Understanding of Information Security Behavior of Social Media Users Among Millennial Generation

by Jeffry S. J. Lengkong

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Arje Cerullo Djamen[1]*, Harol Refly Lumapow[2], Jeffry Sony Junus Lengkong[2], Viktory Nicodemus Joufree Rotty[2]

[1]Department of Information Technology and Communication, Universitas Negeri Manado, Indonesia

[2]Department of Post Graduate, Universitas Negeri Manado, Indonesia

*Corresponding author: arjedjamen@unima.ac.id

ABSTRACT

The increasing use of social networks in Indonesia is caused by the increasingly complete internet access facilities carried out by producers of communication service providers. This research aims to explain the information security behavior of the millennial generation of social media users. The population used in this research is the millennial generation. The sample used in this research is the millennial generation. Analysis using the Likert scale method. The results of this study show that social media has a significant and positive influence on social media security among the millennial generation. The results of this study also show that the behavior of the millennial generation in the context of information security is aware that information security is very important to pay attention to. In addition, this finding also shows that the millennial generation realizes that social media plays an important role in the communication and interactions that they undergo and realizes that there is a risk in the information contained in social media. This study suggests the millennial generation to keeps paying attention to information security when using social media.

Keywords: behavior, cybercrime, information security, millennial generation, social media

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INTRODUCTION

The development of information technology is increasingly affecting human life. Along with its development, people are starting to recognize the existence of the internet (Facebook, Instagram, Twitter, etc.) which is the internet, which is a form of blending the flow of communication with technological developments. Social media that are loved by the community is accessing one of the social networks (Facebook). The increasing use of social networks in Indonesia is caused by the increasingly complete internet access facilities carried out by producers of communication service providers. Facebook is the media that is most in demand by the public and has the most influence on the knowledge, motivation, and behavior of its users (Grau et al., 2019). Social media users do not look at age, gender, position, and so on (Paulin et al., 2014). The pattern of social media use by the millennial generation can be influenced by the family, environment, and individual characteristics of the millennial generation (Paulin et al., 2014). The family is the first and foremost environment that gives a lot of influence on aspects of children's social development. The millennial generation or children who have middle to upper economic backgrounds can easily access networks or other social media by using smartphones or internet facilities at home or internet cafes (Kijek et al., 2020).

Maintaining close and harmonious relationships with peers is very important for the millennial generation (teenagers). The influence of peers on attitudes, speech, interests, appearance, and behavior is greater than the influence of family (Djatsa, 2019). Likewise, with social media, one example is obtained from social networks obtained by the millennial generation (teenagers) through peers can influence the pattern of using social networks. The many interesting features in social networking/social media make them tend to be lazy and addicted. This situation makes them a lot of time wasted and disturbed activities, such as school, studying, eating, sleeping, socializing with the surrounding environment, and helping parents (Zahri et al., 2017). Because the child is too tired of the fun in the network / social media. In addition to the negative impact, social media/network also has benefits that can be felt by their users.

Social media is an online media that support intense relationships between individuals using web-based technology that transforms one-way communication into interactive dialogue. A technology that makes it easy for users to interact and share messages in the form of blogs, social networks, online wikis/encyclopedias, virtual forums, including virtual worlds (Holicza & Kadëna, 2018). Social media is based on internet technology, which forms patterns of communication and dissemination of information from one audience to many or more. The millennial generation is the generation born between the 1980s-2000. An important phase that occurs when the millennial generation grows is the development of technology that enters everyday life. While the characteristics of this generation are the level of education and knowledge that is better than the previous generation (Suyoto, Johan Reimon Batmetan, 2016). There is diversity in terms of ethnicity, which is better than the previous generation. The millennial generation is often called echo-boomers or the millennium generation (J R Batmetan, 2018). The name echo boomers

comes because those who are included in this generation are the generation born during World War II. Meanwhile, they are called the millennium generation because they feel the development of technology and the turn of the millennium year. The characteristics formed in the millennial generation are internet addiction, self-confidence and high self-esteem and are more open and tolerant of change (Holicza & Kadëna, 2018). Giving recognition to individuals, flexible work schedules, career advancement as important factors for the millennial generation (Amato et al., 2019). Millennial generation job satisfaction is determined by intrinsic factors such as opportunities for organizational ownership, training provision, perceptions of supervisor support, varied and meaningful work, and work-life balance (Daengsi et al., 2021).

The function of social media can be identified through a honeycomb framework. The relationship between the honeycomb framework is the presentation of a framework that defines social media using seven functional building boxes, namely identity, conversation, sharing, presence, relationships, reputation, and groups. Identity describes the identity settings of users in social media regarding name, age, gender, profession, location, and photos (Ricci et al., 2019). Conversations describe the settings in that users communicate with other users on social media. Sharing describes the exchange, sharing, and receipt of content in the form of text, images, or videos by users (Tarabasz, 2018). Presence describes whether users can access other users. Relationship describes the users connected or related to other users. Reputation describes users who can identify others as well as themselves (Maitanmi et al., 2021). Groups describe users who can form communities and sub-communities that have backgrounds, interests, or demographics.

The main problem that occurs is that the behavior of the millennial generation who actively disseminates and consumes information on social media poses a risk of increasing personal data theft, privacy, fraud, and other information security issues. This issue has been researched and concluded that millennials and the next generation are facing serious problems that must be watched out for so that they can produce a strong and advanced generation (Zulkifli et al., 2020). It is very necessary to increase adequate literacy to strengthen the knowledge, attitudes, and character of the millennial generation and generation Z so as to create a strong generation and become the hope of the future of a nation. Good behavior and strong character will improve human quality in achieving the human development index rooted in national identity.

Therefore, it is very important to know the behavior of the millennial generation when interacting with social media. The purpose of the study was to determine the social media security of social media users among the millennial generation. It is hoped that this research can reveal the behavior patterns of the millennial generation in interacting using social media. The results of this study can help various interested parties in formulating strategies and improving digital literacy.

METHOD

The subjects in this study were the generation born in the 1980s – 2000 or those aged 15–35 years.

The data collection method that I did in this study used a questionnaire via a google form. When responding to questions, respondents determine their level of agreement with a statement by choosing one of the available options. Usually five scale options are provided with a format such as: 1 = Strongly Disagree, 2 = Disagree, 3 = Doubt, 4 = Agree, 5 = Strongly Agree. See table 1.

Table 1. Questionnaire measurement format

PK	STS	TS	RR	S	SS
	1	2	3	4	5

To get data that is ordinal and scored as follows:

Information:
PK : Questionnaire Question
STS : Strongly Disagree
TS : Disagree : Not Easy
RR : Doubt
S : Agree
SS : Totally Agree

RESULTS AND DISCUSSION

The results of the study contained 5 questions that represented 5 aspects of usability using Google Forms and had been answered by 30 respondents. Each question from the questionnaire has the aim of measuring the level of usability according to user acceptance, which will then use a Likert scale value. The questions represent the five aspects of Usability, including learning ability, efficiency, memory, error, and satisfaction.

From the questionnaires that have been given to the respondents, the data were analyzed using a Likert scale model. See table 2.

Table 2. Percentage Value

Answer	Description
0% - 19.99%	Strongly disagree
20% - 39.99%	Do not agree
40% - 59.99%	Doubtful
60% - 79.99%	Agree
80% - 100%	Strongly agree

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After distributing the questionnaires to 30 respondents, then a recapitulation of the results of the questionnaires was carried out. See table 3.

Table 3. Value Recapitulation

No	Statement	Percentage value	Description
1.	Social Media Security	88%	SS
2.	Social Media has a Positive Effect	84%	SS
3.	Social media costs a lot	79%	S
4.	Internet connection has a positive effect on intention to use social media	81%	SS
5.	Social media performance	70%	S

From the analysis conducted, it was found that 88% of respondents admitted that security on social media is important. Meanwhile, 84% of respondents also stated that social media had a positive effect on their daily activities. As many as 79% of respondents stated that they spend a lot of money to be able to access the internet, such as buying a data package on a smartphone or modem they use. While 70% of respondents admitted that social media had an effect on their performance.

The results of this study indicate that the behavior of the millennial generation is found to have a high level of awareness in terms of information security. This shows that the millennial generation is very careful about the information they receive and use. This is due to the improved level of knowledge and literacy among the millennial generation. This means that it is very important to strengthen knowledge and increase literacy in using social media appropriately and consistently so as not to fall into various cybercrime actions. This is in accordance with the findings of research by Zahri which suggests that it is important to build awareness among students so that they have a level of vigilance in various cybercrime actions (Zahri et al., 2017). It is also realized that cybercrime actions are very dependent on humans who use information technology so it is very important to improve information technology literacy (Slusky & Goodrich, 2016). Social media has a big role and challenge for the millennial generation (Maitanmi et al., 2021). This can be seen from the findings of this study that social media has a big role in forming opinions, perceptions and directing the opinions of the general public on an issue without being controlled properly so it is difficult to distinguish true information from hoaxes. Therefore, it is very important to strengthen information technology knowledge and literacy so that they can build good behavior among the millennial generation.

CONCLUSION

This study concludes that social media is very influential among this millennial generation. And social media also has a function of identity, conversations, sharing, presence, relationships, reputation, and groups. For this millennial generation to continue to use social media well so that it is useful for us and still pay attention to the security of social media information. Social media can influence the behavior of users, including the millennial generation. Thus, this study recommends adequately strengthening the knowledge, character, and level of information technology literacy. This can be done by strengthening character by underlying it with national identity and character which is the main characteristic of strengthening a country's human resources.

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