

# Research on Personal Information Protection of College Students under Big Data

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**Abstract:** With the continuous development of science and technology, mankind has now entered the era of big data. With the rapid development of network technology, mobile social platforms have become an indispensable part of people's lives, especially college students. While mobile social platforms have brought many conveniences in life and study to college students, the security of personal information on the Internet has also become a problem. Intensified, and brought extremely bad effects to the lives of college students. In recent years, various incidents of theft of personal information have often occurred. For college students who are heavy users of the Internet in today's era, it plays an important role in the Internet system and accounts for an increasing proportion of the Internet user group. We must clearly recognize the importance of protecting college students' personal information security.

**Keywords:** Big data era; College students; Personal information; Protection measures

**Fund project:** Note: This paper is the final result of the postgraduate innovation project of Anhui University of Finance and Economics; **Project Number:** ACYC2019335 Project Name: "Research on Personal Information Protection of College Students' Mobile Social Networks under Big Data"; **Project leader:** Dou Honghao; College: Law School.

## 1 Overview of personal information of college students

In the "Personal Information Protection Law of the People's Republic of China (Draft)", personal information has relevant definitions. After referencing these theoretical definitions, the author believes that the personal information of college students is closely related to the subject of the information and can be based on Then directly or indirectly identify the information of the college student himself.<sup>[1]</sup>

## 2 Reasons for the disclosure of personal information of college students

### 2.1 Weak awareness of personal information protection among college students

When they go online, they often unconsciously disclose their personal information, such as downloading related software or filling in some informal online questionnaires. These are all college students' personal information. Highly leaked locations.<sup>[2]</sup> Especially in the daily life activities of WeChat scan code to fill in personal information and give relevant rewards, many college students are stumped. At the same time, college students have a weak awareness of rights protection after personal information is leaked. Most students choose a forbearing attitude. This has also led to the unhealthy trend of personal information leakage among college students intensified.

### 2.2 Colleges and universities do not pay attention to the protection of personal information of college students

Due to the imperfect laws and regulations of personal information protection and the unclear division of responsibilities, many colleges and universities that act as collectors of personal information of college students often lack a sense of responsibility when collecting personal information of college students. The security level of the funny management platforms can explain the problem. Some colleges and universities do not pay attention to this aspect of protection, and arbitrarily delegate the work of preventing risks to the third-party technical department, and then no longer ask any questions themselves, which aggravates the individual college students Risk of information leakage. At the same time, colleges and universities appear to be too casual when disclosing students' personal information to the outside world. When managing affairs, colleges and universities often need to disclose students' personal information according to legal procedures, such as the selection of subsidies for poor students, outstanding class leaders, and scholarship lists. and many more. However, when performing these tasks, the personal information of college students is often excessively leaked, and criminals learn about the personal information of college students, thus jeopardizing the legitimate rights and interests of college students.

### 2.3 Illegal reselling of personal information by industry-related personnel

In today's era of big data, commercial organizations are actively collecting personal information of citizens. By collecting personal information of users, they try to build a huge user data group that can be converted into economic benefits for them. In my country,

some large e-commerce companies and courier companies have already held huge amounts of user data. However, due to the lack of relevant laws and regulations to protect citizens' personal information and the chaotic management of the industry, there is no relevant protection of users' personal information.<sup>[3]</sup> Awareness of information, coupled with management omissions in the industry, has led to individual insiders who have access to the personal information of users for their own benefit to choose to violate the law to resell the personal information of college students.

### **3 The harm of personal information leakage of college students**

#### **3.1 Violating the economic interests of college students**

Once the personal information of college students is leaked, a series of troubles will flock to college students. The first is related advertisements pushed based on the personal information of college students. These are generally deceptive advertisements. The second is phone fraud. Criminals have information about college students, and they will use this information to scam college students and even their family and friends. Not only that, criminals will even steal payment account numbers and related bank card information of college students, causing direct economic losses to college students.

#### **3.2 Cause a mental blow to college students**

After learning the personal information of college students, criminals will begin to harass college students by means of text messages or phone calls, which brings great mental pressure to the students. Because college students have not entered the society, their minds are not yet fully mature, and they often do not have a good way to deal with blackmail by criminals, and they will become overwhelmed. What is more, they will be deceived by criminals. If you don't dare to ask for help from your family or teachers when you have your own belongings, you choose to endure silently by yourself. This will bring great spiritual shock to college students, the mild ones will affect the college students' study, and the serious ones will even cause the college students to end their lives.

#### **3.3 Disrupt social stability**

The leakage of personal information of college students has a bad impact not only on the college students themselves, but also on the society. The leakage of personal information will cause panic among the people, which may cause the whole society to be in anxiety, reduce people's trust in the country, and affect social stability.

### **4 Measures to improve the protection of personal information of college students**

#### **4.1 Improve the administrative supervision system for personal information protection**

The current civil law and criminal law have certain limitations and lag in the protection of college students' personal information. Therefore, the protection of college students' personal information in the era of big data cannot do without sound administrative supervision.<sup>[4]</sup> The author believes that the administrative supervision of the protection of personal information of college students can be improved mainly from the following aspects: one is to establish a special administrative supervision agency to seriously implement the supervision work; the second is to establish an administrative supervision system and formulate an effective and specific administrative supervision system, which can be stable Improve management effectiveness; third, set up a third-party service organization for the protection of college students' personal information.

#### **4.2 Raise the awareness of personal information protection of college students**

With the rapid development of the Internet, college students' personal information has been leaked in various ways. However, college students are in a state of ignorance, or some college students themselves lack personal knowledge reserves. Most of the time, they are unaware. How their personal information was leaked before personal property or other interests were infringed to a certain extent, the situation They don't know how serious it is. Therefore, relevant ministries and commissions should regularly organize college students to conduct network skills training and learning, so that college students can fully understand the advantages and disadvantages of the Internet age, and understand how to protect their personal information.

#### **4.3 Strengthen network security management in universities**

At present, in our country, many funny school websites have many problems. These problems have not been paid attention to by colleges and universities. As a result, many criminals have the opportunity to steal the personal information of college students. Colleges and universities should do a good job in network security and management, and prevent criminals from infringing on the technical level. For example, pay attention to the technical security management of the network platform, and at the same time do a good job of daily maintenance, do not leave it alone, assign specialized personnel to do this work, earnestly implement it, and treat the maintenance of the personal information of our college students as the top priority.

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