**Impacts of Big Data on Privacy and Security of Social Media Users**

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**Introduction**

* In the world of ever-changing technology, many companies have started to adopt Big Data to keep to the pace of technology.
* There are numerous issues of Big Data that revolves around the privacy and security of the users.
* Individual activity on social media is increasingly collected by social media providers even without the consent of the users.
* The purpose of this paper is to investigate how inherent characteristics of Big Data impacts on the privacy and security of the users of social media.

**Problem Description**

* Privacy breaches have nearly become a norm in social media [1].
* Hacking of social media accounts is aided by Big Data.
* The huge explosion in the Big Data available has made users information more vulnerable.
* The effects of Big Data on social media users are often considered unethical.
* This is because social media providers sometimes manipulate the data for wrongful purpose without considering the negative impacts on the customers.
* Studies have directly linked data and security breaches on social media to depression and anxiety [1].

**Objectives of the Proposal**

* The prime objective is to examine the correlation between Big Data and privacy breaches [4].
* The second objective is to identify and semantically link multi-lingual and diverse cross-sector information sources that contribute to privacy breaches in social media.
* Furthermore, the proposal is to identify sources of vulnerabilities in social media and measures that can be used to thwart them [3].
* Finally, the proposal will investigate the correlation between security awareness and privacy breaches in social media.

**The significance of the Research**

* The proposal is important in understanding the security issues posed by Big Data on social media and measures to thwart them.
* It helps users to appreciate the use of strong passwords and usernames in their social media accounts.
* It also acts as an eye-opener because it enlightens users on sources of vulnerabilities in social media [2].
* In addition, the research broadens users regarding privacy within an evolving technology environment.
* It also addresses the datafication model which emphasizes on post-collection data.

**References**

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