THE EFFECT OF PANOPTICON ON YOUNG FACEBOOK USERS
(With special reference to the selected undergraduate students of SRNMCollege)

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ABSTRACT
This paper entitled "The Effect of Panopticon on Young Facebook Users" intended to study the effect of surveillance on Social Networking sites, especially, Facebook. Its objective is to find the extent of awareness and activities of the young students while using Facebook. It is mandatory tounderstand the surveilling nature of SNS and the effect of the Panopticon. The SNS has both advantages and disadvantages. The teachers need to have proper knowledge and awareness to educate their students.

Keywords: Panopticon, Social Networking Sites, Facebook, Surveillance

Social Networking Sites are internet-based tools that are meant for facilitating communication and relationships. They can be used for exchanging content with one another. SNS has been more prevalent among the generations like Millennials, Generation Z and Generation Alpha. There are more sites available for Social Networking - Facebook, Twitter, Instagram, Whatsapp, YouTube, WeChat, Tumblr, Skype, Line, Snapchat, Pinterest, Linked In, Telegram, Reddit, Myspace, Flickr, Quora and the list goes on. The users have accounts on nearly 10 sites. Their day starts and ends on these Social Networking Sites. It is a kind of addiction to this generation without any age or gender difference.

Initial social networking websites on the Internet started in the form of general online communities like Theglobe.com in the year 1995, Geocities, another popular website in the year 1994 and Tripod.com that was released in 1995. Most of these primal groups stressed bringing communities together to exchange information with each other through their chat rooms and encouraged their users to share personal data and thoughts through personal web pages. Security is built into every Facebook product, and it offers several security features, such as login alerts and two-factor authentication, to help the user add an extra layer of protection to his or her account. The user can also review and update security settings at any time. The user can use the Privacy Checkup to review and adjust his/her settings to make sure to share with whom they want. It recommends regularly checking the audience for profile information and posts.

Facebook can be used through various devices which have Internet connectivity, such as personal computers, tablets and smartphones. The user has to reveal his/her information in the application after registering. It enables to share the text messages, photos and multimedia contents either with his/her friends or public. There is a privacy setting to customize the preferences of the users to whom the posts have to be shared. It is possible to embed the other applications, join groups available or create groups.Marketplaces are available to buy or sell products and services, receive the updates of one's friends' activities and the pages followed by an user. Facebook said that it had 2.8 billion monthly active users as of December 2020, and Facebook was the most downloaded mobile app of the 2010s globally.

Facebook is confronting with various issues regarding the user policy, political manipulation and mass intrusion. It also affects the users' psychology by making them addicted to it. The negative aspects of it are spreading fake, conspiracy and hate news or content. It has been receiving accusations from the commentators for such negative