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Analysis of Communication Privacy Management on Instagram Stories

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Abstract

Social media is basically for sharing information and public channels to express the account owners. To date, Instagram is one of the largest social media networking platforms with visual outputs like videos and photos. Much information can be exchanged and retrieved between users via this platform. Occasionally, some users have posted other people's privacy on their feeds, which may result in a lawsuit against the Instagram account owners. This present study aims to examine the level of understanding of Instagram users' privacy management of their accounts. The data was collected through in-depth interviews with a total of three respondents and the analysis method of Communication Privacy Management (CPM) was carried out. The result shown that in self-disclosure through Instagram not all informants are able to set public and private boundaries. After interviewing, all informants have shown a better understanding of various violations of privacy, such as data leaks, cyber-stalking, taking and uploading photos or videos without permission, and ignoring copyright. In post-event, all the informant perform take action on the management of privacy with consideration as an important thing for building a relationship.

Keywords: Instagram, Media Social, Communication Privacy Management.

1. Introduction

As a social medium, Instagram is a channel where users can share personal information through public networks, and the application is also used to grow businesses. It is estimated that in one day there are 3 million pieces of posting content with an advertising market potential of US\$350 billion (Haenlein et al., 2020). Without a privacy setting, the posting feed owner can reach various and unknown Instagram users with a high possibility of the content feed being misused by anonymous followers. As found out, Joe Dunthorne, a famous writer, discovered someone impersonating him and cloned his post for fraud purposes (BBC News 13 Feb 2022). In the study by Chen et al (2020), 31,522 cases of identity theft were detected around the world every hour and a new attack cloning users' social network service (SNS) profiles were uncovered. Therefore, it is important to filter followers on Instagram accounts before sharing opinions, feelings, and momentary information to reduce the risk of lawsuits or identity theft.

This research was studied using the Communication Privacy Management Theory (CPM) developed by Sandra Petronio. The roots of this theory are assumptions about the way an individual thinks and communicates. The definition of information in this theory is something confidential (private), which means that the information is very meaningful to them or can also be called private information (private communication). This ability to control personal information makes individuals feel that they are the rightful owner of the information shared about themselves. Thus, they have the right to impose restrictions on others. This theory describes a privacy management system consisting of three main parts. The main part of this system is private property, it includes information about privacy boundaries and includes information that belongs to one person but cannot be known by another person. The second part of this CPM system is privacy control. This includes individual—

-decisions to share personal information with others. Petronio exposes it as a privacy management engine. Your decision to share information or relinquish some control also reshapes the boundaries contained in the privacy section of the system. Finally, the third part of the privacy management system is to assist when the management of personal information is not as expected. Your friends may spill your secrets after setting strict self-confidence rules (Griffin et al., 2019) (Daniya, 2021).

Privacy refers to the degree to which an individual has physical access to another person. A person's desire to control decisions about who has physical access through reason, perception, observation, or physical contact. This proves that privacy is "selectively controlled access to personal privacy" and is achieved through the regulation of social interaction. it can provide feedback on our ability to face the world and ultimately influence our self-definition. In general, it can be said that privacy is a special right to freedom (Krisnawati, 2017).

Communication Privacy Management (CPM) Theory

Communication Privacy Management theory (CPM) defines each individual have rightfully in control of private information, authorizing who can have access to it and protecting their information boundaries. The privacy regulation of information content is stable and bonds across time on privacy management decisions. In the last decades, the articulation of privacy boundaries develop becomes multiple layers of variable factors that influence catalyst privacy rules (Petronio, 2004; Cohen, 2019) Particularly in social media boundaries, when privacy purposeful violations, mistakes, or various reasons break down turbulence leads to allowing an unknown person access to private information (Sleeman et al., 2016). The owners may cope with recalibrating privacy rules to restore the privacy management system, but this lead to to feelings of vulnerability and susceptibility for the owner.

Although privacy owners presume control rights over their private information, they also want selected others participating in their management according to the owner's rules. Informational owners want authorized co-owners to follow their privacy rule expectations, such as clarifying who else can know the private information (linkage rules), how much of the disclosed information can be shared with others (permeability rules), and the level of independent judgments the owner allows the co-owner to determine third-party access (control rules) (Petronio and Child, 2020). Being granted access, the information owner expects the co-owner to abide privacy rules thus coordinating ownership and the expectation of control (Motlagh et al., 2021). However, even when disclosers expect recipients to follow the owner's privacy rules, research is inconsistent on whether recipients do follow the rules (Petronio, 2013).

In CPM there are three types of collective boundary patterns (i.e. inclusive, intersected, and unified boundaries) that can be used to explain how people choose to share private (Petronio et al., 2021). Power-based inclusive boundaries allow one individual to relinquish control over their privacy to another (De Wolf, 2019). Consisting of three different ties, including limits. When someone is coerced into giving another person access to their personal information, coercive linkages take place. Intersected boundaries is depict the relative equality of disclosure between the two sides (Worthington and Fitch-Hauser, 2018). Boundaries are formed by two different sorts of links. Linkages with a purpose entail sharing private information in order to accomplish objectives like developing closeness in the relationship or providing/receiving assistance (Steimel, 2021). When two people divulge information to one another because they have comparable experiences, identity links arise. Last, Unified boundaries are when a group of individuals jointly own private information as common. Families, for inst—

—ance, may maintain collectively private information that belongs to all of the members without any one individual having complete authority over it (Aloia, 2018). Each of these boundary patterns may have not been well understood by SNS account owners which leads to disclose more private information.

Related study CPM on social media platform

Two social media platforms, Facebook and Snapchat, have been studied extensively in relation to perceptions of mobile communication, as they imply a higher level of privacy than verbal exchanges (De Wolf et al., 2014). However, Facebook poses particular challenges to visual communication, especially for those seeking self-expression. As a result, social media users might be expected to be more cohesive and restrictive in managing their privacy. In contrast to Snapchat is the perceived control over the content, because Snapchat notifies users when their private messages have been "screenshotted" and saved by recipients, scalability may be lower than Facebook (Alhabash et al., 2017). While this level of control cannot be guaranteed, as there are various ways to subvert this privacy feature, the perception of control is still there. Despite the private and more controlled nature of Snaps, Stories are available to all friends on the network and individual Snaps can be made public Stories to increase scalability (Villaespesa and Wowkowych, 2020). Content is easier to edit on Snapchat compared to Facebook, as the technology itself has photo editing tools. By cropping, filtering, and merging text in a Snap, Snapchat users have more control over how their messages are captured (Thelwall and Vis, 2017).

Objective study

CPM has been applied to investigate communication in a variety of digital mediums such as texting, blogging, and social networking (McNealy and Mullis, 2019). According to previous research in this field, the software developer has been improving a variety of features for preve—

-ning incidental privacy turbulence. However, some of the users' accounts have experienced post-event (after posting/upload) privacy turbulence. Hence, people as user's media social need to understand privacy boundaries before decisions are taken to participate in digital communication. More well-understand on privacy setting management is can be a preventative manner of communication. Therefore, in present study, we would like to investigate people's privacy understanding of Instagram platform scope.

2. Method and Material

In this study, three informants were purposively selected with the criteria understanding of the case problem, ownership of the data, and willingness to provide complete and accurate information. Data collection techniques were carried out through in-depth interviews with set questionnaires and later on analysis with a holistically descriptive approach (behavior, perceptions, motivations) more detailed workflow is present in Figure 1 (Moleong, 2017). Moreover, data analysis was split into two stages, the first selection stage process (verification, grouping, focusing) and identifying stage from matrices, pictures/schematics, activity-related—networks, and tables.

Plot case study

The plot case study of this article is based concerns the personal privacy of Instagram users for personal safety. Here, we would like to observe the selected informants' ability on Instagram's privacy features such as close friends, hiding persons, private accounts, and anonymous accounts in maintaining the informant's personal privacy. Furthermore, we proceed forward on the degree understanding informant of Instagram security setting issues such as data leakage, cyberstalking, uploading or taking photos and videos without permission, and sensational uncorroborated. Finally, in addition, we asked the informant's opinion on Instagram as a shopping platform and their tips on how to keep privacy in a small domain.

3. Result and Discussion

Self-privacy Management on Instagram Social Media

In general, a person gradually carries out the process of disclosing himself to others, starting with some basic things about himself and ending with personal and intimate matters. However, in this study, the process of self-disclosure by informants via social media Instagram tended to be random and not gradual either.

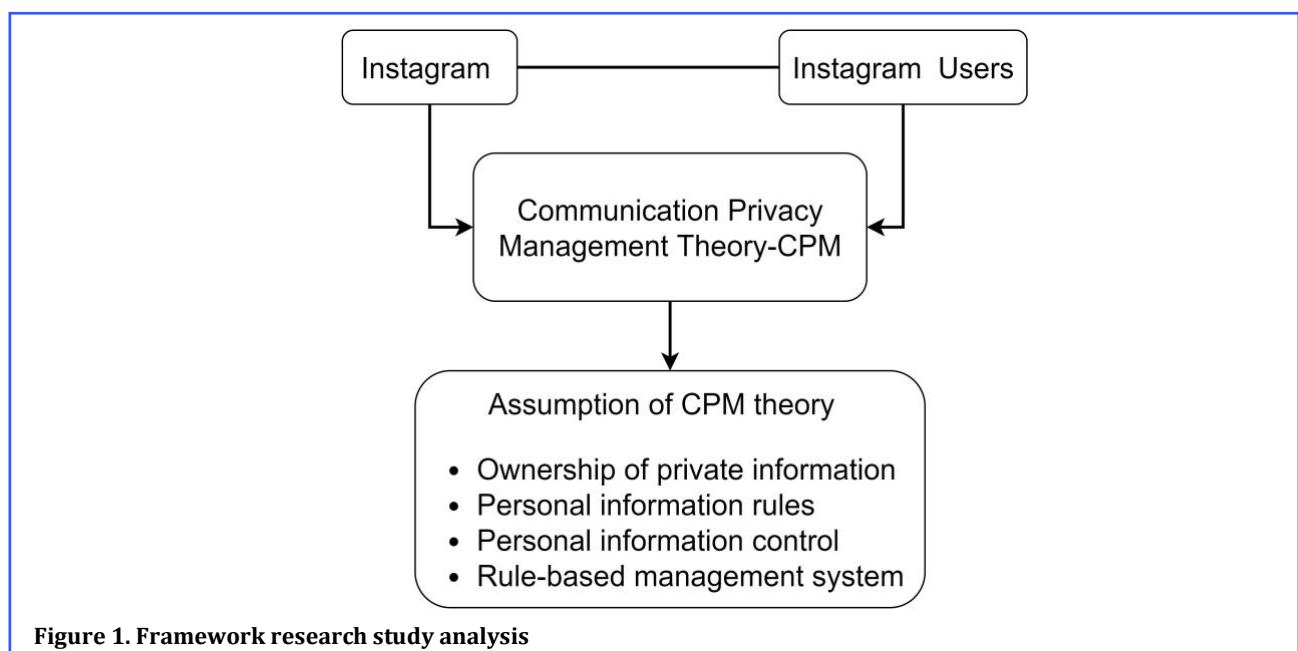


Figure 1. Framework research study analysis

The reality that is happening right now is the importance of self-management of privacy on Instagram social media. We try to balance the demands of the situation with the needs of ourselves and those around us. Privacy is important for everyone because it allows a person to feel separate from others. This gives us the feeling that we are the rightful owners of information about ourselves. Some risks can come from disclosing to the wrong people, opening up at the wrong time, saying too much about ourselves, or compromising with others. On the other hand, self-disclosure can provide great benefits, we can increase social control, validate our perspectives, and become intimate with our partner in a relationship when we open up. The balance between privacy and disclosure is meaningful because it is so important to how we manage our relationships.

The rule view embedded in CPM theory distinguishes why individuals choose to withhold or disclose personal information. Decision-making to set personal rules has cultural, gender, motivational, contextual, and risk-benefit ratio criteria. The reason that made the informants carry out self-privacy management on their Instagram accounts was that they wanted to feel safe from misuse of their private information. In addition, there were experiences experienced by some informants in the form of negative comments on their posts.

This study also found that informants used various methods or strategies when disclosing matters related to their privacy. As was done by informants who used interesting features on Instagram or created a second account on Instagram. This is done because there is a feeling of wanting to upload their privacy and still have control over that information.

In addition, there is influence from the informant's experience when facing a negative reaction towards him. The phenomenon of creating a second account by Instagram users is proof that they reveal themselves and cause privacy that should, not be public consumption to be mixed into-

-the public space. According to informants, this was done because, in his first Instagram account, he only showed things from their best side that could make other people interested. Meanwhile, the second account is a place for them to release all their complaints and be who they really are.

Theory Privacy management in self-disclosure

The content conceals and discloses personal information. Petronio preferred the term "personal information" over the term "self-disclosure" because there are many caveats attached to disclosing private information that does not come with self-disclosure. First, the motivations behind sharing are many, including but not limited to: sharing burdens, righting wrongs, and influencing others. Since personal information can be about oneself or others, the decision as to what is more private and whom to share it with plays a part when taking ideas from boundaries under consideration. The decision to share is ultimately left to the privacy process rules management system which incorporates rules for information coordination, disclosure characteristics, and boundary properties.

To understand Communication Privacy Management (CPM) theory it is important to follow the boundary metaphor. Personal boundaries are the division between private information and public information. When personal information is shared, there will be collective boundaries. When personal information remains with the individual and is not disclosed, that boundary is called a personal boundary. Individual personal information is protected by their boundaries. Permeability of ever-changing boundaries. Boundaries can be relatively permeable (easy to cross) or relatively impenetrable (stiff and difficult to cross).

CPM theorists understand information (as well as its boundaries) as something that is owned, and each owner must decide whether or not they are willing to have confidence, the co-owners, for information.

In some cases, it is preferable for the owner to have someone else share personal information, although this may not be the case for trust. Ownership of information is characterized by two things: heavy responsibility and knowledge of certain disclosure rules. However, ownership may be perceived to different degrees, and understanding of disclosure rules may vary from one owner to another. Also, the act of sharing is coupled with the realization that boundaries have widened and that they may never return to their country of origin. It is the owner's responsibility to decide and make it clear if, when, and how information can or should be shared with others.

As a framework for understanding the decisions people make about personal information, this system allows for management at the individual and collective levels through three processes: privacy rule characteristics, coordination limits, and turbulence limits. Petronio views management boundaries as rules based on processes, not individual decisions. This rule-based management system allows for management at both individual and collective levels. The system depends on three privacy management rules to regulate the process of disclosing and hiding private information: privacy characteristic rules, coordination limits, and turbulence limits.

Technological developments make many people do it self-disclosure through social media. Earlier self-disclosure was only done to people who are trusted even now has changed, now one can do self-disclosure to everyone through social media, one of which is Instagram. However, in self-disclosure, not all Instagram users are able to manage public and private boundaries. In fact, some users do it easy to upload things that are very personal in nature on social media. Meanwhile, there are risks that can arise as a result of self-disclosure.

There are various violations of privacy that are rife, such as data leakage, cyberstalking, taking and uploading photos or videos without permission, and ignoring copyright. A smart account user must be—

-smart to upload something on social media. Do not let the data uploaded be a disaster for yourself.

Privacy management in self-disclosure is a positive thing because it makes this an important thing in building something relationship. So that everyone has the right to control personal information them with other parties and it is presumed that the information that has already been shared can be mutually agreed upon. Everyone must be wise in using social media. Use communication privacy management when you want to convey a message to a wide audience because the existence of communication privacy management will make us always have self-control over all the messages that are sent we share on social media.

Talking about privacy, there were several responses from each informant regarding the question of what personal privacy is. The informants said that personal privacy is limiting oneself from public spaces and people should not be able to find out, including on social media. The internet no longer knows the age of its users, privacy is something that must be maintained. Then on the question of how the informant maintains his privacy on Instagram, it was explained clearly by informant 1, namely by limiting himself in playing Instagram social media because not everything in the world can be disseminated and notified in public spaces. Vice versa, we must be careful in spreading things about ourselves. Informants 2 and 3 added that Instagram is one of the most widely used social media today. Few people do not use it. For this reason, maintaining personal privacy on Instagram is needed for personal safety.

Furthermore, informant 1 gave his opinion about how important personal privacy is for him, self-privacy is done to protect him from things that are not good. Protect against data leakage, cyberstalking, uploading or taking careless photos and videos, and so on. If you look back, currently many individuals on social media spread someone's things to the—

-public space just to get personal gain. For this reason, informants II and III always anticipate unwanted things to happen, such as using the features provided by Instagram. For informants, features such as close friends, private accounts, and second accounts are very helpful in maintaining personal privacy on Instagram. Apart from that, the informants said that Instagram is not a platform or a place to store our personal information, because we do not know what is in it. The account that we use may one day be hacked by other users and data leaks.

4. Conclusion

Based on the research that has been done, the informants did not cover their identities, such as names, photos, and profiles filled in by users according to their original data. However, this identity will be covered up at certain times. On their Instagram accounts, the informants also did not make private features. This means that everyone who follows or does not follow the account can see whatever they want. And also the self-disclosure that is carried out on his Instagram account focuses more on positive things and follows current trends to get people interested and like his uploads on Instagram.

When disclosing themselves through Instagram, the informants also took into account the risks and benefits they would get later. Because Instagram is one of the social media that is very broad in scope, Instagram users must be more careful when using it. Several informants used a second account on Instagram. After all, they felt freer to share their information because they knew who the people who could access that information were. In addition, the use of a second account is a way for informants to maintain a good self-image or picture of themselves on their main Instagram account, especially in their Insta Story.

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Conflict of interest

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