

# ***Different Forms of Privacy Leakage in News Reports Cause Public Opinion***

**Ge Teng<sup>1, a, \*, †</sup>, Yuhan Zhang<sup>1, b, †</sup>**

<sup>1</sup>*Film- Television and Communication College, Shanghai Normal University, Shanghai, 200234, China*

<sup>2</sup>*JiNan Foreign Language School, JiNan, China*

<sup>\*</sup>*Corresponding author: 161847286@masu.edu.cn*

<sup>†</sup>*These authors contributed equally to this paper.*

**Abstract:** Since the 19th century, the increasing development of media and the Internet around the world has spawned the emergence of new media. From the official media responsible for disseminating the country's political news, it gradually evolved into a variety of media that enriched people's entertainment life and spiritual needs. The development of various types of media focuses on different aspects, resulting in different types of news reporting models. In recent years, with the continuous development of the Internet, media and mainstream media have different emphases on the news reports of the same event. Meantime, the issue of privacy leakage in different forms of news reports has also attracted people's attention. The leakage of too private privacy has led to changes in the public opinion environment, and some people have even suffered cyber violence as a result. This paper aimed to study the different forms of privacy leakage in news reports. After studying the different effects on people by different forms of privacy leakage and analyzing relative cases recently, researchers found that those leakages from various forms exactly will cause people's psychological anxiety.

**Keywords:** News Report, Network Media, Privacy Leak, Psychological Anxiety

## **1. Introduction**

### **1.1. Research Background**

From the beginning to the end, news has been an important way of information transmission in the history of the development of all countries in the world. No matter politics, economy, culture, entertainment, education, and other aspects, information can be broadcast and transmitted in the form of news. In terms of the development history of China broadcast news, from the media in the early stage of the development of broadcast news to the modern and contemporary emerging media can report the news. With the advent of the era of the Internet, media changed the way people access information, mobile satellite communications, and so on as well as the development of tools and instruments, making people faster, more accurate, and specific according to reporting on those increasing amount of the news about media communication events or news and the exclusive way to

gain attention. News reports, restricted by time, place and all kinds of external factors and conditions in the past can be quickly and conveniently targeted news reports anytime and anywhere. For example, during the Tangshan earthquake in China, some field reporters went to the scene of the sudden major disaster to report on the disaster. During the 2008 Beijing Olympic Games, many journalists from different countries went to the scene to execute multitargeted -category news reports. With the continuous development of technological means, people have higher requirements for news reporting, from the original newspaper, radio, TV, and this transmission method to the current way of mobile phone and Internet news reporting.

The media has the right to report news, which means that the media has the right to report facts within the legal norms [1]. The right in media to report is the embodiment of press freedom, which is conducive to the standard function of media, and promotes the democratization and the rule of law of the society while satisfying the public's right to know [1].

Compared to the simple text or video in the past, media nowadays has developed into a multi-type report mode combining pictures, short text, and integrated media. The week's sense of news and reality is getting stronger when reporting the news. Aiming at the psychology of mass communication, this change played an important role in the development of news reporting various media began to pay more and more to the integrity of news and even began to pay attention to the headlines of the news. How to get attention has become one of the important goals of various media on news reports. However, the rapid demand for information, while driving the development of news reporting, has also led some media to ignore the privacy of the reporting the people in the stories they are reporting. Some news reports that privacy has jeopardized the parties concerned and aroused relevant public opinions and even yielded the public to crusade against the media.

In people's changing lives, the proportion of network information is undergoing important changes. Active new media report events without clear investigation in order to preempt the situation. This kind of media chaos leads people to wait for the truth, and when the official media report that, they feel it is "covering up the truth". The neglect of privacy issues has not only affected the authority of official media but also the media workers in the face of the impact of new media, it is difficult for official media to exert their own advantages after all. The public's attention to the mass relations and the consciousness of The Times' emotional color of the three aspects reflect the people's differentiated demand for news. At the same time, as different types of reports aim at different directions, different forms of privacy exposure are also displayed in news reports. Video and pictures are third reporting methods in which portraits of people are shown to the public. In addition, when people are faced with some social news, they pay too much attention to it so that the media emphasize the specific information of people in order to attract more attention, which even leads to the subject of characters in the news being subjected to cyberbully. Such incidents continue to strike a balance between interactive news and privacy issues in mass communication.

## 1.2. Research Gap

For people of different ages, researchers have conducted different events and literature analyses, and privacy exposure in news reports has different effects on different groups of people. Minors and adults have different views and opinions on the issue of privacy exposure, but the unified view and view is that privacy exposure does generate people to have different anxieties and lead people to suspect the

news industry. Most people's privacy exposures in the news mainly stem from online news. In online news, people are more willing to understand some social news in the form of pictures and videos. In the survey data, most young people pay much more attention to social and entertainment news than to political and economic news. Taking the social news that people pay the most attention to as an example, the different degrees of privacy exposure in most social news will trigger people's anxiety.

Most of the academic analysis and discussion on news privacy exposure at home and abroad focus on the professional quality of journalists and the improvement of laws and regulations. In the era of convergent media, the problem of personal psychological anxiety caused by privacy exposure in online news media and mainstream official media has become a research gap. Excessive exposure to personal privacy has affected different social groups differently. The problem of privacy leakage that only existed in software information in the past has now evolved into being leaked by news reports. The rapid spread of the Internet makes the leaked content faster and wider. From the actual situation in recent years, the network frequency of all kinds of online language violence that appear frequently spread quickly, have a wide impact and besiege the audience, the destructive power, and the hindrance are thought-provoking [2].

According to a study, "violent insults with 'online ridicule and sarcasm' and 'abusive or insulting sexual vocabulary is the most common, 74.71% and 77.01% respectively; followed by 'vicious intentional pictures or dynamic pictures 53.87% and verbal or verbal intimidation 45.49% [3]. The main scene where teenagers encounter violent and abusive messages is social media handover software, 68.48%; followed by the online community, 55.30%; The proportion of encountering violent and abusive messages in short videos, news, and messages is also very high, 30.66% and 30.16%" [3].

The 2022 "Liu Xuezhou Incident" in Hebei, China, and the 2019 "Egyptian Airlines Zhejiang Female College Student Death" incident are all related to cyber violence. People's overly concerned comments on the Internet even distort the facts. Therefore, the main research question of this paper is whether different forms of privacy exposure in news reports can generate people's psychological anxiety. How to balance the relationship between news reporting and privacy leakage, and how to relieve people's psychological anxiety.

### 1.3. Fill The Gap

Throughout the study, some specific cases will be discussed. In online news and TV news, what is the difference between online media and official mainstream media's concerns about privacy issues in news reporting? For those whose privacy has been leaked, what is the difference between the psychology of adults, minors, celebrities, and ordinary people, and what different behaviors will different psychological qualities lead people to do?

After analyzing the existing event materials and reports to fill the gaps in current explore in domestic and abroad, hoping that this discussion and analysis can provide help for the investigation and development of future content, and call on more people to pay attention to the issue of privacy exposure in news reports psychological effects on people. People will understand the past and present changes of the privacy exposure problem through discussion and analysis of definitions, as well as the psychological impact and results of privacy exposure in news reports on different groups of people, and finally propose solutions through analysis of the problem itself.

## 2. Reviewing and Discussion

Psychological problems were analyzed and yielded by news media and privacy protection in modern society found that in most cases, different forms of privacy exposure in online media can generate people to have different degrees of anxiety. According to the survey, most people assert that personal privacy information mainly includes five aspects, namely : (1) personal basic information (name, gender, family members, etc.); (2) Personal characteristic information (portrait, voice, medical history, marriage, and childbirth, etc.); (3) Personal special information (file information, bank account number, technical documents, etc.); (4) Personal credit information (loan and repayment records, tax payments, compliance records, etc.); (5) Network activity trail information (Internet history, preferences, temporary files, etc.) [4]. Privacy, simply understood, is personal information that a person does not want to disclose. Privacy is the right to control privacy.

"In the study of traditional privacy theory, Evan M. The theories of F. Westin and Owen Ultraman can be said to have had a great influence on the concept of the meaning of later privacy theory. Among them, Westin argues that privacy is the claim of an individual, group, or organization to decide when, how, and to what extent its information is disseminated to others [5]. In addition, privacy is a voluntary and temporary avoidance of society by individuals, both physically and psychologically [5]. Ultraman concludes that privacy is a tension between disclosure and closing private boundaries, and it is an individual's selective control over others' proximity to themselves [5]. Sandra has proposed the theory of communication privacy management based on the theories of these two scholars, which is the most important privacy theory for understanding interpersonal communication on the Internet (such as blogs and social networks) [6]. "This theory consists of five interrelated assumptions—privacy rules, privacy dialectics, privacy boundaries, control/ownership, and private information [6]."

In the past, researchers have found that the reasons for the contradiction of privacy rights and the subjects are mostly geographical and spatial privacy issues. Few people have questions about the concept of privacy. In the early days of the Internet era, people did not realize that the rapid development of the new media era would have an impact on people's privacy issues. Sandra Petronius has proposed the theory of communication privacy management based on the theories of these two scholars, which is the most important privacy theory for understanding interpersonal communication on the Internet (such as blogs and social networks) [6]. "This theory consists of five interrelated assumptions—privacy rules, privacy dialectics, privacy boundaries, control/ownership, and private information" [6]. From the theory of dissemination of privacy management, researchers can understand that privacy is the dialectical relationship between private information and public information, and how to apply its basic rules for boundary coordination and management. However, researchers can also find that in the context of new media, people sometimes take the initiative to disclose and display their information, including information related to personal privacy, such as the city where the blogger lives, the account of other platforms, and even the mobile phone number and IP address through the Weibo account; Secondly, when researchers employ some platforms and software, requiring various types of authorization, such as mobile phone numbers, information, contacts and so forth, but if you do not authorize, you may not be able to utilize the platform or software normally, in fact, this also increases the risk of the user's information security, a few years ago, the Apple mobile phone star photo scandal is a real example. At the same time, because the

Internet adopts a decentralized management model of "user center", each client is the center of content production. Traditional media has strict and easy-to-control multiple checkpoints, any disclosure of content that may involve privacy must be carefully considered, disseminated in the name of media organizations, reflecting the will of the organization, and the channels for arbitrarily or maliciously disclosing the privacy of others are not smooth. For example, the recording equipment that records private content by means of sound and painting is a monopoly product in the traditional media era and cannot be purchased and exploited freely, which means that because of the restrictions of the technology platform, pure personal privacy through traditional media channels has a very limited public view. New media technology enables the integration of information in multiple media types, "it can flow from one medium to another, and it can touch a variety of different human sensory experiences." With the continuous development of various customer terminal functions, the powerful conversion ability of different media information possessed by digital technology stimulates the desire for user experience recording devices. In particular, the highly intelligent development of various application technologies and software development of new media, such as the cloud storage and tracking function of Internet technology, the location recognition function of mobile Internet end users, the "human flesh search" function, the cookie user activity trace snooping and recording function, the intimate circle sharing function of secret APP software, the radio frequency identification function based on mobile RFID system, the Face recognition and micro-expression and psychological activity analysis function of Google Glass, the 360-degree house panorama presentation function of Google Street View Map, the powerful precipitate function of big data on individual identity, etc., the irrational application of any of these technologies, involves the controversy of privacy issues. For example, the Apple and Google "locating door" incident in 2011 sounded a wake-up call to the majority of mobile phone users, and two US senators proposed a mobile phone data privacy bill, which aims to prevent Apple and Google mobile phone software from arbitrarily locating tracking and collecting and storing the user's spatial location information without the consent of the user [7].

In the past period of time, most of people's privacy leakage problems occurred in network information security. Now research group can notice that the definition of privacy and the right to privacy has not changed, but the ways in which privacy is leaked have become diverse. For example, when online media and state media reported the same event, they did not grasp the level of detail in the news reports, and over-detailed details opened up opportunities for cyber violence.

The public empowered by the new media is equipped with easy-to-use network tools, uninterrupted connections, and increasingly powerful mobile terminals. Online users have the necessary means to become the initiative for news and information production and dissemination participants [8]. However, no one has noticed whether the information being diffused needs the attention of such high-speed diffusion. The active attention and forwarding of the diffuser have made the media gain dividends, and the large-scale public opinion environment created by the diffuser has become the key to secondary communication. As early as 2004, American media scholar Ralph Keyes pointed out in the book "Post-Truth Era": "In the post-truth era, compared with emotions and personal beliefs, objective facts have only a relatively small impact on the formation of public opinion [9]."

When the objective is to give way to emotion in the public opinion environment, the distance between the public and reason is gradually expanding.

In 1997, Bai Xiaoyan, the daughter of the well-known Hong Kong female star Bai Bingbing, was

kidnapped and torn upvoted, causing widespread concern at home and abroad. When Bai Xiaoyan was kidnapped by the kidnappers and demanded to be redeemed with the ransom, China Daily and Da. Morning News reported the incident without Bai Bingbing's consent. Although the two newspapers stopped printing in time, they still attracted the attention of the kidnappers. at last. Because the reporter's attention to the development of the incident was too high, the kidnappers decided to tear up Bai Xiaoyan's vote. In the end, even though Bai Bingbing reported the incident to the police in time, it was still irreversible. After the incident, it has aroused widespread concern in society. People have questioned and shaken the principles and bottom lines of journalists' reporting. This incident has yielded people's psychological anxiety to a large extent and the reason for psychological anxiety is mostly due to people's distrust of contemporary mainstream media and the questioning of the quality of contemporary journalists.

On January 24, 2022, Liu Xuezhou, a boy seeking relatives in Xingtai, Hebei, posted a suicide note on his personal Weibo. Liu Xuezhou's treatment was invalid and he committed suicide at the age of 15 [10]. Liu Xuezhou said in his suicide note that he was subjected to cyber violence and hoped that traffickers and "people who have lost their conscience on the Internet" get "due punishment" [10]. Online media and mainstream media may have different tendencies toward reporting the same news event, and these tendencies largely determine the different orientations of influence in the internet age [10]. Professor Yu Guoming concludes: "Relationship empowerment is a new paradigm of influential construction in the Internet age, and the construction of relational resource control is the struggle and control of people's hearts " [10]. As an important medium for disseminating information, the media not only play the role of information source and information bridge but also have considerable public opinion influence, becoming a dual source of social information and public opinion.

### **3. Case Analysis**

#### **3.1. Case Description**

In the exploration and analysis, researchers have studied and discussed the cases of celebrities, ordinary people, adults, and minors, respectively, founding that these four have a common problem, that is, with different degrees of privacy in news reports, leakage will have different effects on people's psychology, and whether this effect will turn into anxiety, and why does it turn into anxiety? become the main object of discussion and analysis. For instance, on April 15, 2018, the Facebook website leaked the information of 87 million users to the investigation firm Cambridge Analytics, which used the information for profit. In the aftermath, many software users' reliance and trust in Facebook fell appreciably, and its founder sat in the U.S. Senate to receive outrage from the masses and lawmakers. This news generated an uproar around the world, and it has continued to ferment to this day, and it has also aroused the beginning people's eager attention to the protection of social network data privacy.

#### **3.2. Analysis on the Problems**

A potential social platform like Facebook is a place for people to express their emotions and share their lives, somewhat similar to a psychotherapist. Therefore, researchers can simply estimate the



current mood and mental state through the social platform. And in this case, information leakage will become a very worrying and fearful problem. This means that people will be unknowingly known by strangers and potential criminals about their basic information, where they live, their regular places to visit, their living conditions and rhythms, and even those close to them in their lives. Everything is exposed to the spotlight without the parties knowing. This kind of panic is huge and pushes people to resent and attempt to defend their rights, but when people find that nothing can be improved, their emotions become extremely anxious, which affects their mental health and mental status.

#### 4. Discussion & Suggestions

Thus, it could be discussed that, when people exploit similar software or platforms, enter as little information as possible and ensure that their main information is protected, and always pay attention to the privacy of their social media information. In many cases, the software asks people to enter a phone number or email account to activate an account. Therefore, in order to prevent phone numbers from being leaked intentionally or unintentionally, people should always pay attention to distinguish between harassing calls and calls from relatives and friends. Also, watch out for links from unknown sources.

Once people open these links, malicious viruses will infect your entire computer. Try to choose software that is always safe and popular with the masses. Such familiar ones are more likely to be safe than other unknown, unfamiliar sites.

#### 5. Conclusion

As a medium for people to obtain information, the media is expected to implement the authenticity of news reports. While some journalists conduct interviews and reports, they should pay more attention to the privacy issues of the interviewees to avoid different forms of privacy leakage that generates people's psychological anxiety. During the interview, the media not only should pay attention to whether there are specific signs and road signs and other things, but also ensure that as few passers-by and citizens as possible are in the shot, or make them anonymous such as mosaic after the recording process. Once this kind of behavior is noticed, after they watch this video, people will be more trusting and relaxed for media interviews because they assert that these actions can reflect the media's attention to people's privacy and improve their own security.

#### Reference

- [1] Liu Y., Chen S., (2022) *The value game between news reports and citizen privacy protection in the era of SMART media* [J]. *Sound Screen World*, vol.02, pp:21-22.
- [2] Wang M., Wang H., (2021), *The popular characteristics and spread of violent language on the Internet* [J]. *Changsha University Research Journal*, vol.3, pp: 40-44.
- [3] Shu J.Y. (2020) *Nearly 30% of teenagers have experienced cyber violence* [N]. *China Reading News*, vol:17, pp:4-24,2019.
- [4] *Destiny Politics* [J]. *Exploration and Contention*, vol.09, pp:105-114+15
- [5] Meng X.P., Zhang J., Xie S.M., (2012), *Investigation and Analysis of the Status Quo of Personal Privacy Information Security*, [J], *Library and Information Work*, pp:74-78,74-78.
- [6] Xu J.R. Zhang W.J., Li L. (2014), *Research Status of Western Journalism and Communication on Privacy Infringement in Social Networks*, [J], *International Journalism*, pp:148-160,148-160

- [7] Xing H.F, (2016) *Privacy management theory and it's inspiration for China% Privacy management theory and enlightenment to my country* [J]. *Journal of Zhengzhou Institute of Light Industry (Social Science Edition)*, vol.017(004), pp:106-11.
- [8] Chen T.F, (2014) *New Media Private Content Dissemination and Privacy Concept Review*, [J], *Academic Monthly*, vol.15-23,pp:15-23.
- [9] Pan Z.D., Lu Y. (2017) *Towards the public: Restarting journalism professionalism* [J]. *International Press*,vol.39(10),pp:91-124.
- [10] Liu X.J., (2017). *The test and challenge of American-style democracy by social media in the post-truth era War* [J]. *News Front*, vol.03,pp:110-112.