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 determine the awareness of Social Data Analytics among the social media users. The result of this study can be used by future researchers, social media application developers, and providers' to understand the level of awareness of Social Data Analytics among social media users. The result also can be used to develop a new framework or privacy system according to the social media user’s perception and requirement.

**Index Terms**

Computer Science  Information Sciences

**Keywords**

Big Data Analytics, Social Data Analytics, Social Media Users, Social Data Privacy