

NEW MEDIA AND BEHAVIOUR MODIFICATION AMONG YOUTH FOR SECURITY CONSCIOUSNESS IN THE COMMUNITY

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Abstract:

New media are the internet based tools and services that allow users to interact with one another online. In the course of the interaction, they generate contents, distribute and search for information. By implication, every user becomes a communicator. The sites used for interaction online are known as social networking sites and they include; Facebook, Twitter, YouTube, Yahoo messenger, Blackberry messenger (BBM), Google talk, Google messenger, Instagram, Snapchat, among others. Social networking is a welcome development because of its numerous benefits such as the speed at which information is disseminated, enhancing learning opportunities and so on. On the other hand, the disadvantages of new media abound and they include lack of privacy and sharing false information about themselves and others. Such information could lead to insecurity in our society. So, this paper analyzed the place of new media and behaviour modification among youth for security consciousness in our community. New media can have a positive impact upon loneliness, intimacy, and relationship maintenance during adolescence. New media, particularly Facebook, may have both a positive and a negative impact on mood symptoms and other mental disorders. New media may play a role in identity formation by allowing young users to experiment with different behaviours and interactional styles. Social media has greatly influenced the behaviour of the youth, most especially, during the period of lockdown in Nigeria. For instance, it has modified most of the youth mindset from barely depending on white collar job to starting various personal businesses through some of the online courses they come across through social media. This has greatly improved their standard of living without depending on salary from employer. Also, social media change the youth mindset that learning does not only take place in the classroom, as many youth learn daily on the internet through many website and this, make them to fill knowledge vacuum. New media have also impacted negatively on youth by disengaging them from having physical contact with their friends and family which affect their bonding thinking behaviour when compared to the traditional mode of living and interacting in the community.

Keywords: Behaviour, Consciousness, Community, New media, Modification, Security

INTRODUCTION

Today, there are many people that use social media and a high percentage of them do not always give concern to security (Kim, 2012). New media is the most adapted communication tool of today's younger generation. It is easy to see why: accessible and user-friendly, platforms such as Twitter, Facebook and LinkedIn let you create and showcase your personality, develop new contacts, discuss issues and keep in touch in real time. They allow you to read, analyse and share content without any prerequisites. User awareness of security concerns about social media use is an emerging topic in information systems research (Oinonen, Jalkala, and Salo 2012).

The notion of "youth" is often used in policy-making, in media accounts and in business development as symbolic constituents of the future student, consumer, employee, citizen as well as the transformation of social and organizational norms in the new media era (Oinonen, *et al.*, 2012). The depiction of a generation of media savvy young people has found its way into discussions concerning online privacy and data protection (Oinonen, *et al.*, 2012). One argument is that we see a culturally diminishing interest in privacy as particularly young people are growing up with open networks and many are avid online sharers that willingly develop their everyday lives in intrinsically public social networks (Oinonen, *et al.*, 2012). Thus, privacy is, so to speak, "no longer a social norm" (Oinonen, *et al.*, 2012). An argument as such, will normally precede a case for lesser need for privacy control and more open networks (Oinonen, *et al.*, 2012).

NEW MEDIA

New media refers to on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback, creative participation and community formation around the media content. Most technologies described as new media are digital, often having characteristics of being manipulated, networkable, dense, compressible, and interactive (Bailey & Barbara, 2014) Some examples may be the Internet, websites, computer multimedia, video games, CD-ROMS, and DVDs.

Until the 1980s, media relied primarily upon print and analog broadcast models, such as those of television and radio. The last twenty-five years have seen the rapid transformation into media which are predicated upon the use of digital technologies, such as the Internet and video games. Andrew, Shapiro (1999) argued that the "emergence of new, digital technologies signals a potentially radical shift of who is in control of information, experience and resources". Neuman (1991) suggested that whilst the new media have technical capabilities to pull in one direction, economic and social forces pull back in the opposite direction.

According to Neuman, "We are witnessing the evolution of a universal interconnected network of audio, video, and electronic text communications that will blur the distinction between interpersonal and mass communication and between public and private communication".

As new media become embedded and indispensable throughout society, culture, and the economy, perhaps the biggest challenge to new media studies will be the need to shift away from thinking of ICTs as

extraordinary, and to accept and study them as normal or banal (Livingstone, 2002). To do so requires a better balance between micro-level and macro-level research, in which both individual experience and whole-society/institutional influences are brought together to produce more robust accounts of the role and significance of new media in society (Livingstone, 2002). What has made new media new is the ongoing process of technological and cultural adaptation, reinvention, and recombination – is still going strong, but users' expectations of stability and reliability are likely to lead in the short term to more regulation, standardization, institutionalization, and centralization of control (Livingstone, 2002). One concern about digital media as cultural heritage, and the need to keep legal and social records into the future, may compel more scholars to study the collection, preservation, restoration, and access to new media archives, just as we do for books, audio recordings, films, and other documents. These processes involve both individual action and institutional resources, and to study them properly we must expand our theoretical and methodological repertoires (Livingstone, 2002).

CHARACTERISTICS OF NEW MEDIA

Digital: With the growth of digital technology in the 1990s, the vast majority of information is now converted, stored and transmitted as binary code (a series of 1s and 0s.). Qualitative information has today become 'digitalised'. Digitalisation has also resulted in 'technological convergence', or the convergence of different forms of information (text, audio and visual) into one single 'system' – most web sites today offer a fusion of text and audio-visual information, and our mobile devices allow us to perform a variety of functions not only reading text and

watching/listening to videos, but also searching for information, sending messages, shopping and using GPS functions.

Interactivity: 'Old media' tended to be very much a 'one way' affair, with audiences on the receiving end of broadcasts, for the most part able to do little else that just passively watch media content. New Media, however, is much more of a two way affair and it allows consumers and users to get more involved. It is much more of a two way form of communication than old media. Increased interactivity can be seen in simple acts such as liking a Facebook post or commenting on news piece or blog. However, some users get much more involved and create their own blogs and videos and actively upload their own content as 'prosumers'. New Media seem to have fostered a more participatory culture, with more people involved and the roles between consumer and producer of media content becoming ever more blurred!

Hypertextual: Hypertext, or 'links' is a common feature of new media, which allows users more freedom of choice over how they navigate the different sources of information available to them. In more technical terms, links in web sites offer non-sequential connections between all kinds of data facilitated by the computer. Optimists tend to see this feature as allowing for more individualised lifestyle choices, giving users the chance to act more independently, and to make the most of the opportunities new media markets make available to them.

Global Networks: Digital Media has also facilitated cultural globalisation – we now interact much more globally and via virtual networks of people rather than locally. These networks allow for 'collective intelligence' to increase – they allow us to pool our resources much more easily and to draw on a wider range of talents and sources of

information (depending on our needs) than ever before. NB one question to ask about networks is what the main hubs are, through which information flows. This has implications for power.

Virtual Worlds: New Media present to us a very different reality from face to face to 'lived reality' for most of us. This means a very fast paced flow of information with numerous products and people screaming for our attention. However, this situation has only existed since the mid 2000s, and it must be remembered that New Media reality is virtual reality. This is, especially, true when it comes to social media sites which give users the opportunity to present themselves in any way they see fit, and while most users do not go full Cat Fish, most people choose to present only one aspect of themselves.

NEW MEDIA DIMENSION OF OPERATION

The rise of new media has increased communication between people all over the world and the Internet. It has allowed people to express themselves through blogs, websites, videos, pictures, and other user-generated media. New media are often contrasted to "old media", such as television, radio, and print media, although scholars in communication and media studies have criticized inflexible distinctions based on oldness and novelty. New media does not include analog broadcast television programmes, feature films, magazines, or books – unless they contain technologies that enable digital generative or interactive processes (Manovich, 2003). Terry Flew (2002) stated that as new technologies develop the world becomes more globalized. Globalization is more than the development of activities throughout the world, globalization allows the world to be connected no matter the distance from user

to user (Carely, 1992 in Flew 2002) and Cairncross (1998) expressed this great development as the "death of distance". According to Croteau and Hoynes (2003: 311) new media have established the importance of making friendships through digital social places more prominent than in physical places. Globalization is generally stated as "more than expansion of activities beyond the boundaries of particular nation states". Globalization shortens the distance between people all over the world by the electronic communication (Carely 1992 in Flew 2002). New media "radically break the connection between physical place and social place, making physical location much less significant for our social relationships" (Croteau and Hoynes 2003: 311).

Wikipedia, an *online encyclopedia*, is a good example of new media, combining Internet accessible digital text, images and video with web-links, creative participation of contributors, interactive feedback of users and formation of a participant community of editors and donors for the benefit of non-community readers. *Social media* or *social networking services*, such as *Facebook* and *Twitter*, are other examples of new media for many users.

Consequently, it has been the contention of scholars such as Douglas and James (2001) that new media, and particularly the Internet, provide the potential for a democratic postmodern public sphere, in which citizens can participate in well informed, non-hierarchical debate pertaining to their social structures. Contradicting these positive appraisals of the potential social impacts of new media are scholars such as Edward and Robert (2013) who have suggested that the transition to new media has seen a handful of powerful transnational telecommunications

corporations who achieve a level of global influence which was hitherto unimaginable.

SECURITY

Security is a fragile and significant issue which conveys different meanings to scholars, analysts, policy makers and organizations across the globe. Fundamentally, security has to do with the presence of peace, safety, gladness and the protection of human and physical resources or absence of crisis or threats to human dignity, all of which facilitate development and progress of any human society. The concept of security has become a preoccupation for the decades following the end of the cold war which could also be referred to as landmark for diverse school of thought with security studies (Muyiwa, 2019). Security as a concept has diverse dimension. It is aptly used in psychology, finance, information access, public safety, defence and military matters (Muyiwa, 2019).

The meaning of security is ambiguous for its scope continues to expand every day. The elastic nature of the concept of security attracts different meanings and different views. Security is an important concept that every human person desires and it has one or two meanings, though, it defies precise definition. This account for the position of Barry Buzan (1991) who described security as an ambiguous and multidimensional concept in which military factors have attracted misappropriate attention.

Security has to do with process connected with assuaging any kind of threat to people and their precious values. This is why Buzan asserted that security is about freedom from threat and ability to maintain independent identity and their functional integrity against forces of change, which they see as hostile while its bottom line is survival (Bodunde,

Ola, & Afolabi, 2014). From the foregoing, security is generally agreed to be about feeling of being safe from harm, fear, anxiety, oppression, danger, poverty, defence, protection and preservation of one's property whether intellectual or physical property.

TYPES OF SECURITY

Human Security: Human security emanates from the conventional security studies which centers on the security of the state. Its focus is individuals and its ultimate end point is the protection of people from traditional and non-traditional threats. Centre to this concept is the belief that human security deprivations can undercut peace and stability within and among states (Muyiwa, 2019). The dimensions of human security include economic security, food security, health security, environmental security, personal security, community security and political security (Muyiwa, 2019).

National Security: Nations of the world prioritize the safety of its territorial integrity, resources and its entire citizenry. This informs the belief that national security is the preservation of independence and sovereignty of a nation state. In reality, every country has a large number of interests to protect. These interests put together constitute the national interests which originate from values, good governance and protection of social and economic well-being of the entire citizenry (Muyiwa, 2019).

Based on this, one may describe national security as the protection and maintenance of national interest of a state or nation. This corresponds with Harold Brown's (US Secretary of Defense from 1977 to 1981) perception when he defines national security as the ability to preserve the nation's physical integrity and territory; to maintain its economic relations with the rest of the

world on reasonable terms; to preserve its nature, institutions and governance from disruption from outside and to control its borders (Abolurin, 2011, Adedoyin, 2013) cited in Muyiwa, (2019).

International Security: International security described as the efforts and measures taken by nations, regional and international organizations to ensure mutual survival and safety through the use of diplomacy and military actions (Muyiwa, 2019). According to Ogba (2010), the concept of security at the international level is built on the basis of state centric conception of security. International security is, therefore, synonymous with a global political circumstance which defining attribute of power in the international system.

Information Security: New media became a source of intelligence for advanced persistent threats and cyber criminals have shifted their focus toward targeting social networks for their attacks. This indicates that the nature of the use of social networks becomes a means for such threats to be able to move easily from one user to another (Bozarth, 2010 cited in Ali, Reem, Al-Anizi, Suhair, Fatima and Noora, 2014). According to Kim (2012), many individuals accessing the social sites from home or office believe their comfort and privacy is safe and they will not be falsely misled into disclosing information that they would never think of revealing to anyone. When it comes to information security concerns in Nigeria, some of these security issues have been raised by authorities and citizens to give this issue a vital concern that many have voiced. The period from 2011 to 2012, witnessed a great increase in information security threats. Some Facebook and Twitter accounts have been hacked in an effort to promote political agendas by silencing the accounts' creators.

This shows that there is a lack of information, reading, or deep understanding of the issue of information security by the youth. The social networking channels play a critical role in facilitating the penetration of security, geographical, political, and social barriers (Mansour, 2012).

SECURITY CONCERNS IN THE COMMUNITY

New media has changed the way we interact with friends and associates in our community. While new media, like Facebook, Twitter, YouTube, FourSquare, and Google, play a significant role in our lives, they are also at a high risk for security threats. With hundreds of millions of users online, these tools, not only attract friends and family wanting to stay in touch, but they also attract people wanting to know about you for the wrong reasons (Elli Bishop, 2013). Due to the high risk and misuse of new media, the New Media & Information Security Department (NMIS) has been setup to tackle pressing new media developments and information security issues facing the country. With the increased use of social tools for business communications, social media security is more important than ever. While the benefits of social are clear, there are risks to be wary of. Be aware of the top five security threats currently out there to help you stay safe online:

1. **Having Your Identity Stolen:** Identity thieves gather personal information from social media sites. Even if you have your account on the highest security settings, there are still ways for an identity thief to get your information. Most social network sites have information that is required, such as email address or birthday. It is common for an identity thief to hack an email account by using social information. For example, a common technique to get personal

information is by clicking on “forgot password” and trying to recover the information through email. Once the thief has access to your email account, they then have access to all information on your social networking sites. So what can you do to protect yourself? You do not have to delete all your social profiles or hide from the real world; just take these precautions; have a strong password, be careful with your status updates, do not reveal your location. (Elli Bishop, 2013).

2. Getting Your Computer Or Social Profile Hacked: Hackers love social networking, going right to the source to interject malicious code. The codes hackers use can steal your identity, inject viruses to your computer, and obstruct bank account information, to name a few. Shortened URLs, such as those created on bit.ly, are especially susceptible to hackers. Shortened URLs can trick users into visiting harmful sites where personal information can be compromised because the full URL is not seen. The best advice is to never click on a link until you are sure of the source. To tell if a link is safe, you can; Hover over the link, Try a link scanner and Check shortened links. (Elli Bishop, 2013).

3. Inadvertently Letting Stalkers Find You: When you use social networking sites, you are posting personal information. Once information is posted online, it is no longer private and can fall into the wrong hands. The more you post, the more vulnerable you become to those who may wish to harm you. Even with the highest security settings, friends, associates, and even the brands you “like” on your networking sites, can inadvertently leak information about you. The websites you subscribe to, the apps you download, and the games you play on social networking sites all contain personal

information about you. Every time you browse a website, companies can put invisible markers on your computer called cookies. In theory, no two cookies are alike. When you are online, these cookies track your activity as you move from site to site. To keep sites from tracking your activity, click on the “Do Not Track” feature. Most websites have an option for you to opt out of tracking. You can also clear the cache and cookies on your browser regularly to help prevent any problems.

4. Letting Burglars Know Your Whereabouts: Telling the online world where you are going and when you are not at home is inviting burglars to your house. Did you know that a run-of-the-mill burglar can break into your home in less than 60 seconds and spend less than 10 minutes stealing your possessions? By telling the world you are on vacation in Europe, you are letting potential thieves know where you are, how long you will be gone, and where you live. Burglars are fond of constant updates, especially about your travel plans. You would not stand up in the middle of a crowd and announce you are going on vacation for a week, would you? Of course not, but that is what you do when you post your vacation pictures and plans online.

5. Becoming Overconfident: One of the biggest threats to online security is overconfidence. Whether at home or at work, many users believe as long as they have a firewall and an antivirus installed, there is no threat to security. Many people also believe that they do not have anything worth hacking so there is no need to worry about security. With today’s technology, we are more connected to each other than ever before. When you neglect security, you not only put yourself at risk, but others are at risk as well. To keep yourself and your information safe,

pay careful attention to your online activity. You can still use social networks for all they were meant to accomplish, but you need to take extra precautions to make sure your personal information does not get in the wrong hands.

YOUTH

In everyday life and language, the concept of 'youth' is associated in a common-sense manner with the state of being young, particularly with that phase of life between childhood and adulthood. Sometimes the word 'youth' is used interchangeably with 'young person'. It appears to mean the same thing. Yet with the plural, 'youths', the meaning broadens. 'Youths' is a word carrying a great deal of baggage (Spence, 2005). The concept of youth is, therefore, not a neutral description of young people, though it is often used as though it were. When it is not used critically and carefully it brings with it mainly negative assumptions about the behaviour and character of young people both as individuals and in groups. Being young relates to a natural biological phase in the life cycle associated with the growth from childhood to adulthood. The concept of youth is connected with this biological state, but it is also connected with society. It has social as well as biological meaning. People grow within a particular social context and young people occupy particular places within any given society. The experiences of being young and the meanings attached to 'youth' are derived directly from the social and economic positions occupied by young people as much as from their biological development. (Spence, 2005)

In this sense the meaning of youth, the 'baggage' which it carries, shifts and changes in time and place. Being young in the past was experienced and understood differently

from being young today. By the same token, being young in one part of the world carries different implications from being young in another. Thus, youth as a social concept has both historical and spatial dimensions. Usually social structures reflect the distribution of wealth and power and this distribution affects different groups unequally (Spence, 2005).

The concept of youth is one which ultimately suggests similarity amongst people of a similar age and this concept is used as the basis for creating social rules and institutions which reinforce the similarities. This affects the way in which young people interpret and understand what it is to be young. 'Youth' is, therefore, a real social as well as biological experience. However, because at the same time, the reality of life for different individuals and different groups of young people is different according to questions of wealth or power defined but in different categories such as class, gender or citizenship status, then there can be no universal experience of youth (Spence, 2005).

NEW MEDIA AND SECURITY CONSCIOUSNESS

Today, there are many people using social media and a high percentage of them do not always give concern to security (Kim, 2012 cited in Ali, Reem, Suhair, Fatima and Noora (2014). There has been a virtual explosion of the use of technology in making interpersonal connections. This is particularly the case for young people. As early as elementary school, many students are carrying cell phones. With ready access to the internet and mobile phone technology, social networking has become a phenomenon of unprecedented proportions and is expanding the concept of a social network. According to Bryant, Sanders-

Jackson, and Smallwood (2006), Socially Interactive Technologies (SITs), such as instant messaging and text messaging, are beginning to redefine the social networks of today's youth. By offering fast-paced, inexpensive, online communication, SITs allow for new online youth social networks to form and evolve. New text-based technologies are picking up where phones left off. Email and text messaging allow for rapid, asynchronous communication within one's peer network: IM allows for synchronous communication among many friends at once. Because so much of the discussion about the use of technology for connecting interpersonally uses the term social networking, we need to begin by looking at the concept of a social network. Personal and organizational social networks are common among those who have shared interests, attitudes, beliefs, kinships, and needs. Youth subculture groups in neighborhoods and on school campuses provide long-standing examples of social networks. Today, open and restricted access social sites are burgeoning on the internet. Most establish networks of diverse members from a wide geographic spectrum who learn about each other and about a variety of topics and have numerous interchanges. Sites allow members to design personal profiles, blogs, and forums that reflect direct expression of images and statements they want to convey (Ali, *et al.*, 2014). As described by Livingstone (2008) social networking sites enable communication among ever-widening circles of contacts, inviting convergence among the hitherto separate activities of email, messaging, website creation, diaries, photo albums and music or video uploading and downloading. From the user's viewpoint, more than ever before, using media means creating as well

as receiving, with user control extending far beyond selecting ready-made, mass-produced content. As youth culture assimilates communication technology, the rapid pace of change makes it difficult to grasp the nature and scope of what is happening, never mind appreciating all the positive and negative implications. There are suggestions that the changes are fundamentally transforming the concept of community.

NEW MEDIA AND BEHAVIOUR MODIFICATION

With each evolution in media come changes to social structures of society. The rapid change marks the transformations society presently undergoes, especially the youth, and the ways new media technologies change our notions of self, family, home, and school. The mass media culture has become fragmented and dispersed with the wide range of new media channels made available through Internet technologies, which is challenging traditional notions of media research, especially concepts of identity formation, the role of media in society, the media consumer/producer dialectic, and the value of young people as subjects in media research (Boyd, 2008a). Youth often express the value of having a space in which they can talk without adults' eaves-dropping. Facebook and other new media present youth with a new opportunity to build and maintain social connections that resemble the public acts of "hanging out" at school, in coffee shops, and around shopping malls (Ito, 2010). For several decades, shopping malls were a primary location for building and maintaining social bonds for youth (Crawford, 1992), but now teens are seen as nuisances in public places even as they are targeted as consumers (Boyd, 2008b). Add to this the decline of public

leisure facilities, after school activities, and “street corner culture” (Livingstone, 2002), and these changes in teen social geography probably account for the apparent success of SNS channels of communication like Facebook. Social Networking Sites also provide a forum for social interaction that was not readily available to young people prior to Internet-based forms of communication (Boyd, 2008b).

Relationships can be formed and maintained through SNS that bring together “consequential strangers” (Burgess & Green, 2009), people who are relative strangers in our lives but who are far more important than we may realize, from a car mechanic to someone we meet while walking the dog. When we have problems, they are more likely to help than close friends and family by providing meaning, comfort, social connections, and expose us to new ideas and perspectives. Two examples of SNS that serve this purpose are Yahoo Answers (answers.yahoo.com) and Form spring (form.spring.me). These types of sites typically provide the opportunity for questions to be asked and answered by site participants, usually anonymously, so without fear of embarrassment. In these situations, consequential strangers can provide some of the same benefits as close friends and family, as well as many other potential areas of support, but within the relative safety of online anonymity for the users (Burgess & Green, 2009).

IMPACT OF NEW MEDIA ON BEHAVIOUR CHANGE IN COMMUNITY SECURITY

There are several known positive consequences for young people who engage regularly with social media. Benefits include the enhancement of social contact, independence, and communication (Ito,

Horst, Bittani, Boyd, Herr-Stephenson & Lange, 2008) as well as a sense of emotional connection with others (Reich, 2010). Valkenburg and Peter (2007) reported that preadolescents and adolescents interact online mainly to remain connected with their existing friends. Additionally, preadolescents and adolescents who communicate with friends on the Internet feel closer to their existing friends (Valkenburg and Peter, 2007). According to Jordán-Conde, Mennecke, & Townsend, (2014) late adolescents frequently use Facebook to communicate intimate topics with their friends, although adolescent populations do not appear to use Facebook to form romantic relationships. Ito et al. (2008) found that youth tend to use social media to gather information and to connect with others who share their interests. It appears that communicating online allows people to enhance existing relationships as well as foster new ones with similar people that they may not encounter day to day. Moreover, adolescents are motivated to use online communication for companionship (Gross, Juvonen, & Gable 2002) and to maintain their relationships (Jordán-Conde et al. 2014). According to Dolev-Cohen and Barak (2013) instant messaging, which involves sending electronic messages back and forth in an online conversation, can contribute to the well-being of adolescents who are distressed by providing an outlet for their emotions. Instant messaging was found to result in improvements to one’s emotional state such that adolescents experience emotional relief following such conversations with their peers. Aside from the social benefits, the potential educational benefits of social media should not be forgotten. Public health organizations have published data on successful use of social

media as a way of reaching their target populations (Kornfield, Smith, Szczypka, Vera & Emery, 2015). Particularly for younger children, there is evidence that “safe and secure online communication” can teach understanding of and positive attitudes towards other cultures and foster learning about the world and multiculturalism (Hou, Komlodi, Lutters, Hercegfi, Preece, & Druin, 2015).

Despite the documented positive aspects of social media use, data regarding their negative effects is accumulating. According to Fox and Moreland (2015), research to date may have underestimated the negative effects of social media use because researchers are asking the wrong questions and missing out on more ephemeral, hard-to-quantify findings. The Internet and social media also have a dark side and can pose risks for youth in particular. Information stored on cell phones, laptops and social media accounts can – if stolen, lost or inadvertently leaked expose sensitive and extremely private information to large audiences. In larger part because they are the dominant users, youth are on the front lines of being exposed to these breaches in privacy (Fox and Moreland, (2015).

Nonetheless, several recent findings suggest that there may be negative effects of social media on youth. Steeves (2014) found that creative uses of social media (e.g., homemade videos, sharing artwork) are uncommon on a daily or weekly basis and that social media is typically used for communication with friends and entertainment consumption (e.g., online games). Additionally, many adolescents report negative relational experiences via social media. For example, adolescents experience online meanness and bullying (“cyber-bullying”), misunderstandings,

unwanted contact, and unintentional disclosure while using social networking websites (Christofides, Muise, & Desmarais, 2012). According to Wolak, Mitchell, & Finkelhor, (2003), much of the research on the negative consequences of social media use has focused on depressed affect. For example, it has been reported that troubled adolescents (i.e., those experiencing victimization and depression) form closer online relationships than other adolescents, which suggests that online relationships may attract more socially and emotionally vulnerable adolescents. Social Networking Sites such as (facebook, whatsapp, twitter, e.t.c) provide platforms through which vulnerable youth can be exposed to agendas that might inspire or worsen psychopathology.

CONCLUSION

In conclusion, the primary model for new media use is a “consent model” where users agree to general terms and conditions that may include a reuse of personal data. Studies of user perceptions, knowledge and behaviour, as presented in this paper, illustrate how the structural conditions in which practices evolve, define and confine their sense of empowerment and control and thus the very implementation of their right to security consciousness. Youth had very limited knowledge about the repurposing of their data. They did not exhibit any evidence that they understood how they could control the use of their personal information.

RECOMMENDATIONS

Being that new media involves using a computer or other devices, you also need to review how they are protected. You should evaluate the effectiveness of any security tools used to protect your computer, network, and mobile devices. Antivirus software needs to have signature files updated on a

regular basis so it can identify any potential threats and block, quarantine, or remove them accordingly. To ensure you are protected, you should check the software to ensure it is being updated automatically, and that your system is being scanned on a regular basis. The operating system and

software installed on a system will need to be updated from time to time. Doing so will patch any known vulnerabilities, which can be exploited by malicious software. This applies, not only to your computer, but also to any mobile devices you use.

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