

DIGITAL PRIVACY LITERACY AMONG WOMEN IN THE AGE OF ARTIFICIAL INTELLIGENCE

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Abstract

Digital technology has become part of everyday life. Women use social media, online banking, shopping apps, health apps, and other digital services. During these activities, personal information such as names, phone numbers, photographs, location, financial details, and health information may be collected and stored. Artificial Intelligence can process large amounts of personal data and create user profiles. This may create privacy risks when users do not understand how their data is collected or used.

Digital privacy literacy means having basic knowledge about personal data, privacy rights, online safety, and safe use of digital services. This paper studies the importance of digital privacy literacy among women in the age of Artificial Intelligence. It focuses on privacy awareness, data protection, online risks, and the need for better privacy education. Better digital privacy knowledge can help women make safer choices and protect their personal information.

Keywords: Digital Privacy, Women, Artificial Intelligence, Data Protection, Privacy Literacy

1. Introduction

Digital technology has changed how people communicate, study, work, shop, and use different services. Women are also using digital platforms for education, employment, banking, healthcare, and social communication. These services are useful, but they also require users to share personal information.

Personal data may include names, phone numbers, photographs, location, financial information, health details, and online activities. Artificial Intelligence can collect and analyse large amounts of such information. It can study user behaviour and create digital profiles. This may create privacy risks if users do not understand how their information is being used.

Digital privacy literacy is therefore important. It means understanding personal data, privacy settings, consent, data sharing, online safety, and basic privacy rights.

Women may face risks such as online harassment, misuse of photographs, unwanted tracking, identity theft, and financial fraud. Good privacy knowledge can help women identify these risks and take suitable steps to protect their information.

This paper studies the importance of digital privacy literacy among women in the age of Artificial Intelligence. It focuses on privacy awareness, data protection, online risks, and the need for digital privacy education.

2. Literature Review

Existing studies show that many people share personal information online without fully understanding how their data may be collected or used. Privacy policies are often long and difficult to understand, so users may accept them without proper knowledge.

Research on women and digital technology shows that women actively use social media, mobile applications, and online services. These platforms provide many benefits, but they can also create risks such as online harassment, misuse of photographs, unwanted tracking, and identity theft.

Studies on Artificial Intelligence show that AI systems depend heavily on personal data. They can analyse user behaviour and create personal profiles. Users may face privacy problems when they do not know how AI systems collect or use their information.

Research also shows that digital literacy should include privacy knowledge. Women need to understand privacy settings, consent, data sharing, passwords, online scams, and personal data rights.

However, more research is needed on the connection between **women, digital privacy literacy, and Artificial Intelligence**. This study focuses on this area and examines why privacy knowledge is important for women in the digital age.

3. Objectives of the Study

The main objectives of this study are:

1. To understand the meaning and importance of digital privacy literacy among women.
2. To study privacy risks faced by women while using digital platforms.

3. To understand how Artificial Intelligence affects women's digital privacy.
4. To examine awareness about personal data protection and privacy rights.
5. To suggest simple measures for improving digital privacy literacy among women.

4. Research Methodology

This study follows a **doctrinal and descriptive research method**. The research is based mainly on secondary sources. Information is collected from books, research papers, journals, government reports, laws, policies, and reliable online sources.

The study examines digital privacy, data protection, Artificial Intelligence, and privacy awareness among women. The collected information is analysed to understand major privacy risks and the importance of digital privacy literacy.

5. Research Problem

Women are increasingly using digital platforms and AI-based services. However, many women may not have sufficient knowledge about how their personal information is collected, stored, shared, and used. Lack of digital privacy literacy may increase the risk of privacy violations, online fraud, harassment, and misuse of personal information.

6. Hypothesis

“Higher digital privacy literacy can help women understand online privacy risks and take better steps to protect their personal information in the age of Artificial Intelligence.”

7. Analysis and Interpretation

Digital privacy has become important with the growing use of Artificial Intelligence. Women share personal information through social media, online shopping, banking, healthcare apps, and other digital services. Many users may not fully understand how this information is collected and used.

AI can analyse personal information and understand user behaviour. It can create profiles based on searches, locations, interests, photographs, and online activities. This can be useful for providing better services, but it can also create privacy risks.

Women may face problems such as misuse of photographs, online harassment, unwanted tracking, identity theft, financial fraud, and misuse of personal information. Lack of knowledge about privacy settings and data protection can increase these risks.

Digital privacy literacy can help women understand these risks. Knowledge about strong passwords, privacy settings, consent, safe sharing of information, and privacy rights can help women protect their personal data.

8. Findings

The study finds that:

1. Digital privacy literacy is important for women using online services.
2. Many privacy risks are connected with careless sharing of personal information.
3. Artificial Intelligence has increased the collection and analysis of personal data.
4. Women may face specific risks such as online harassment, misuse of photographs, and unwanted tracking.
5. Knowledge about privacy settings and data protection can reduce digital privacy risks.
6. Privacy education should become an important part of digital literacy.
7. Simple and clear information about privacy can help women make safer digital choices.

9. Conclusion

Digital technology and Artificial Intelligence provide many benefits, but they also create new privacy challenges. Women share personal information through different digital platforms, often without fully understanding how their information may be used.

Digital privacy literacy can help women understand these risks and protect their personal information. It can also help them use social media, online services, and AI-based platforms more safely.

Therefore, digital privacy literacy should be promoted along with general digital education. Women should be given simple knowledge about personal data, consent, privacy settings, online safety, and data protection rights.

10. Suggestions / Recommendations

1. Privacy education: Digital privacy education should be provided to women through schools, colleges, workplaces, and community programmes.
2. Simple information: Privacy policies should be written in simple and easy language.

3. Awareness about AI: Women should be educated about how AI systems collect and use personal information.
4. Safe use of social media: Women should learn how to use privacy settings and control who can access their information.
5. Strong passwords: Women should use strong passwords and two-factor authentication for important accounts.
6. Careful data sharing: Personal, financial, health, and location information should not be shared without proper need.
7. Awareness of rights: Women should know their basic rights relating to personal data and privacy.
8. Government awareness programmes: Government and educational institutions should conduct regular digital privacy awareness programmes for women.
9. Responsible AI: AI developers and digital platforms should follow privacy-friendly practices and protect users from misuse of personal data.
10. Regular training: Digital privacy training should be updated regularly because technology and AI systems are changing quickly.

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