be collected and processed for a wide variety of legitimate purposes such as business transactions, joining clubs, applying for a job, among others. Nonetheless, the privacy rights of individuals supplying their personal data must be respected by anyone collecting and processing that data. The Data Protection Directive lays down a series of rights and duties in relation to personal data when it is collected and processed (European Commission, 2016).

In relation to the foregoing, Angara (2012) notes that

Generally, the commission will be mandated to enforce policies that balance the right of the private person to privacy with the need to speed up the utilization of the Internet. By establishing such a policy framework, we actually protect Internet freedoms while making sure the Web remains safe. In this way, we reduce the risk for

true harm to be inflicted and heighten the opportunity for our digital space to be a truly productive and collaborative venue.

Millennials have to scrutinize the terms and conditions of every service they sign up for and take control of their privacy settings. "There are ways to limit the exposure of that information. But when you have your identity stolen, it's a lot more painful for a consumer to untangle," per Evans (2015).

The revamp may make Facebook's privacy policy easier to understand, it does not necessarily make it any easier to keep one's information private on the social network. Though users have the option to opt in or out of sharing information with third-party apps, they still do not have the option to select what type of information is shared, and, more importantly, the new data policy still maintains that Facebook has the right to use information people share on Facebook to target ads to them on and off Facebook. The reality is that most Facebook users will not read the policy, and even if they do take issue with the way Facebook intends to collect information about their purchases or use their location information to target advertisements, most will likely continue to use Facebook. Such is the way of the modern web, which is, in large part, paid for and driven by ad targeting technologies (Egan, 2014).

According to cybersecurity experts, millennials' willingness to share personal data on social networks puts them at increased risk. These days, many websites require users to input a password and answer security questions to gain access, but often the answers to those questions can easily be discovered on a person's Facebook page. Another reason millennials are at risk is their openness to try new technology without giving much thought to repercussions (Fuscaldo, 2015).

Teens are increasingly sharing personal information on social media sites, a trend that is likely driven by the evolution of the platforms teens use, as well as changing norms around sharing. A typical teen's MySpace profile from 2006 was quite different in form and function from the 2006 version of Facebook aside from the Facebook profiles that have become a hallmark of teenage life today. For the five different types of personal information that were measured in 2006 and 2012, each is significantly more likely to be shared by teen social media users on the profile they use most often; specifically:

"91% post a photo of themselves, up from 79% in 2006

71% post their school name, up from 49%

71% post the city or town where they live, up from 61%

53% post their email address, up from 29%

20% post their cell phone number, up from 2%" (Madden, 2013).

In addition to the trend questions, five new questions were also posed regarding the profile teens

use most often and found that among teen social media users:

- "92% post their real name to the profile they use most often
- 84% post their interests, such as movies, music, or books they like
- 82% post their birth date
- 62% post their relationship status
- 24% post videos of themselves" (Madden, 2013).

Facebook is a "voluntary social network to which members subscribe and submit information. x x x. It has created a worldwide forum enabling friends to share information such as thoughts, links, and photographs, with one another." (Vivares and SPS. Suzara vs. St. Theresa College; Mylene Rheza T. Escudero; and John Does, Respondents, 2014).

Facebook is a popular, free social networking website on the internet which enables registered users to send messages to one another, upload photographs and videos, keep in touch with one another, and send information about oneself (and others) to other registered users. It has 900 million users worldwide, 23% of whom visit their Facebook page more than five times a day (H vs. W, 2013).

Synthesis

According to the Official Gazette (2016); Talampas (2016); Schumacher (2015); and Nicolas & De Vega Law Office (2015), an individual's personal information in information and communications systems in the government the private sector and other institutions is the state's obligation to be secured and protected. Indeed, no person shall gain access, nor make any confidential information public.

Based on the foregoing works (European Commission, 2016; Lucas, 2013; & PDPC Singapore, 2013), once one gets employed in a company, they have already seen one's personal information one has shared on social networking sites. Institutions may or can use it as the same is already disclosed; still, such should be taken care of by the company/institution involved and not use it inappropriately.

Per Fuscaldò (2015), Evans (2015), Egan (2014), and Angara (2012), people can control how much personal information they share on social networking sites, particularly on Facebook. It is just one click away in choosing to whom they want to share their post. However, it is inevitable that people connect their Facebook account with other social networks such as Instagram. Sometimes, when they search their name on Google, the first thing that will come out is one's Facebook profile. No matter how private one keeps one's information, it is already disclosed to the world.

According to the studies/literatures on Madden, Lenhart, Cortesi, Gasser, Duggan, Smith, and

Beaton (2013), once one joins Facebook or other social networking sites, one allows people to know more about one's self, and as to whether one knows him/her personally or not. Every little information is shared and posted. Nevertheless, some field on Facebook is required to be filled-out; otherwise, one cannot have an account. Hence, privacy is seen as irrelevant.

The present work is similar to all of the foregoing works for they deal with principles on social media. Indeed, literatures derived from foreign sources provide a relatively fresh look at appreciating social media and its intricacies.

However, the foregoing works, except for the local literatures, do not particularly treat the Philippine setting. Still, the above literature enlightened and guided the researchers in examining social media/Facebook and data privacy, in particular. Indeed, for one, the literatures serve as a constant reminder to respect and pursue privacy amidst the challenges that multifarious contexts present.

THEORETICAL FRAMEWORK

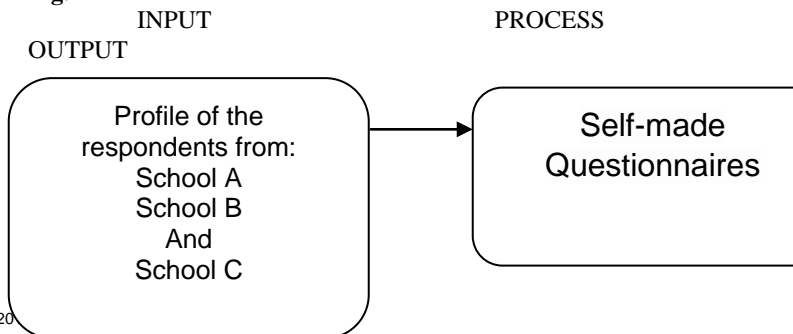
Communication management (CPM), originally known as **communication boundary management**, is a systematic research theory designed to develop an evidence-based understanding of the way people make decisions about revealing and concealing private information. CPM theory suggests that individuals maintain and coordinate privacy boundaries (the limits of what they are willing to share) with various communication partners depending on the perceived benefits and costs of information disclosure. It was first developed by Sandra Petronio in 1991.

Indeed, RA 10173's thrusts, mentioned above, induced the writers of this work in pursuing the same.

CONCEPTUAL FRAMEWORK

This study focuses on how much information people share about themselves to online social networks. The researchers constructed a paradigm using the IPO (input, process and output) model showing the overall flow on how much information people share about themselves thru online social networks.

Fig. 1



STATEMENT OF THE PROBLEM

This study focuses on Data Privacy Usage and the degree of personal information posted by the college students. The researchers focused on how knowledgeable the student-respondents are in sharing personal information vis-à-vis Data Privacy Act.

This paper delved into the following questions:

1. What is the level of awareness of the students about Data Privacy Act?
2. What is the degree of personal information shared on Facebook?
 - a. How often do you share personal information on Facebook?
 - b. How far do you post and share personal information on Facebook?
3. Is there a relationship between level of awareness of Data Privacy Act and degree of personal data posted and shared on Facebook?
 - a. How do you know that the data you are sharing or posting is personal?
 - b. How far do you know about the Data Privacy Act?

HYPOTHESIS

There is no relationship between the level of awareness as to the Data Privacy Act and the degree of personal data posted or shared on Facebook.

SIGNIFICANCE OF THE STUDY

The research will provide information to readers as to why most people expose themselves in public or social media, particularly in Facebook. The research will give enlightenment to the readers as to why they should keep their personal information private as much as possible and afford them legal information on the Data Privacy Act. Also, this will convince readers to change their ways in using social media, especially Facebook accounts, and use it according to what is stated in the Data Privacy Act.

SCOPE AND DELIMITATIONS OF THE STUDY

The researchers utilized the data or information shared on Facebook. The student-respondents in this study are college students from School A, School B and School C, all of which are private schools in the South of Metropolitan Manila.

Respondents were grouped by age, that is those 16-24 years old. Also, this study focused on the Data Privacy Act of 2012.

DEFINITION OF TERMS

The following have been defined to facilitate understanding of this study:

- ▶ Data – it refers to the personal information shared/posted in Facebook.
- ▶ Privacy – it refers to the laws that deal with the regulation of personal information about individuals, which can be collected by governments/public entities, as well as private organizations, as to storage and use.
- ▶ Act – a statutory plan passed by Congress or any legislature which is a "bill" until enacted and becomes law.
- ▶ Social media – social networking site mainly Facebook.
- ▶ Rights – Legally guaranteed powers available to a legal entity in realization or defence of its just and lawful claims or interests (such as individual freedom)
- ▶ Personal information - refers to any information whether recorded in a material form or not, from which the identity of an individual is apparent or can be reasonably and directly ascertained by the entity holding the information, or when put together with other information, would directly and certainly identify an individual.
- ▶ Information and Communications System – such refers to a system for generating, sending, receiving, storing, or otherwise processing electronic data messages or electronic documents and includes the computer system or other similar device by or which data is recorded, transmitted, or stored, and any procedure related to the recording; transmission; or storage of electronic data, electronic message, or electronic document.

2 Methodology

The researchers utilized the sequential explanatory mix method research design. Using qualitative results assists in explaining and interpreting the findings of a quantitative study (Creswell, 2003); indeed, it enabled the herein

researchers to determine the number of people who are aware of the Data Privacy Act of 2012.

The respondents are students from the three (3) private schools of South Metropolitan Manila, namely: School A, School B and School C. Thus, there were one hundred (100) student-respondents from School A, ninety (90) respondents from School B and ninety six (96) from School C.

The researchers used self-made questionnaires and conducted interviews to determine the number of people who are aware of the Data Privacy Act 2012 and if they are practicing it. The questionnaire is composed of twenty (20) questions, answerable by 'always,' 'sometimes,' 'never,' and 'seldom.' The respondents checked the box that corresponds to their answer.

The researchers presented the interview questionnaires to experts for assessment and validation, that is, whether it will answer the problems and manifest significance of this study.

The researchers collected the questionnaires with answers from their respondents. They segregated the papers of the respondents according to those who are fully aware of their rights to privacy and those practicing the same to the fullest extent; those who are aware of their rights but do not practice it that much; and those who are not aware of their rights and do not practice it at all. After segregation, data were tallied.

Data gathered were analyzed and summarized using the following statistical tools:

Relative frequency was used to express several the population or sample having the same trait or characteristic as a percentage of the population size or sample size. The relative frequency is computed using the following formula:

$$rf = \frac{f}{n} \times 100\%$$

where f is the frequency and n is the sample size. Relative frequencies were used for summarizing in frequency distribution tables the profile of the respondents.

Mean was obtained by adding the observed values and dividing by the number of observed values. The mean is calculated using the following formula:

$$\bar{x} = \frac{\sum x}{n}$$

where x is the observed value and n is the sample size.

The following tables were used for the interpretation of means.

Verbal Interpretation of Means for Indicators of Awareness

Mean	Interpretation
1.00 - 1.50	Never
1.51 - 2.50	Seldom
2.51 - 3.50	Sometimes
3.51 - 4.00	Always

Verbal Interpretation of Means for Level of Awareness on Data Privacy Act

Mean	Level of Awareness
1.00 - 1.50	Very Aware
1.51 - 2.50	Aware
2.51 - 3.50	Slightly Aware
3.51 - 4.00	Not Aware

F-test or one-way analysis of variance, or one-way ANOVA, was used for the test of differences in ascertaining the level of awareness of the respondents. The computations using analysis of variance were summarized in a table called 'ANOVA table' as shown below.

ANOVA Table

Source	df	SS	MS	F
Treatments	t-1	SST	MST	MST/MSE
Errors	n-t	SSE	MSE	
Total	n-1	SST		

where t = number of treatments

n = number of observer values

SS = sum of squares

SST = sum of squares for treatments

SSE = sum of squares for errors

MS = mean square

MST = mean square for treatment

MSE = mean square for error

F = value of the test statistic

Pearson r Correlation Coefficient

It was used to determine the relationship between the level of awareness of Data Privacy Act and degree of personal information posted/shared on Facebook.

$$r = \frac{\sum xy - (\sum x)(\sum y)}{\sqrt{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]}}$$

The following table was used to verbally interpret the value of Pearson r correlation coefficient:

Pearson r Correlation Coefficient	Interpretation/Relationship
0 - ± 0.195	Very Low
± 0.200 - ± 0.395	Low
± 0.400 - ± 0.595	Moderate
± 0.600 - ± 0.795	High
± 0.800 - ± 0.995	Very High

3 Presentation, Analysis, And Interpretation Of Data

This chapter presents the data gathered by the researchers and the results of the statistical analysis of the same that provided answers to the research questions of this study.

Table 1

Profile of Respondents by School

School	Frequency (f)	Percentage (%)
UPHSD-Las Pinas	100	34.97
Southville	90	31.47
San Beda	96	33.57
Total	286	100.00

There were one hundred (100) respondents selected from the School A and they represent 34.97% of the sample of two hundred eighty-six (286) respondents. There were ninety (90) respondents from School B, and they represent 31.47% of the sample of two hundred eighty-six (286) respondents. Ninety-six (96) respondents were selected from School C and they represent 33.57% of the sample of two hundred eighty-six (286) respondents.

Table 2

Profile of Respondents by Age

School	Age (Years)						Total	
	16 - 18		19 - 21		22 - 24			
	F	%	f	%	f	%	f	%

UPHS D-Las Pinas	29	10.14	65	22.73	6	2.10	100	34.97
Southville	47	16.43	43	15.03	0	0.00	90	31.47
San Beda	74	25.87	22	7.69	0	0.00	96	33.57
Total	150	52.45	130	45.45	6	2.10	286	100.00

Among the respondents from School A, majority of these respondents, that is, sixty-five (65) of them, representing 22.73% of the sample of two hundred eighty-six (286) respondents, are between nineteen (19) years old and twenty-one (21) years old. This is followed by twenty-nine (29) respondents, representing 10.14% of the sample of two hundred eighty-six (286) respondents, with ages between sixteen (16) years and eighteen (18) years.

Among the respondents from School B International School and Colleges, most of these respondents, that is, forty-seven (47) of them, representing 16.43% of the sample of two hundred eighty-six (286) respondents, are between sixteen (16) years old and eighteen (18) years old. This is followed by forty-three (43) respondents, representing 15.03% of the sample of two hundred eighty-six (286) respondents, with ages between nineteen (19) years and twenty-one (21) years.

Among the respondents from School C, majority of these respondents, that is, seventy-four (74) of them, representing 25.87% of the sample of two hundred eighty-six (286) respondents, are between sixteen (16) years old and eighteen (18) years old. This is followed by twenty two (22) respondents, representing 7.69% of the sample of two hundred eighty-six (286) respondents, with ages between nineteen (19) years and twenty-one (21) years.

In general, majority of the respondents, that is, one hundred fifty (150) of them, representing 52.45% of two hundred eighty-six (286) respondents, are between sixteen (16) years old and eighteen (18) years old. This is followed by one hundred thirty (130) respondents, representing 45.45% of the sample of two hundred eighty-six (286) respondents, with ages between nineteen (19) years and twenty one (21) years. There are six (6) representing 2.10% of the sample of two hundred eighty-six (286) respondents, with ages between twenty-two (22) years and twenty-four (24) years.

Table 3
Level of Awareness of the Students about the Data Privacy Act

Indicator
1. My parents check my Facebook account.

2. I post informative matters on Facebook such us political issues	nowadays “Seldom” engage in the practices listed in Table 3.
3. I browse Facebook to check on my relatives or friends’ account	use Facebook only for educational purposes; according to them, this is the most influential social media site among other social networking sites. The researchers believe that with the number of users that Facebook has, it can be concluded that there is no doubt in stating it as the most used and influential social networking site today. Truly, Facebook has been existing for twelve (12) years now and, as time goes by, membership is growing and coming from different parts of the world. For the students, they can see views and opinions from different kinds of people, tips, tricks, and even ‘Do It Yourself things.’ With the number of people and pages on Facebook that share information even if it is not essential, students can easily get information especially the important ones. On Facebook, people are also fond of posting environmental and political issues essential to every student, not only for the Political Science or Law students, but also to all students; to be sure, the latter should be aware and be informed about what is happening to the country and other states. Indeed, it is also the easiest way to communicate with their group mates, professors, classmates, and organization mates as most of them check their Facebook account more often than they check their e-mails. It is also used to post assignments, projects, updates, and getting information about classes since, thru Facebook, people can create a closed group exclusive to a certain group. The researchers agree with these reasons considering that the herein researchers-students also use Facebook in communicating with their professors and classmates about school requirements. It has been found that some of the students, per their statements, use Facebook for checking on their relatives’ and friends’ account to be updated with happenings in their lives because they are not always together, especially in relation to the old friends they have. It is also resorted to in maintaining good relationships with each other. That is why there is Facebook – to connect with one’s loved ones who are miles away.
4. I stalk people by means of Facebook.	
5. I gossip by means of Facebook.	
6. I use Facebook only for educational purposes.	
7. I accept friend request/s from people that I don’t know as long there are mutual friends.	
8. I post criticisms pertaining to someone indirectly on Facebook	
9. I argue with anyone on Facebook.	
10. I post malicious and scandalous images on Facebook.	
OVERALL	

M = mean,
D = description (N = never, SE = seldom, SO = sometimes),
A = awareness (VA = very aware, AW = aware, SA = slightly aware) and
R = rank

Without regard to any school, the indicator “I use Facebook for educational purposes” has the highest average rating of 2.91, which means that respondents “Sometimes” use the Facebook for educational purposes. This is followed by the indicator “I browse Facebook to check on my relatives or friends” with the second highest average of 2.89, which means that respondents “Sometimes” browse Facebook to check on their relatives or friends. The indicator “I stalk people by means of Facebook” has the third highest average rating of 2.52, which means that respondents “Sometimes” use the Facebook to stalk people.

On the other hand, the indicator “I post malicious and scandalous images on Facebook” has the lowest average rate of 1.18, which means that respondents “Never” post malicious and scandalous images on Facebook. The indicators “I argue with anyone on Facebook” and “I post criticisms pertaining to someone indirectly on Facebook” have the same second lowest average rating of 1.43, which means that respondents “Never” argue with anyone on Facebook and “Never” post criticisms pertaining to someone indirectly on Facebook. The indicator “My parents check my Facebook account” has the third lowest average rate of 1.62, which means that parents of respondents “Seldom” check their Facebook account.

Therefore, based on the results of the survey, the researchers found out, based on the over-all average of 1.99, college students from these schools

Some of the student-respondents said that they use Facebook only for educational purposes; according to them, this is the most influential social media site among other social networking sites. The researchers believe that with the number of users that Facebook has, it can be concluded that there is no doubt in stating it as the most used and influential social networking site today. Truly, Facebook has been existing for twelve (12) years now and, as time goes by, membership is growing and coming from different parts of the world. For the students, they can see views and opinions from different kinds of people, tips, tricks, and even ‘Do It Yourself things.’ With the number of people and pages on Facebook that share information even if it is not essential, students can easily get information especially the important ones. On Facebook, people are also fond of posting environmental and political issues essential to every student, not only for the Political Science or Law students, but also to all students; to be sure, the latter should be aware and be informed about what is happening to the country and other states. Indeed, it is also the easiest way to communicate with their group mates, professors, classmates, and organization mates as most of them check their Facebook account more often than they check their e-mails. It is also used to post assignments, projects, updates, and getting information about classes since, thru Facebook, people can create a closed group exclusive to a certain group. The researchers agree with these reasons considering that the herein researchers-students also use Facebook in communicating with their professors and classmates about school requirements. It has been found that some of the students, per their statements, use Facebook for checking on their relatives’ and friends’ account to be updated with happenings in their lives because they are not always together, especially in relation to the old friends they have. It is also resorted to in maintaining good relationships with each other. That is why there is Facebook – to connect with one’s loved ones who are miles away.

Verily, the key to maintain a good relationship with one’s relatives and friends is communication, for without it, relationships will gradually be lost. The researchers believe that, in every family, there should be communication, especially when they are far away; it keeps the family closer and encourages persons to be open to each other. It builds trust within families and friendships, among others. Truly, every once in a while, the researchers endeavor being up-to-date as to their their relatives and friends – to know what is happening with them. In addition, the researchers are desirous of letting said relatives/friends feel that they care for them; that the researchers did not forget them even if they are far away.

Another reason why students use Facebook is that they stalk people. Some students said they do not really stalk, rather, they aver that they are just curious

about a certain person and that is why they check their account to see the person’s background. It is inevitable to every human being, especially students, to use Facebook as a means of getting information about the person they like. The researchers experienced this by searching the person’s name and investigating about them if they are already in a relationship or not. Think about it, the students’ first means of getting information about a certain person is through Facebook. Sometimes, it is their friends who tell them to search for their Facebook account and send a request. Certainly, it is a way to be connected for some students said that they stalk people because they cannot confront them face-to-face, aside from the wish of knowing something deeper than what they already know.

People nowadays are up-to-date about their life; it is easy to know matters about them. Thus, as Evans (2015) maintains, "there are ways to limit the exposure of that information. But when you have your identity stolen, it's a lot more painful for a consumer to untangle." It means that they are aware about the Data Privacy Act. The less often they do resort to those practices in social media, the more they know about said law and its consequences if they will not use social networking sites properly. It supports the results of this work; here, the respondents limit only the things they do by seldom practicing the things listed above that can lead to improper use of personal information.

Most social media users today, especially those using Facebook, are aware about the Data Privacy Act — not because they literally studied the act, but because Facebook existed long enough for users to undergo experiences and learn the do’s and dont’s of using Facebook through their personal experiences and the news they have come across. The researchers observed that today’s generation are more knowledgeable which can be explained by advancements in technology; consequently, the more they use, the more they learn a lot.

Table 4

Degree of Personal Information Shared on Facebook by the Respondents

Indicator	OVERALL
1. I post my location every time I hangout.	1.86
2. I post what I feel whenever I get angry to someone.	1.83
3. I experienced chatting with a stranger.	2.06
4. I experienced giving my contact number to a person who is not my family.	1.58

5. I connect my facebook account on any social media I use.
6. I share photos of my family.
7. I share my problems to my friends on facebook even though we barely know each other.
8. I post humiliating things about someone.
9. I share things about my significant other and I.
10. I make facebook like a diary. I share whatever I’m doing.
OVERALL

M = mean, D = description, N = never, SE = seldom, SO = sometimes, A = awareness, VA = very aware, AW = aware, SA = slightly aware, R = rank

Without regard to any school, the indicator “I share photos of my family” has the highest average rating of 2.64 which means that respondents “Sometimes” share photos of their family. This is followed by the indicator “I connect my Facebook account on any social media I use” with the second highest average of 2.49 which means that respondents “Sometimes” connect their Facebook account on any social media they use. The indicator “I experienced chatting with a stranger” has the third highest average rating of 2.06 which means that respondents “Seldom” experienced chatting with a stranger.

On the other hand, the indicator “I post humiliating things about someone” has the lowest average rate of 1.32 which means that respondents “Never” post humiliating things about someone. The indicator “I make Facebook like a diary. I share whatever I’m doing” has the second lowest average rating of 1.46 which means that respondents “Never” make Facebook like a diary to share whatever they are doing. The indicator “I share my problems to my friends on Facebook even though we barely know each other” has the third lowest average rate of 1.58 which means that respondents “Seldom” share their problems with their friends on Facebook even though they barely know each other.

Therefore, based on the result of our survey, the researchers found out with overall average of 1.86, college students from these schools nowadays “Seldom” do the practices listed down in Table 4. The researchers are a firm believer that one of Facebook’s objective is to share the happenings of one’s life, family related or not. Some students said that they share photos of their family because they want the people to see and know their family. Maybe because they want to brag about what kind of family they have. It is for the crowd also to know that they are happy with their family and that they are proud to be surrounded by good people. The researchers believe that it is inevitable no to post pictures of their families because after all Facebook is for sharing stories about anything a person wants but

they should not also forget that sharing too much is not advisable and it will also cause annoyance to other people. Another reason is to share good memories with other people. They want to show that they are having a good time with their family. It is not wrong in doing such thing but the researchers consider in posting pictures responsibly either their family pictures or of themselves. Moreover, The students also said that they prefer to connect their Facebook account to other social networking sites they use because it is easily synchronized as their Facebook account has their information needed in creating an account in other social media. It will be easy, for example Instagram, just click “Connect to Facebook” and a few more clicks for confirmation that they allow Instagram to use their information and that is it you already have an account. The students also said that once they post on other social networking sites they want to automatically share it on Facebook also so that it will be shown on their Facebook profiles because some of the people who does not have any other social networking site can see it. Lastly, Facebook is known for connecting people around the globe. This is where they chat, meet and know people from other places. Basically, Facebook’s prime objective is to getting to know people by connecting with them through chatting. Some students said that they experienced chatting with a stranger because it boosts their ego and it is also a type of entertainment. It would be creepy to chat with a stranger though. Imagine someone who is completely a stranger who sent them a private message asking if they can chat. Would they refuse or not? Some students said they accept the message requests from strangers because they are just trying to be nice and to find new friends. The researchers believe that students should be careful in talking to people they do not know. It can cause crime related incidents just by talking to a stranger. Be alert and cautious in giving information to a stranger as much as possible try to ignore them. It is not really bad to ignore them it is just for their own safety. Lastly, how can you know a person if you would not chat with them? It is better also to have a small talk even with other nationalities. It is not bad so they can be informed about other cultures. It works both ways. It doesn’t really contradicts the study of (Madden and Lenhart, et al. 2013), both of the studies found out that teens are most likely to share photos of themselves and their family. It’s because families today are too excited and attracted to use technology like Facebook to share their pictures to others instead of making a photo album and keep all of them at home. Also, teens are concerned about the 3rd parties getting access to their personal information by means of connecting their Facebook accounts to other social media sites. This procedure is more convenient that is why many do this. Lastly, chatting with a stranger is both common in both studies. The less often they do all those practices in social media the more they know about what to keep in private and what’s not.

Relationship between Level of Awareness of Data Privacy Act and Degree of Personal Info Posted/Shared on Facebook

The figure below summarizes and presents the results of Pearson r correlation coefficient between level of awareness of Data Privacy Act and degree of personal info posted/shared on Facebook, the results of the test for significance of correlation coefficient.

Table 5

Relationship between Level of Awareness of Data Privacy Act and Degree of Personal Info Posted/Shared on Facebook

Variables	Pears on r	Relation ship	p- val ue	Decis ion on H ₀	Conclu sion
Level of Awareness of Data Privacy Act and Degree of Personal Info Posted/Shared on Facebook	0.53	Moderate	0.00	Reject H ₀	Significant

Decision Criteria: Reject H₀ if p-value ≤ 0.05. Otherwise, accept H₀.

Results show that there is a “Moderate” relationship between level of awareness of Data Privacy Act and degree of personal info posted/shared on Facebook. Additionally, this “Moderate” relationship between level of awareness of Data Privacy Act and degree of personal info posted/shared on Facebook is found to be significant.

Therefore, the more they share things about themselves on social media especially on Facebook the less they know about Data Privacy Act. The less they share or post about themselves the more they know about Data Privacy Act. The researchers believe that once a person joins any social media especially Facebook he is allowing the howl of strangers to know also about their personal things. That is why it is important to know what is and what is not to share on social media. So, it is essential to be aware about disclosing personal information on social media especially on Facebook. That is why there is a relationship between the Level of Awareness in Data Privacy Act and the degree of personal information shared. The moderate relationship between level of awareness of Data Privacy Act and degree of personal information posted/shared on Facebook is significant because the personal things shared or posted on Facebook are data that is disclosed to everyone on or off Facebook and can be seen and used by 3rd parties in improper ways without the user’s consent. Meaning,

users must understand that once they enter Facebook, they are exposed already.

The result contradicts to the study of Alessandro Acquisti and Ralph Gross (2006), maybe because of the respondents of their study as they conducted the survey not only from the college students but among high school students also. Unlike on this study the researchers only conducted the survey among college students. Those high school students may have a different degree in sharing their personal information than the college students. Moreover, their study states that, "privacy concerned individuals join the network and reveal great amounts of personal information." Very different on this study because the amount of information disclosed on Facebook depends on their awareness about Data Privacy Act.

4 Findings, Conclusions, And Recommendations

This research had two hundred eighty-six (286) college students as respondents from (3) three different schools, namely: School A, School B and School C who were enrolled during the first semester of A.Y. 2016-2017.

In sum, hereunder are the questions posed earlier in this work and the findings therefor:

1. What is the level of awareness of the students about Data Privacy Act?

Based on the result of the survey, the over-all average of 1.99, interpreted as "Seldom" do the practices, means that they are aware of the Data Privacy Act.

2. What is the degree of personal information shared on Facebook?

Based on the results of the survey, the overall average of 1.86 is interpreted to mean that they reasonably share personal information on Facebook.

3. Is there a relationship between level of awareness of Data Privacy Act and degree of personal information posted/shared on Facebook?

Based on the results of the study, the hypothesis is rejected because of the "Moderate" relationship between the level of awareness regarding the Data Privacy Act and the degree of personal information posted/shared on Facebook.

Conclusions

1. As perceived by the students, most of the parents nowadays do not really 'keep an eye' on their children when it comes to using Facebook.

2. Sometimes, students only use Facebook for educational purposes.

3. Students are often responsible for the things they do on Facebook.

4. There is a moderate relationship between the level of awareness regarding the Data Privacy Act and the degree of personal information as these two are intertwined and information is disclosed once one joins social media, particularly Facebook.

5. Facebook users are aware not because they literally studied the act, but because Facebook existed long enough for users to undergo experiences and learn the do's and don't's of using Facebook through their personal experiences and the news they come across.

Recommendations

1. Academic institutions should pay more attention in discussing the Data Privacy Act in the 'Politics and Governance with New Constitution' course since technology and social media today is very popular.

2. Use social media, especially Facebook, as a second resort for getting salient information.

3. Be cautious as to what to share on social media, especially on Facebook.

4. It is also recommended that studies on Trust and Privacy within social networking sites be pursued.

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