

# Privacy Violations on Social Media and Interpersonal Trust Among Young Generations

Dharma Setiawan Negara, Didit Darmawan, Pratolo Saktiawan

Sunan Giri University of Surabaya, Indonesia

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## ABSTRACT

Privacy violations on social media are increasingly becoming an important issue affecting interpersonal trust among the younger generation. Instances of account hacking, personal data leakage, and information misuse lead to a decrease in openness in sharing personal data. The impact of these violations reduces the quality of digital social relationships and worsens real-world social interactions. Young people, who are highly engaged in social media, are becoming more wary of others and of the social media platforms themselves. This study explores findings relating to the impact of privacy violations on interpersonal trust and how this shapes their social interactions. While social media offers ease of interaction, uncertainty regarding the protection of personal data leads to a decrease in trust between individuals. To address this issue, it is important for social media platforms to be more transparency in their privacy policies and improve personal data protection. In addition, educating the younger generation about the importance of maintaining privacy will help restore trust in social relationships and improve the quality of their interactions online. This study provides deeper insights into the relationship between privacy and trust in the digital age.

## INTRODUCTION

The development of information and communication technology, especially social media, has brought significant changes in the way young people interact and communicate. In this digital era, social media is a means to exchange information, and a platform for individuals to build self-identity and form social relationships. However, with the intensive use of social media platforms, many users have become vulnerable to privacy violations, which impacts trust in social relationships. Instances of privacy violations, such as account hacking, misuse of personal data, or leakage of sensitive information, often have a profound impact on the way individuals interact with others online and in the real world (Zemmels & Khey, 2015).

Meanwhile, on a more specialized level, privacy violations on social media are increasingly prevalent among the younger generations. Social media users often overlook personal data protection, increasing their vulnerability to information leakage. Such incidents undermine a sense of security, and can reduce interpersonal trust among users. Privacy violations can hinder young victims from forming healthy social relationships due to growing mistrust in others (Blank et al., 2014).

Privacy violations that occur on social media have a huge impact on interpersonal trust among the younger generations. Trust that was previously built through open and transparency interactions is compromised as individuals begin to doubt their security and privacy (Houghton & Joinson, 2014). This triggers a sense of suspicion towards others, which can further reduce the quality of social relationships. Social media users who feel threatened by potential privacy violations tend to be more cautious and limited in sharing personal information, leading to a decrease in intimacy in social relationships that could otherwise develop more naturally (Chen & Kim, 2013). This is becoming more frequent with the rise of data hacking and abuse of platforms that do not have effective enough data protection policies.

On a more practical level, many young users do not fully understand how important it is to protect their personal information online. Their lack of understanding of privacy settings and lack of awareness of the risks involved make them more vulnerable to personal data abuse. At the same time, the personal data protection policies implemented by various social media platforms tend not to fully guarantee the security expected by users.

\* Corresponding author, email address: [dr.dharmasetiawannegara@gmail.com](mailto:dr.dharmasetiawannegara@gmail.com)

Uncertainty about the level of protection provided by these platforms, the trust that should be formed in social interactions in cyberspace is eroded, and this is a problem that needs serious attention.

Understanding the impact of privacy violations on social media on interpersonal trust among young people is important because it can provide deeper insights into how social interactions develop in the digital world. In a society that is increasingly connected through these platforms, interpersonal trust is a crucial element for building healthy and productive relationships. Investigating how instances of privacy violations affect social behavior can help in formulating better policies regarding personal data protection as well as raising awareness among users, especially the younger generations, who are more vulnerable to potential digital threats.

The purpose of this study is to analyze how privacy violations that occur on social media affect interpersonal trust among the younger generations, and to understand how it may affect their social interactions. This study aims to provide a clear picture of the negative impact of privacy violations on the social relationships built by the younger generations, and to find out the extent to which it affects their communication patterns and social interactions.

## RESEARCH METHOD

This study uses a literature study approach to analyze the impact of privacy violations on social media on interpersonal trust among the younger generations. Literature study is a method that collects, analyzes, and synthesizes previous study results relevant to the topic under study (Hart, 1998). This approach allows researchers to understand existing perspectives on the relationship between privacy, social media and interpersonal trust. Through the review of previous articles, books, journals, and research reports, the researcher was able to explore various findings and theories related to how privacy violations on social media affect social interactions. By analyzing the existing literature, this study was able to identify patterns, trends and gaps in previous study on this issue.

The literature review approach also allowed the researcher to develop an understanding of the various factors that influence trust among the younger generations. Previous studies have shown that privacy violations can undermine trust in social media platforms and, by extension, in the individuals within their social networks (Westin, 2003). This study will explore these findings by utilizing various references that examine the psychological impact of privacy violations and how they create ongoing distrust.

Results of this literature study are expected to provide a clear picture of the effect of privacy violations on interpersonal trust and add insight into the important role of privacy in the digital world (Norberg et al., 2007).

## RESULT AND DISCUSSION

Protecting personal data while on social media is a crucial aspect in the increasingly connected digital age. Personal data, which includes information such as name, address, phone number, and financial information, is highly vulnerable to misuse by irresponsible parties (Hu, 2021). Identity theft and fraud are two examples of cybercrimes that often occur due to weak personal data protection. Identity theft can cause significant financial loss to individuals and can affect their reputation and credibility (Shareef et al., 2014). With the increasing number of internet and social media users, the protection of personal data is becoming increasingly urgent. Cybercrime harms individuals, and can impact organizations and society as a whole, creating distrust in online interactions.

Personal data security also plays an important role in maintaining one's online reputation. In an era where information can be easily disseminated through digital platforms, unprotected data can quickly go viral and damage an individual's personal and professional self-image (White, 2018). Studies shows that online reputation can affect job opportunities, social relationships, and even an individual's mental health. Safeguarding personal data is therefore about protecting information, and about protecting one's identity and reputation online (Cassim, 2015). Uncertainty regarding how personal data is used and stored by social media platforms can cause anxiety and distrust among users, which can further reduce their participation in online interactions.

Many companies and organizations collect user data for various purposes, including marketing and consumer behavior analysis. While the use of this data can improve business efficiency, it also opens the door to potential privacy breaches if not managed securely and transparently. If personal data is not properly protected, user risk being targeted by unwanted advertisements or even more sophisticated scams, such as phishing (Bhardwaj et al., 2021). These scams are often designed to trick users into providing sensitive information in a way that appears legitimate. It is therefore important for users to understand how their data is collected, used and protected by social media platforms. This awareness can help individuals to be more proactive in protecting their personal data, such as by reviewing privacy settings and choosing not to share unnecessary information.

Protecting personal data is also part of respecting an individual's right to privacy. Everyone has the right to control what information they share and with whom. By safeguarding personal data, individuals can reduce the risk of abuse and ensure that they have control over their digital identity. This also creates a responsibility for social media platforms to implement transparency and effective policies to protect user data. Awareness of the importance of protecting personal data can encourage users to be more cautious in their interactions on social media, thus creating a safer online environment for everyone (Andrews, 2012). Users who are more aware of their privacy tend to be more selective in sharing information and more careful in setting their privacy preferences. As such, Personal data protection is not just an individual responsibility, but also a collective responsibility involving all stakeholders, including technology companies, regulators, and users, to ensure a safe and secure digital ecosystem.

Protecting personal data on social media is essential to prevent abuse, such as identity theft and fraud, which can result in significant financial and reputational losses. With social media being one of the main channels through which personal data is collected and shared, the protection of this information has become increasingly urgent. Social media platforms collect various types of user data, including profile information, activities and interactions. This data is often used for marketing and behavioral analysis purposes, which can increase the risk of misuse if not properly protected. If personal data is not properly protected, for example through encryption or a clear privacy policy, then user risk being targeted by unwanted advertisements or even more sophisticated cyberattacks such as phishing. Users need to have an awareness of how their data is collected and used, as well as the steps they can take to secure their personal information.

Social media users are also vulnerable to identity theft and fraud, which can occur through techniques such as phishing. Unprotected information can be easily accessed by irresponsible third parties, increasing the likelihood of cybercrime. Such crimes can cause huge financial losses as well as serious psychological impact on victims. Personal data shared on social media can damage an individual's reputation personally and professionally. A poor online reputation can affect job opportunities and social relationships, making it important to keep personal data safe. This can be done by implementing strict privacy settings, not sharing sensitive information publicly, and being wary of suspicious links or messages.

The right to privacy is also an important aspect of social media. Users have the right to control the information they share and know how their data is used and protected. Social media platforms should respect users' privacy rights by providing transparency regarding data management. Raising awareness about the importance of protecting personal data on social media can encourage users to be more cautious in online interactions. The responsibility for protecting personal data lies with individuals, and with social media platforms to implement effective and transparent policies. As such, protecting personal data on social media is about protecting individuals, and about creating a safer and more trusted digital ecosystem for all users. Privacy protection is an important foundation for a more responsible digital future.

Social media has become a key platform for young people to interact, share information and build social relationships. The use of social media allows individuals to connect with friends, family, even previously unknown people, expanding their social network. However, privacy violations on these platforms are becoming an increasingly significant issue, as they can undermine trust between individuals in their social networks. Interpersonal trust, which is the basis for healthy and functional relationships, can be compromised when individuals feel that their privacy is not properly protected. These privacy violations often take the form of account hacking, personal data leaks, or misuse of information shared by users (Solove, 2021). Such events trigger feelings of insecurity that can reduce the level of trust between individuals. It is important to pay attention to personal data protection and privacy on social media, both from the user's side and the platform itself.

One of the direct impacts of privacy violations is the reduced comfort level in sharing personal information. Younger generations, who tend to be more active on social media, are more cautious about sharing their personal details after experiencing or hearing about data breach incidents. This leads to less openness in social relationships, as individuals tend to become more selective in choosing what to share with their friends or contacts on social media. This decrease in openness reduces the quality of deeper and more authentic social interactions, which further decreases interpersonal trust between them (Tufekci, 2014). The impact of privacy violations is not only limited to direct harm, but also to the erosion of basic social values such as trust and openness in daily interactions.

Distrust of social media platforms themselves contributes to reduced interpersonal trust. Users who feel that platforms do not adequately protect their privacy may become more skeptical of others' intentions online. In many cases, individuals begin to doubt the integrity of others in sharing personal information or even in interacting in general. The trust that should be the basis of social interaction is eroded, as users feel that they cannot fully trust the intentions of others. This makes individuals more selective, introverted, and reduces more authentic interactions with others. This is especially true among the younger generation, who have high engagement with social media and tend to be more vulnerable to the psychological impact of privacy violations (Harris, 2019). It is important for social media platforms to strengthen privacy policies and rebuild user trust so that social interactions can be healthy and productive again.

As the number of privacy violations increases, social media has become an increasingly untrustworthy environment. Every time there is an incident of data leakage or misuse of information, users' trust in social media platforms decreases. Uncertainty about how personal data is managed by technology companies has made users increasingly wary and cautious in their interactions (Blank et al., 2014). Many users, especially the younger generation, are beginning to realize that what they share on social media may be accessible to third parties, which in turn can have a negative impact on their relationships with others. This creates a condition where interpersonal trust is increasingly fragile and threatened, as privacy is perceived as something that cannot be properly maintained by these platforms (Culnan & Bies, 2003). Users tend to be more selective and secretive in sharing information, which reduces the quality of their interactions with others. Authentic and deep relationships in cyberspace can be hampered if left unchecked in the long-term.

Privacy violations also lead to the phenomenon of "privacy paradox," where social media users often do not take the risks seriously even though they know that their personal data can be misused. Once a violation occurs, the psychological impact is enormous. Younger generations, who have grown up in a digital world, may find it easier to access information about others, but they also feel pressure to maintain their privacy amid potential risks. When a breach occurs, trust in other individuals connected through social media becomes even more tenuous, due to uncertainty about whether their personal information will be used properly or misused (Sánchez-Carbonell et al., 2010).

Privacy violations that occur on social media also have an impact on how younger generations view social relationships in the real world. Many individuals are starting to bring their privacy anxieties into their daily lives. For example, they may feel uncomfortable in interacting with friends or new people due to uncertainty regarding how their personal data may be used beyond their control. This leads to a decline in the quality of more authentic and deep interpersonal relationships, as younger generations are more likely to keep their distance or limit themselves in sharing personal information, even in interactions that should be closer and more trusting (Van Dijck, 2013).

One aspect that is often overlooked is the impact of privacy violations on the sense of self-identity. Young people, who use social media to build a personal identity, may feel that privacy violations damage their online image. Social media becomes a space where individuals create an idealized self-image and interact with others to shape and reinforce that identity. When their personal data is leaked or misused, they may feel that they are losing control of the identity they are trying to build. These feelings can exacerbate a sense of mistrust towards individuals on the platform, and towards themselves in relation to their social relationships (Marwick & Boyd, 2014).

Trust between individuals is also affected by the level of transparency offered by social media platforms regarding how personal data is managed. When platforms are not transparent enough about privacy policies or experience data leakage, users feel aggrieved and begin to doubt the platform's commitment to protecting their privacy. This mistrust eventually spills over to interpersonal interactions, where individuals become more cautious and less open in sharing personal information. They feel that the information they share could be misused or accessed by unauthorized parties, which ultimately makes them reluctant to share openly. As a result, it worsens social relationships that are already digitally built (Mayer-Schönberger & Cukier, 2013).

Privacy violations may also cause younger generations to prioritize security over trust in their relationships. In an increasingly complex and risky social media environment, they tend to focus more on protecting their personal data than building trust in social relationships. This can lead to a more defensive attitude in interacting with others, so that relationships that should be more transparent and genuine instead become guarded and full of anxiety (Lutz & Ranzini, 2017). This phenomenon shows how privacy violations can change the dynamics of interpersonal relationships, prioritizing personal protection.



Younger generations are also beginning to realize that privacy violations can have a lasting impact on their digital reputation. Losing control over personal data shared on social media can cause irreparable damage to their digital identity. Younger generations are now more likely to be cautious and selective in sharing personal information, realizing the potential long-term risks that could damage their image. This is one factor that exacerbates mistrust, as individuals become more skeptical about who can access their information and how it can be used or misused by others (Zuboff, 2019). This awareness shows the importance of personal data protection and control over digital identity, which is increasingly becoming a major issue in social interactions online.

Privacy violations that occur on social media platforms also impact the way young people interact with the outside world. They are more likely to limit their interactions outside the digital world, given the uncertainty and potential risks that could threaten their privacy. The mistrust that develops online eventually spills over into the real world, causing social relationships outside of social media platforms to become colder and more difficult to build (Sterne, 2014).

The impact of privacy violations on social media goes beyond simply damaging digital relationships; it significantly contributes to the overall decline in the quality of social interactions among the younger generations. As the prevalence of privacy violations increases, young individuals find themselves struggling with the consequences of sharing personal information in public spaces. This exposure compromises their sense of security, and undermines their trust in others. When trust is compromised, young people tend to avoid deeper and more meaningful relationships, opting for more superficial connections that lack emotional depth. This change in relational dynamics can lead to widespread feelings of isolation and disconnection, ultimately reducing the quality of their social lives. The impact of this phenomenon is profound, as the ability to form and maintain healthy interpersonal relationships is essential for emotional well-being and social development. This erosion of trust is therefore a clear reminder of the importance of privacy protection to foster healthy and thriving social relationships (Fuchs, 2017).

The implications of privacy violations on social media are not limited to individual experiences; they reflect broader social trends that can influence collective behavior and cultural norms. As young individuals witness the negative consequences of privacy violations—such as cyber-bullying, identity theft,

and commodification of personal data—they may become increasingly wary of engaging in online interactions. This wariness can lead to a culture of mistrust, where individuals are reluctant to share personal experiences or seek support from their peers. As a result, platforms designed to facilitate connection and community may inadvertently create an environment filled with suspicion and fear. A decline in interpersonal trust can also have a ripple effect on civic engagement and social cohesion, as individuals become less inclined to participate in community activities or collaborate on common goals. Privacy protection is emerging as a critical factor for individual well-being, and for the overall health of society. By prioritizing privacy and implementing effective protective measures, we can create a safer online environment that encourages meaningful interactions and strengthens social networks among young people. Addressing privacy issues is therefore critical to fostering a culture of trust and building resilient social networks that can withstand the challenges faced in the digital age.

## CONCLUSION

Privacy violations on social media are a significant issue affecting interpersonal trust among the younger generations. Instances of account hacking, personal data leakage and misuse of shared information lead to a decrease in the level of comfort and openness in digital interactions. As a result, individuals are more cautious in sharing personal information, which affects the quality of their social relationships. Younger generations, who rely heavily on social media to build social relationships, are becoming increasingly skeptical of others' intentions online. This creates mistrust that hinders the development of deeper relationships in both the digital and real worlds. This mistrust is caused by uncertainty regarding how their personal data will be used, as well as a lack of transparency from social media platforms themselves.

To address this issue, it is important for social media platforms to increase transparency and tighten policies to protect users' personal data. Users, especially the younger generation, need to be given a better understanding of privacy settings and risks that exist online. In addition, education on the importance of maintaining privacy and how to avoid the risk of data leakage is also very important. Only by increasing privacy awareness and protection can interpersonal relationships be well maintained, and the younger generation can feel more secure in interacting in the digital world without worrying about the misuse of their personal data.

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