



# Xavier Institute of Engineering

Mahim, Mumbai 400016

## Department of Computer Engineering

(Affiliated to University of Mumbai)

### ACTIVITY REPORT on Social Media Analytics : Social Media Strategy and Privacy Concerns

<b>Organized By:</b>	S. Beatrice
<b>Date of the Event:</b>	March 20, 2024
<b>Venue:</b>	LH -7, X.I.E.
<b>Name of the Speaker(s):</b>	Ms. Crystal Dsouza
<b>Designation and Organization of the Speaker(s) :</b>	Tech Lead, Infosys, Mumbai.
<b>Participants Details:</b>	BE COMPS
<b>Number of Participants:</b>	63

#### OBJECTIVE(s):

- Understand the concept of social media.
- Identify privacy concerns associated with social media usage.
- Learn about strategies for protecting privacy on social media platforms.

#### EVENT OUTCOME(s):

- Students gain a clear understanding of social media.
- Students become familiar with various examples of popular social media platforms.
- Students categorize different types of private data.
- Students grasp the significance of privacy standards such as GDPR, CCPA, and PDPB.
- Students recognize and articulate privacy concerns related to social media usage.
- Students internalize the principles of privacy by design.
- Students are equipped with practical implementation strategies to safeguard personal data.

#### KEY POINTS:

Ms.S.Beatrice introduced the expert speaker, Ms. Crystal Dsouza, to the audience. Ms. Dsouza commenced the session by engaging with the students through interactive discussions about social media and Privacy concerns.

Further, following topics were covered:

- Definition of Social Media and Examples
- Reasons for Using Social Media
- Categories of Private Data
- Privacy Standards and Concerns
- Responsibility for Data Privacy
- Privacy by Design Principles
- Privacy by Design Strategies

The lecture was followed by a Question-Answer session, facilitating the participants to get inputs



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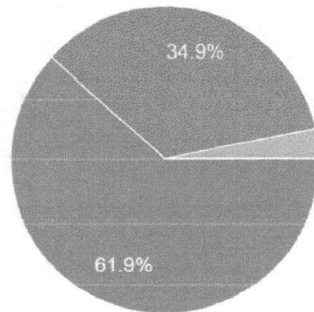
from speaker on their queries related to the topic of the lecture. Speaker addressed the questions and provided their valuable recommendations for the same to the participants.

S. Beatrice ended session with appreciating expert speaker.

**FEEDBACK:**

How was the overall organization of the lecture?

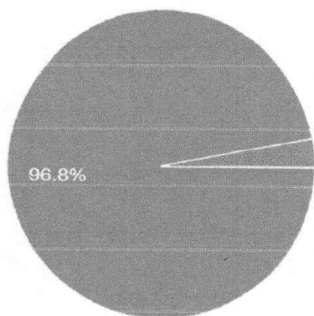
63 responses



- Extremely Good
- Good
- Quite Good
- Poor

Are you satisfied with the time allotted for guest lecture?

63 responses

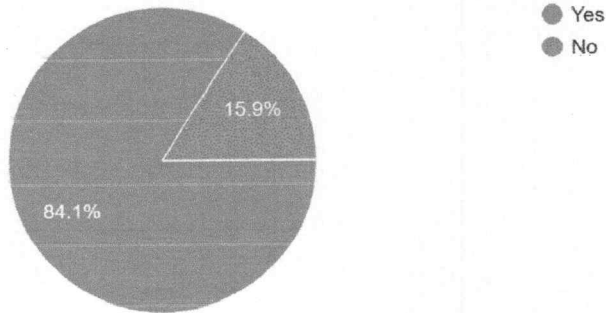


- Yes
- No

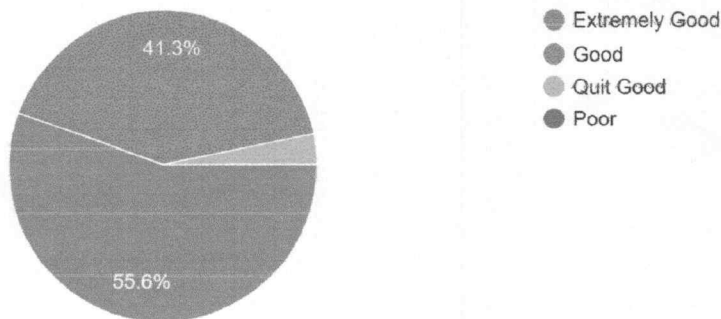


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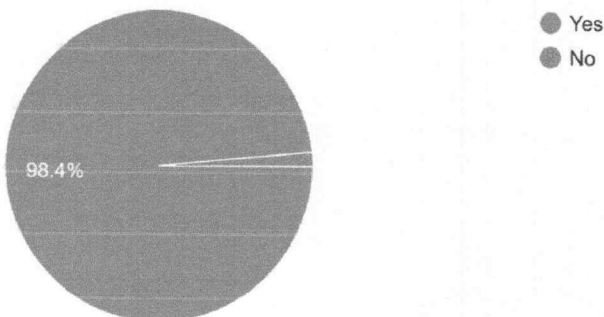
Do you feel that any prior preparation for the topic was required before attending the guest lecture?  
63 responses



What is your overall opinion about the speaker?  
63 responses



Did the lecture cover the relevant points that you were expecting from the lecture?  
63 responses



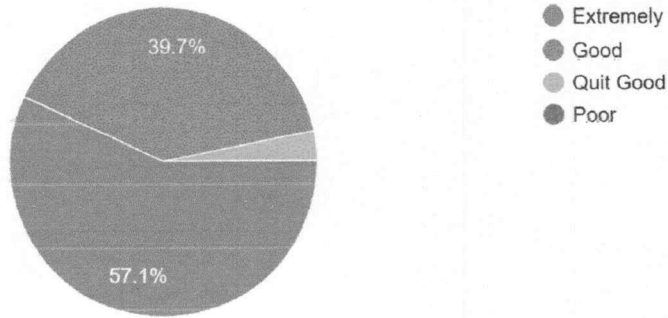


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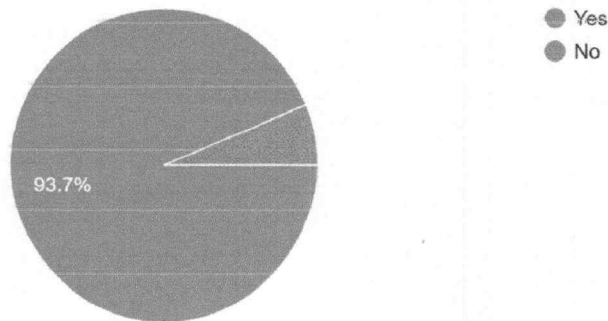
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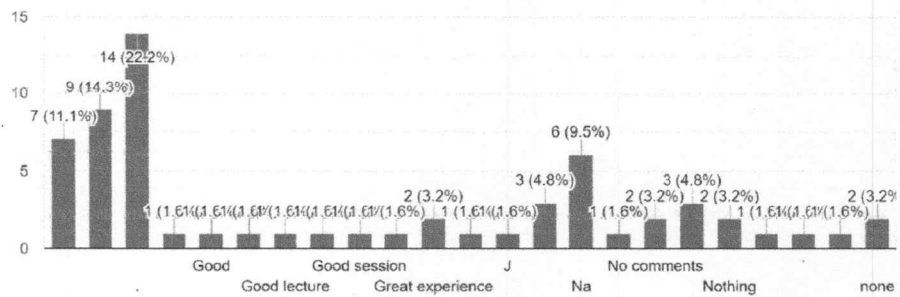
How much this lecture was useful from the knowledge and information point of view  
63 responses



Do you recommended this lecture to be offered to your juniors in future too?  
63 responses



Additional comments and suggestions for future  
63 responses





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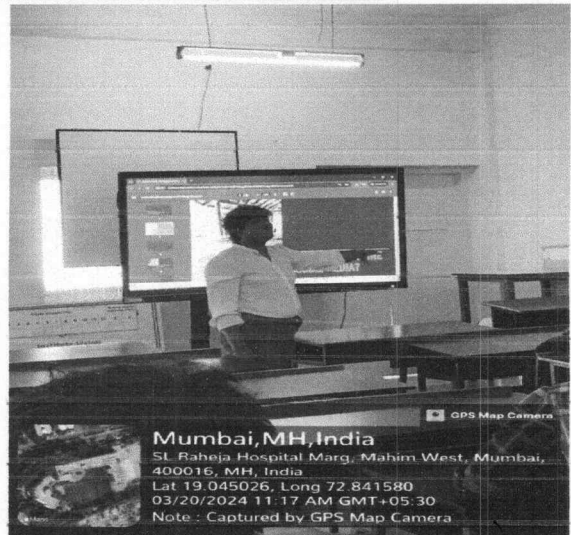
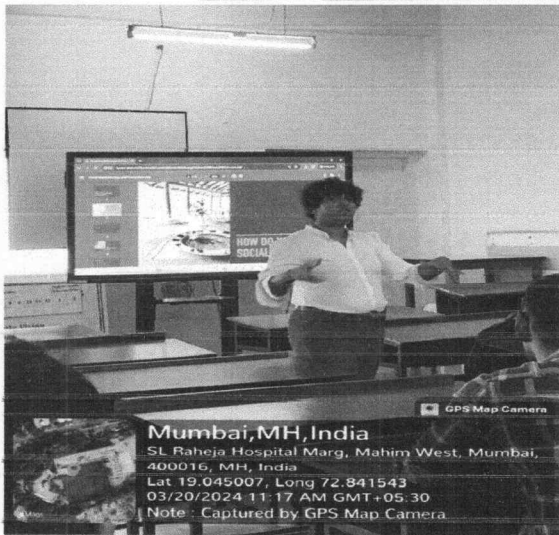
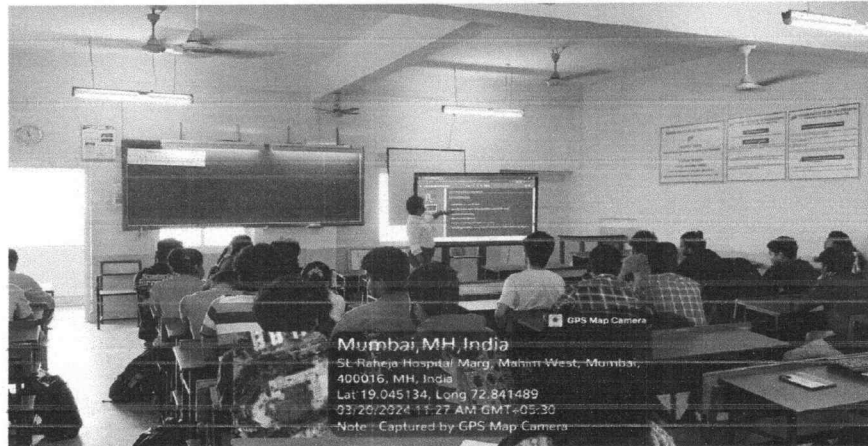
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**PO MAPPING:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
<b>Event Outcome</b>	3	3	3	3	2	2		2		2	2	2

**GALLERY:**

**Session Conduction:**



*S. Beatrice*  
**Event Coordinator**  
S. Beatrice  
Assistant Professor,  
Computer Engineering Department