EXAMINING THE DEMOGRAPHICAL DIFFERENCES IN FACEBOOK PRIVACY MANAGEMENT: A QUANTITATIVE STUDY

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Abstract
Privacy on social networking platforms is a crucial topic, especially privacy management on a popular social media platform such as Facebook, which needs critical consideration. In this regard, this study investigated "Demographic Differences on Facebook Privacy Management." It employed a purposive sampling technique and surveyed 200 respondents. The collected data was analyzed using SPSS, including both descriptive and inferential statistics. Results indicated that the respondents revealed significant differences based on their demographics, including age and gender, in their Facebook privacy management. Therefore, everyone should be aware of privacy management. Facebook users should be made safe by the Facebook administration and their users. It is recommended that users carefully share their information on Facebook so that they do not face any infringement of their privacy rights. Finally, recommendations and limitations are discussed.

Keywords: Facebook, Privacy Management, Pakistan., Privacy Management Theory, Survey Design

Introduction

Social media as computer-based technology has shaped our life into a new avatar. Sharing ideas, thoughts, opinions and knowledge are facilitated by social media technology. Moreover, the ease of access to social networking sites through all the available devices has also befitted our lives. According to Maya, social media includes information, photos, videos and other types of content offering a variety of purposes (Maya E Dollarhide, 2019). People communicate, get informed, educated and also entertained themselves by using these social networking sites. 21st century is experiencing a great technological revolution. It has led to certain modifications in our daily life. In simple terms, it has introduced a new way of communication, entertainment, interaction, information and knowledge gaining (Whiting & Williams, 2013). According to researchers social networking sites are playing their part to revolutionize the communication process (Akakandelwa & Walubita, 2017). This has become an important part of our social and cultural lives. Today, social media usage is briskly increasing. Study found that the number of social media users are growing. They belong to every age level especially the young generation is more using social networking sites (Shannon Kinney, 2019). In 2019, social networking sites i.e. YouTube, Twitter, Facebook and WhatsApp were among the most preferred social networking sites. However, among all Facebook was having the largest number of users with more than 1 billion registered accounts and 2.41 active users. Similarly, in 2014, a survey was conducted to find out the most preferred social networking site. The results revealed that with as compared to Twitter 69% of women and 57% of men prefer using Facebook (Scott Ayres, 2014). Researcher found that, Facebook remains the topmost preferred social networking sites as users prefer it for a variety of reasons (Scott Ayres, 2014). Furthermore, as compared to other different social networking platforms, Facebook usage is increasing and users of websites like Myspace are rapidly decreasing. Researcher argued that people, especially the young generation, use Facebook as it is a platform of self-expression for them (Shane-Simpson et al., 2018). However, Facebook uses contains certain advantages and disadvantages as well. According to Rahul, Facebook facilitates communication all around the world (Rahul, 2018).

Additionally, it helps to find out the like-minded people. One can interact with his family friends and other people. Many businesses are being run on Facebook and thus facilitating both social and economic aspects of our lives. But on the other hand, it also contains certain disadvantages as well. These advantages weigh much if one confronts them as Facebook usage is a time-consuming process and also contains other issues that can affect one's life.

Thus, with the rise of Social Networking Sites, there are multiple options to manage one's profile and privacy disclosure. For this purpose, Social Media privacy management has received significant attention both by the policy makers, critiques, researchers and the potential users (Venkat et al., 2014). In this regard, Facebook is one of the most preferred social networking sites with extensive privacy settings, controlling accessibility to nearly every profile information. With the total number of 31,467,000 Facebook is also among the most preferred Social Networking Sites. However, this usage differs regarding gender as majority of Facebook users (81.0%) are men and only 19% of are women. Moreover, during 2020, the 12.0% rise in population also increased the number of Facebook users. Today, Pakistan has the second largest (37,070,000) number of Facebook in Asia after India. Therefore, the increased population also increased overall Facebook usage in Pakistan as this usage is benefitted by a variety of purposes that attract the users for regular usage (J. Clement, 2020). The users access to these settings through a privacy link presented on the top right of a profile. This link brings up a privacy summary page with six information sections. Each of these links, some of which link to additional subpages, opens a page of lists and checkboxes to regulate information flow. Alternatively, a few settings are noticeable while entering or editing profile data, particularly for the anniversary and contact information. Users can generally choose to hide the data from everyone, friends, or all of their networks (Lipford et al., 2008). Thus, regarding Facebook usage, the privacy concern is also of greater pertinence. As in December 2019, we witnessed a huge scandal concerning Facebook privacy revelation. Mainly known as 'Facebook Privacy Data Scandal" it was found that more than 87 million people suffered from Facebook's careless privacy management services. It is also witnessed that data was exposed to many other social networking platforms causing serious threats to the users' private lives (James Sanders & Dan Petterson, 2019). This data revelation arouses many concerns as Facebook privacy management is of greater magnitude for its consumers. Ibrahim argued that Facebook privacy has different levels of concern for its users (Ibrahim et al., 2012). Users attitudes towards Facebook privacy are briskly increasing thus implementing several moral restrictions on this social networking site. Further highlighted by some researchers, privacy management and information disclosure varies from person to person (Waters & Ackerman, 2011). There can be several demographical factors that may be attributed to privacy management and gender is one of them as studies witnessed female more comparatively more concerned about keeping their personal information private as (Alnjadat et al., 2019) also consider gender as an important determinant of Facebook privacy management in general. Here the concept of "digital gender gap" determines the Facebook usage patterns and privacy management by both men and women. (Fatehkia et al., 2018). Additionally, age is another variable, witnessed by several studies to determine the online privacy management as with the advancement of computer technology, the concept of early adopters and late adopters also highlighted the usage and management perspectives (Mathiyalakan et al., 2014). As per noted by Kezer and his team, concerning age differences regarding privacy management behaviour, existing research highlights a similar trend (Kezer et al., 2016). Across different Social Networking platforms like Facebook, age of adult users is inversely related to the recurrence with which users checked and changed their privacy settings and their inclination to take measures to limit the circulation of information about themselves such as untagging photos and restricting updates to certain people. Waldman

suggested that people make their disclosure decisions based on a mixture of factors, including whether others have disclosed the order of questions, website layout and aesthetics, and social urges, to name just a few (Waldman, 2016). According to some researchers, because social networking sites are platforms for executing fundamental human social needs, it is Facebook's design that pushes us to disclose the personal information (Gwena et al., 2018).

Objectives and Significance

The main objectives of the study are to investigate the awareness about privacy on Facebook with respect to education level, the contact information disclosure with respect to age. application of general privacy setting with respect to gender, differences in managing privacy on the basis of demographic characteristics, motivational factors behind privacy management on Facebook, and the potential consequences caused by poor Facebook privacy management. Present research study is a detailed analysis of demographic differences based on gender, age and education in Facebook privacy management. Past researches have examined and analyzed various aspects of social media privacy a but in-depth analysis of this particular issue was missing. This area of study is highly important because with the use of social media privacy management is the major concern of its users. This study is aimed to explore the demographical differences regarding Facebook privacy management in Pakistan. The researcher has selected all the important demographical factors that can further determine the concerns related to privacy management on social network sites particularly Facebook. According to a researcher, social media is a subject which has different opinion by its disparate users (Carolyn Rice, 2014). Some people contemplate it as an amazing source of getting information, knowledge, education, entertainment and a source of communicating with each other, while others seem more concerned about its conceivable impacts on society and their lives. Facebook has now become an integral part of our daily life. Many studies have been conducted to explore different aspects of Facebook users around the world. Studies regarding social media are also continued in Pakistan at different demographical levels. This study will be quite helpful to investigate the phenomenon related to Facebook in a more broadened and systematic manner. In this scenario, conducting a study to analyze the privacy management on Facebook is of great connotation. Facebook is one of the most popular social networking sites. With its rapid growth and popularity, it has now become a concern for most of the media critics and researchers to investigate certain phenomenon related to its usage by people especially teenagers. Study states that Facebook has now evolved from a source of entertainment to a serious tool of communication, information and education for its users. Social media have been an important segment of our everyday life (J Clement, 2020). So, conducting a research study to scrutinize its different aspects regarding privacy settings and management system will be of great use.

Privacy risks in social media

Social media privacy is an important concern for its users and administration as within a very short period of time, Facebook has become an integral part of our daily life. Increased Facebook usage has remarkably influenced our perceptions regarding information sharing and privacy management. Moreover, it has transformed the patterns of interaction. Also affirmed by Sam, as he stated that social networking sites have changed the way we interact and communicate with people (Sam Cohen, 2016). However, the users should not adopt any lenient attitude towards social media privacy settings. Especially Facebook privacy concerns should be kept under special consideration.

and not only negative. However, where it facilitates the communication process there also leads to certain negative privacy outcomes. Study analyzed the benefits and risks related to social media usage (Khan et al., 2014). The results of their study unveiled that besides several

social benefactions there are many concerns that risk one's whole life. These risks can be caused by poor privacy management and lenient attitude towards privacy sharing. (Leung, 2014) investigated the concerns related to social media usage especially privacy risks caused by children and adolescents while using social networking sites. The researcher found that individuals use social media for their personal gratification including entertainment, information, education and communication. They do not prefer privacy management an important part of social media usage and thus, risk their personal data on these websites. Moreover, revealing personal details might not worry about some individuals. They internally want to share their information with the public however, it brings negative outcomes.

Also, many companies give free access to their consumer's private information. Their official sites contain data about the others which causes infringement of privacy rights (Ellison et al., 2011). However, privacy concern is now a less considerable matter for social media sites too. Many of them claim that they have to give less attention to these issues as we are asked by our users and even partners to provide user's details for marketing and advertisement purposes (Blank et al., 2018). Another study also stated that privacy is a matter of one's personal human right (O'Connor & Schmidt, 2018). But in many cases, it is infringed on social media sites especially when advertisers want to promote their products they want to know more about their target audience. They gain information like age, name, gender and in some cases more personal information too. Social networking sites provide easy access to their user's information which is highly unethical and thought-provoking.

Gender Differences

Many studies suggest that gender differences exist regarding social media usage. According study mentioned that, adolescents mainly prefer using social networking websites for different reasons (Booker et al., 2018). They use it both for communication and information-gathering purposes. However, gender differences concerning social media usage do exist. Also on the basis of these differences, they tend to make certain changes in their social media privacy concerns. Researcher also investigated the idea of genre discrepancies regarding social media usage in Turkey (Mazman & Usluel, 2011). The results revealed that there are certain differences regarding social media usage among both males and females. Also, researchers found that males tend to use social media for communication while female use for information and education purposes. A study conducted by Kasahara and his team analyzed the use of social networking sites by both girls and boys (Kasahara et al., 2019). Also, they assumed that the mode of usage determines whether they will get targeted by the cybercriminal or not? The results showed that both boys and girls equally get bullied by the cybercriminals however, girls, as compared to boys, are more concerned about social media privacy and they do not tend to reveal much information about themselves. Gender difference concerning social media usage is also approved by many international studies. Study analyzed the gender differences regarding social media usage and validated the notion (Alzahrani, 2016). According to the results of her study, females tend to be more focused towards using social media for information gathering and their social media usage is comparatively of longer duration than men. Also, females are concerned about males while males use social media for short duration but they are not much concerned about their privacy management setting, they reveal more about themselves and thus take privacy concerns for granted.

Privacy management is a digital labour for the users. For men it is of not much concern however, women always show an increased concern about it. To further validate this phenomenon, study investigated the gender differences reading Facebook privacy management in Italy (Farinosi & Taipale, 2018). The researcher selected a sample of $n= 834$

university students from Italy aged between 18-34. Findings revealed that individuals from both gender had an explicit difference regarding their Facebook privacy concerns. However, women as compared to men were much concerned about it. They also investigated the magnitude of gender differences reading Facebook privacy management (Tifferet, 2019). The researcher used Meta-analysis technique and results showed that a here is a clear difference between both men and women regarding Facebook privacy management. Thus the researcher considered the finings consistent with the existing research and theories assuming gender discrepancies concerning Social Media privacy management.

Age & Social Media Privacy

Social media usage is an important debate nowadays. Due to wider availability of Facebook on comparatively lower costs and ease of access, many users are preferring Facebook as one of the most preferred Social Networking Sites (Ali, 2018). Many people use it on regular basis especially teenagers and adults are more interested in using social media for different aspirations. These reasons include communication, entertainment, information, education and others. Study highlighted the privacy setting correlated with age (Haumann, 2016). The researcher used case study method and finings revealed that, people on different age levels have varying concern their Facebook privacy management. For many of them, privacy is a complicated concept to describe yet it is important and need much consideration. According to the problem about teenage social media usage is not only their entertainment and time killing purpose (Dana Boyd, 2015). Also, when they gossip about others, share others' information and publicly post the content, the problem rises and invades one's privacy. Furthermore scrutinized the teenagers use social media and their privacy concerns , (van der Velden & El Emam, 2013). The researchers also highlighted the lenient concern towards social media privacy issues by the young generation. Results showed that the majority of teenagers do not reveal their private information on Facebook however, many of them still take privacy management for granted and disclosed more about their personal matters. In their study investigated the privacy concerns among individuals in different age levels regarding their social media usage in France (Stenger & Coutant, 2010). The researchers found that teenagers are moderately concerned about their social media privacy management. However, it all depends upon as long as they are concerned otherwise many of them also consider social media as a platform to share their personal information and they do not find it wrong or harmful. Likewise, study analyzed the adolescents' attitude regarding Facebook privacy risks and measurement (Calbalhin, 2018). The researcher utilized review method and selected a sample of $n= 120$ research articles. Findings revealed that individuals are highly concerned about their privacy management. However, women as compared to men, are more concerned regarding their Social Media privacy. Therefore, the researcher has extensively discussed the Facebook usage, privacy management concerns and potential gender differences. The cited literature has supported the study hypotheses which will be further assessed by using the designated study tool.

Communication Privacy Management Theory (CPM):

The basic concept of this study is supported by the Communication Privacy Theory (CPM) proposed by (Petronio, 2010). According to this theory, there are certain conditions that designate personal and public information concept. In simple words, when private information gets disclosed by the people, they introduce a rule-based management system to limit this access. In order to understand the Communication Privacy Management theory, it is important to take a brief yet deep overview of the concept. It is because there is an explicit difference between what we call "private sphere" and the "public sphere". According to

Petronio, privacy management is a process that can be used to understand the communication and interaction process between intimate couples (Petronio, 2010). It can be more understood when two people want to share their private matters and also when they want to keep privacy between different other matters. This theoretical assumption also provides a baseline to the notion of privacy management with other familiar and no familiar people in our life. This theory describes the idea of self-disclosure under certain circumstances and also proposes certain psychological restrictions that restrain the information sharing process. Regarding privacy management on social media, this theory provides basic support. Facebook provides certain privacy management settings and individuals are free to restrict their privacy sharing. In this regard, people set their certain privacy rules. They have their own boundaries and they decide with whom to share the private information. According to although social networking sites are for our convenience they can also invade our privacy (Baatarjav et al., 2008). This raises many concerns about this technological advancement as the user's information can be disclosed at any moment. Private information disclosure is a highly considerable matter. Study found that privacy management is a critical issue and under great consideration by media scholars and critics (Yang et al., 2016). Particularly Facebook is continuously changing its privacy setting and personal disclosure is a most highlighted phenomenon. Although people know the consequences of this privacy disclosure, still it is taken for granted. The especially young generation is quite indifferent about privacy disclosure and they mostly have much personal information in their Facebook profiles (Christofides et al., 2009). The researchers further analyzed the age difference regarding privacy disclosure on Facebook. The results revealed that although many adult individuals understand the importance of privacy yet they reveal their personal information on Facebook. They acknowledged the fact that privacy is important but they do not consider it important for themselves. According to researcher, despite the popularity of Facebook, privacy management is still a thought-provoking concern (Brittany Magelssen, 2016). Also, people have a different opinion about privacy management on Facebook and it sometimes affects the Facebook administration's efficiency to counteract any privacy disclosure incident. Researcher argued that one prominent reason that Facebook privacy management is lenient is that users mostly share much of their private information on Facebook (Baker & White, 2011). It means that if users are concerned about their privacy they should not share their information on Facebook but they do. Still, the debate is about privacy management and user's priorities. Despite people have greater access to Facebook and it also offers them communication, entertainment, education and information still it is facing criticism about privacy disclosure (Alyssa Newcomb, 2018). Thus, based on the cited theoretical and empirical literature, this research involves two hypotheses.

H1: It is more likely that there are strong significant gender differences regarding Facebook privacy settings.

H2: It is more likely that individuals on different age levels have a varying concern regarding their Facebook privacy management.

Research Design

In Mass Communication's research, different methodologies i.e., quantitative, qualitative or mixed methodologies can be used in general. Selection of methodology depends upon the nature of the study and aptitude of the researcher (Livingstone, 2015). The current study is about investigating privacy management among respondents having different demographic characteristics such as gender, age and education level. The methodology used in this study is specifically quantitative. This methodology is more consistent for this research because this method is more objective to study privacy management of users on social media regarding

their personal data. The researcher used quantitative methodology because this methodology accepts sample as a sample representative of the population. The onward discussion will elaborate that what quantitative methodology's steps are involved in the study.

Sampling and Reliability

200 respondents were selected for the current study. The sample was selected through convenient sampling method. Convenient sampling is defined as to take representative data by selecting individuals based on their availability and access. It is a type of non-probability sampling that depends on representatives which are easily available and keen to contribute to research. The rationale behind using convenient sampling was non-availability of students' lists the detailed lists of students were not provided by the universities' authority. In view of resources and time constraints, the researcher visited each selected department and asked classes to participate. So the students who voluntarily participated were included as sample size. The validity of researcher instrument is affirmed by the subject expert. Further, to test the reliability of the survey tool, the researcher conducted reliability assessment and with Cronbach Alpha Value of .831, it is proved that the research tool is reliable. Table 1 below presents a detailed results of reliability analysis:

Table 1 Reliability Analysis of the Research Tool

	Variables	Cronbach Alpha Value
H1	It is more likely that there are strong significant gender differences regarding Facebook privacy settings.	.857
H2	It is more likely that individuals on different age levels have a varying concern regarding their Facebook privacy management	.835

Data Collection Approaches

Data collection is an important step in research and this study is also using a quantitative approach. It contributes not only to bring the outcome also determines the reliability and validity of the gathered responses. The data for the current study were collected using a cross-sectional survey research method. For collecting quantitative data, the survey method is mostly used (Habes et al., 2020). For the current study, the researcher visited each selected department and distributed well-designed structured questionnaires among the available students. The questionnaire was used for data collection in this study. The questionnaire was consisting of 24 close-ended questions. Total of 200 questionnaires was filled by the respondents. key questions were rotating around their demographic information and, security and privacy regarding usage of popular social media website i.e., Facebook. In the light of the quantitative method, the data in the current study were analyzed through Statistical Package for Social Science (SPSS) which is used for statistical analysis and to create relevant graphs and tables. Data coding was done in SPSS in such a way that SPSS can manage data precisely. In the data coding process, the researcher charged a number for each response. The data analysis through SPSS enabled this study for the description of trends in data by using

frequency distribution. The frequencies, percentages and other related facts were explained where needed.

Analysis and Results
Demographical Data of the Respondents

Altogether, there were n= 200 participants in the study. Table 2 contains the frequency of gender in the respective analysis. As mentioned above, there were n= 74 males (37%) males and n= 126 (63%) females as study respondents. Regarding the age, n= 79.5% are 18-25 years old, 17% are 26-35 years old, and 3.5% are 36-45 years of age. Further, out of n= 200 respondents, there are n= 170 or 85% of respondents are singe, n= 21 or 10.5% are married, n= 7 or 3.5% are separated and n= 02 or 1% participants are separated from their partners.

Table 2 Descriptive Statistics for the Gender of the Study Respondents

Variables	Constructs	Frequency	Percentage
Gender	Males	74	37%
	Females	126	63%
Age	18-25	159	79.5%
	26-35	34	17%
	36-45	07	3.5%
Marital Status	Single	170	85%
	Separated	07	3.5%
	Widowed	02	1%
	Married	21	10.5%

Descriptives of Response
Table 3 provides details of the gathered data, indicating the descriptives, including frequencies and percentages concerning each questionnaire item.

Table 3 Descriptives of Response

S/R.	Statements	S.A (%)	A (%)	N (%)	D (%)	S.D (%)
1	Facebook security is a concern for me.	59.5	23	12	2.5	3
2	Your Facebook account is at risk.	20	21	23	26	8.5
3	You often change your Facebook password.	21.5	18.5	25.5	20	10.5
4	Alerts about unrecognized logins are helpful.	19	18	23	30.5	9.5
5	Two-factor authentication keeps Facebook accounts safe.	40	32.5	10	12	5.5
6	Contacting 3-5 friends is safe if you forget your password.	31.5	40.5	19.5	3.3	5.5
7	Facebook privacy settings keep your privacy intact.	31	40	23	3.3	3.3
8	Reviewing posts you are tagged in is	20	47.5	23	5	4.5

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	important for privacy.					
9	Restricting tagging protects privacy.	33.5	36.5	19	4.5	6.5
10	Limiting the audience for privacy purposes is important.	25	37.5	26	8	3.5
11	Limiting the audience to "friends" is the most appropriate step.	35	31	22	10	2
12	Everyone should be allowed to send friend requests.	30.5	45.5	15	8.5	0.5
13	Everyone should be allowed to see profiles on Facebook.	27.5	29	17.5	12.5	13
14	Only friends should see your friends list.	21	26	25.5	13.5	14
15	Facebook infringes privacy by suggesting your account to others.	41.5	26	17.5	9	6
16	Friends should have access to see your friends list.	43	37	12	6	1.5
17	The public should have access to your friends list.	24	37	20.5	15.5	4.5
18	Everyone should have access to your email address from Facebook.	16	22	10	22	30
19	Only friends should have access to your phone number on Facebook.	35.5	15.5	16.5	16	16.5
20	Close friends should have access to your Facebook account.	16	24	20.5	22	16.5
21	Limiting the audience to "public" is appropriate for privacy.	16.5	33	16	21	13.5
22	People do not infringe your privacy on Facebook.	23.5	22	18.5	18.5	17.5

Hypotheses Testing

Table Independent Samples T-test to assess the Gender Differences Regarding Facebook Privacy:

Independent Sample T-test

Gender of Individuals	N	Mean	Std. Deviation	T test	P
Male	74	2.5006	.49721	1.104	.008
					.008
Female				1.191	
	126	2.5995	.67034		

To scrutinize the gender difference regarding privacy concerns on Facebook, the research conducted Two- Independent Samples T-test. Results of the test reveal that with a significance value of $p < .008$ we can validate the gender difference regarding the privacy concerns. Also, there is an explicit mean difference between both gender (as mentioned in the above table). Therefore, we reject the null hypothesis and accept the research hypothesis

Table ANOVA to asses' individuals with different age levels have a varying concern regarding their Facebook privacy management

Test of Homogeneity of Variances			
Leven Statistic	*Df1*	*Df2*	**Sig. Value**
12.379	35	154	.000
ANOVA			
***F-v*alue** 4.436**, Sig Value** .000			
Turkey HSD			
(I) Age of Individual	**(J) Age of Individual**	**Mean Difference**	**Sig**
18-25	36-45	-0.16	.994
			.790
26-35	18-25	0.15	.994
	36-45		.789
36-45	18-25	0.23	.790
	26-35		.789

The students examined the second research hypothesis by using One-way Analysis of Variance (ANOVA) and found that there is a strong significant difference among the different age levels regarding Facebook Privacy Management.

Table 5.5 contains the Levene's test of equality of variances giving a *p*-value of 0.00 which is less than 0.05. The variances for each group are assumed to be different. Therefore, we accept the second hypothesis as there is a difference between the designated age groups. The mean differences between the age groups 36-45, 18-25 and 36-45, 18-25 and 26-35 are -0.16, 0.15 and 0.23 respectively.

Discussion

The results have validated the basic notion of this study. The researcher has found significant differences among the groups of the variables. We can see that proposed hypothetical assumptions are directional and hence the results validated these directions. According to (Shane-Simpson et al., 2018), Facebook is becoming increasingly important. It is one of the most commonly used social networking sites. Besides providing entertainment and communication, Facebook also serves to provide information and education. It is undoubtedly the most preferred website by individuals nowadays (Rojas-Kramer et al., 2015). By keeping in view the importance of Facebook we can also not deny the related concerns regarding Facebook. According to researcher, during 2019 Facebook revealed the data of millions of users. Although it was by mistake the concern is still under debate (Ryan Whitwam, 2019).

Facebook data was revealed on other different websites and this raised many concerns. Study also discussed this matter as she stated that data concerning names, photos, personal emails and phone numbers was revealed all over the world (Allison Matyus, 2019). Majority of Facebook users got affected by it and now Facebook administration is fixing this issue. More than 267 million Facebook profiles confronted privacy leakage which is a serious issue for the responsible organization.

By keeping in view the importance and concerns related to Facebook issues, the researcher surveyed 200 respondents from different cities of Pakistan. Further, the researcher in the light of available literature proposed four basic yet important research hypotheses.

Personal information revelation is a serious concern regarding social media sites especially Facebook. Privacy is not only about personal information, but it also means saving an individual from different endangered possibilities. Privacy on Facebook is directly linked with the advanced notion of "availability" but still, it should be kept safe (Fuchs, 2011).

Therefore, by keeping in view the importance of Facebook privacy, 200 study respondents revealed that:

H1: It is more likely that there are strong significant gender differences regarding Facebook privacy settings.

Both males and females differ regarding their Facebook privacy settings. Facebook profiles are not merely a social media account; it also contains various information about one's personal life. Their personal information i.e., age, gender, location of residence and in most of the cases it also contains photos of the individual. According to research, a Facebook profile contains some basic yet important information about its users (Eric T. Olson, 2019). Photo, name, date of birth, place and even relationship status are also mentioned on a Facebook profile. No matter the extent to which we keep our personal information safe, still this information is visible for other Facebook users and visitors. However, the first hypothesis describes the gender differences regarding concern about Facebook privacy. According to the researcher, females tend to more concerned about their Facebook privacy than males. Apart from general observation, results witnessed the validity of this proposition. As with significance value of $p < .008$, Independent sample t-Test validate the research proposition regarding existing gender differences in Facebook Privacy Management. These results are consistent with the study conducted by (Mazman & Usluel, 2011) as they found moderately existing gender difference regarding Facebook privacy management among men and women.;

Also affirmed by Shane and his team stated that gender differences on Facebook privacy do exist in different domains (Shane-Simpson et al., 2018). Girls on different Facebook forums tend to be more careful than boys as it can lead to many unwanted visitors to check and follow their Facebook profile. For this reason, they also prefer to engage less in Facebook based debates no matter how important it is to them. Study found that maintaining a profile on Facebook and adding personal information is a concern for many females (Blank et al., 2018). Many people underestimate the safety risks regarding Facebook privacy management, but women and men have a quite different opinion about it. A study also found that the highly restricted privacy concerns can be found among both men and women, but females seem comparatively more concerned about it (Hollenbaugh, 2019). Similarly, Rahul argued that there is an explicit difference between male and female privacy management on Facebook (Rahul, 2018). Females give special consideration to their privacy management and thus ensure that their personal information will be respected by Facebook administration) Digital Communication and Privacy: Is Social Web Use gendered?). This may be because hackers and cybercrimes bodies mostly focus on females and their personal data for different purposes. This mainly involves hacking their email address, phone numbers and even in some critical cases their personal photos as well.

H2: It is more likely that individuals on different age levels have varying concern regarding their Facebook privacy management:

To analyze the second academic assumption of this study, the researcher utilized the One-Way Analysis of Variance (ANOVA). Results revealed a high level of differences among the age groups in the sample and with the significance value of $p < .000$ the second hypothesis is also authenticated. These findings are consistent with the study conducted by (Stenger &

Coutant, 2010). As the researchers found significant relationship between age and Facebook Privacy Management as a primary concern of middle aged people. However, for the teenagers, it is important yet not a deeply considerable aspect of Social Media usage. This proposition is also affirmed by Leung as they stated that age difference regarding Facebook privacy is an explicit assertion which is widely validated (Leung, 2014). Adult users are much more concerned about their privacy than young users. Moreover, they keep their profiles "restricted" and consider privacy management as an important phenomenon. We can assume that age and maturity are interlinked, and this maturity brings more careful usage of Facebook. Likewise, this maturity also leads people to keep their social media accounts safe through thorough assessing privacy settings. According to researcher adults, as compared to children, are less vulnerable regarding Facebook privacy issues (Van den Broeck et al., 2015),. This is because individuals on varying age levels have a divergent opinion about making their Facebook safe. Privacy protection is a major concern for most of the adult people, but young genre takes it for granted. Facebook is one of the most preferred social networking sites among individuals. Young generation tends to be more open about them. They share their posts, details and photos without any hesitation. Adults, on the other hand, prefer to remain more marginalized, having limited Facebook audience and tend to be more careful about their privacy settings (Niall McCarthy, 2018)

Conclusion

This study aimed to analyze the demographical difference regarding Facebook privacy management. Besides an extensive literature review, the researcher proposed two basic research hypotheses in this study. These hypotheses proposed demographical differences as dependent variables of the study i.e, gender and age. These demographical variables are chosen on the basis of literature citation and also supported by the Communication Privacy Management Theory (CPM). The researcher first validated the reliability of the research instrument which worked as an important pathway (Möller, 2012) to further conduct the study in a systematic and authenticated manner. To display the results, the researcher used both graphs and tables. It is shown in the graphs that all the respondents showed a high level of concern towards privacy management however, females were found comparatively more concerned about it. Researchers assumed that this increased concern among females can be because of the higher levels of cybercrimes against women. These crimes are increasing and the majority of fake Facebook profiles can be seen almost everywhere. Similarly, the researcher proposed that people with different age levels have a different concern about their privacy management. Gathered responses also validated this proposition. We found that adults as compared to teenagers are more concerned about their Facebook privacy. More, they feel that their information on Facebook remains constantly in danger as accounts can be hacked by the hackers or mistakes can be made by Facebook management. Even many individuals responded that their personal information should not be access by their own friends with the request. However, participants ranging from 18 to 25 were found having a lenient opinion about it. Similarly, there was a prominent difference between the opinion of young and old people regarding sharing their posts, email and phone number on Facebook. Results also unveiled that people with different educational levels have a different opinion about Facebook privacy management. Those having comparatively low educational level did not seem to be more concerned about their Facebook privacy while the others, the educated ones had strict privacy settings on their Facebook accounts. To authenticate these results, the researcher used Independent Samples T-test and One Way Analysis of Variance (ANOVA), and found a prominent difference between the grouped samples.

By keeping in view, the importance of social networking sites especially Facebook the researcher conducted this study. Facebook not a platform to entertainment and communication, it also serves to educate and inform the masses. However, it can also have some harmful effects on one's life due to a violation of their privacy rights. Although, Facebook has strict privacy rules and people are even allowed to keep these settings personal, still, there are many cases their data got disclosed and they faced several consequences.

Technology is facilitating us but sometimes it is also causing troubles due to misuse. privacy settings are important and also keeping ourselves up to date about ongoing changes in privacy conditions is also of a greater pertinence. It is therefore suggested that everyone should be aware of privacy management. Facebook users should be made safe both by Facebook administration and their users. It is recommended that users should carefully share their information on Facebook so that they may not face any infringement to their privacy rights.

Recommendations

Now that we have affirmed the notion of demographic differences regarding Facebook privacy, it is important to carry this research forward. As mentioned earlier, Facebook privacy management is important, and it should be studied more. There are certain upcoming issues regarding privacy management on social networking sites in general and on Facebook in particular. Media researchers, critics, social media experts should focus on issues related to Facebook privacy infringement, also those users who have confronted to privacy infringement should be observed. This will help the future researchers to notify against possible harms and it will help social media sites to counteract privacy issues. Also, it will work to dissemination awareness concerning privacy issues and how people can deal with them in future.

Limitations of the Study

In academics, it is not easy to conduct an ideal study. There are many hurdles, like economic and time constraints, that result in limitations in research. In this study, only one social networking site, Facebook, was selected; otherwise, it was no easy task to cover all students in selected universities in the limited time slot.

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