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Cybersecurity and Social Sciences Case Study: Data Privacy and Social Media

Major real world cybersecurity issues happen everyday but one of the main issues is data privacy on social media platforms. Social media platforms have become very important in communication and daily life, which leads people to share large amounts of personal information without thinking about the risks. For example, companies like Facebook, Instagram, and Tiktok collect large amounts of user data, including personal information, browsing habits, and location, Which can be used to control what you see and what advertisement you see. One case that's well known is the Cambridge Analytica scandal, where user data was collected without proper consent and they used that information so they could send targeted political ads to millions of people because they took a quiz on an app. This issue shows that cybersecurity is not just about protecting systems but also about how personal data is collected, shared, and used to manipulate your internet habits.

Analysis

Social sciences help explain why privacy issues like this happen meaning these issues are not just technical problems but are strongly influenced by human behavior. According to a psychology perspective, many people don't fully understand how much data they are giving away or they just blatantly ignore privacy risks because of inconvenience. One main example being the terms and conditions, people tend to click accept on terms and conditions without reading them which is harmless sometimes but it's still a chance of having information sent without your consent. Sociology also plays a role because the whole point of social media is built around sharing and staying connected with others, which encourages people to reveal personal information because it's the whole point of the app. In addition, cultural differences can affect how seriously people take privacy. Some societies are more open about sharing personal details, while others are more cautious. These behaviors make it easier for companies to collect and use large amounts of data.

Solutions

To fix privacy concerns both technical and social solutions are needed because the problem involves how data is collected and how people interact with platforms, so solutions must target both areas. Technically, it would be simple and all companies would have to do is improve encryption, limit data collection, and give users more control over their information. If we want to take it a step further than that, stronger laws and regulations can also protect users from this.

From a social science perspective, users just need better education about privacy risks and how their data is used but at the same time platforms should make privacy settings easier to understand instead of hiding them in complex menus.

Reflection

This case study shows that cybersecurity is not only about technology but about human error and social systems. If we understand how people interact with technology, it helps explain why privacy issues continue to happen. At the end of the day a combined approach using both cybersecurity and social sciences is necessary to create better solutions.

Conclusion

In conclusion, data privacy on social media shows the importance of combining technical security with an understanding of human behavior. If we don't consider social factors, privacy risks will continue to grow and keep happening.

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