A Study on Social Data Analytics and Privacy Concern among Social Media Users

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Abstract

Social Data Analytics represent a new era in the ability of organizations and businesses to tap the potential of the information economy. But this new opportunity comes with hazards and risks as well. Privacy is the major concern among social media users. Protecting their personal information privacy has become a controversial issue among online social network providers and users. This study aims to provide a literature study on social data analytics and privacy concern among social media users.

References


Index Terms

Computer Science

Information Sciences
Keywords

Big Data, Big Data Analytics, Social Data Analytics, Privacy, Social Data Privacy