Chapter 12
Digital Footprint and Human Behavior:
Potential and Challenges

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ABSTRACT

This chapter addresses digital footprints and how they can affect today's modern world, whether it be on the behaviour of humans, effects on society and governments, or even a person's ability to maintain their security or privacy. There is a possibility that leaving a digital footprint, regardless of the information that individuals post online, can have both positive and negative effects. The greater a person's digital footprint is, the more active they are in their interactions on the internet. It is necessary to bring attention to the matter at hand, which is the concept behind digital footprint being put into practise. It discusses digital footprints in a variety of contexts, such as real-life examples that illustrate how a digital footprint can have an impact in the actual world.

INTRODUCTION

Many will think that they only have a digital footprint if they are well known on social media, websites and the internet. However, this is not really the case. Even if you are not active on the internet, you still have a digital footprint. Do not think that a person could disappear completely if they wanted to, in reality in today's era that is not possible anymore without any higher intervention. No matter what, everyone will leave some kind of digital footprint anywhere on the internet. The Internet is

a vast cyber space which can hold unlimited amount of information available on everyone, even those who have never used the internet. This information can be found through a variety of sources, including public records, social media, and even personal interactions.

It is not all about collecting data from a single person's online activity; it is about understanding how that data can be used to provide insights into that person's behavior. To get a comprehensive understanding of someone's online behavior, you would need to collect data from a variety of sources. This would include, for example, their social media activity, their browsing history, and any other online activity they may engage in. The person's actions are the main concern. If someone is heading down a dark path, their online activity will be the first sign. The issue at hand is serious, and having a digital footprint will provide the most information on it. The digital footprint is a record of a person's online activity that can reveal their likes, preferences, and thoughts. If someone we know is posting something obnoxious or disgraceful on a regular basis, you can stop them from continuing down that path by asking them to stop or by unfriending or unfollowing them.

Digital footprints, as the name suggests, have much to do with developing digital technologies. Internet development also falls under this area and is closely interwoven with the concept of digital footprints. The following literature reviews from other researches summarize the current discourse on digital footprints, describe the theoretical concept, and present an overview of recent research.

LITERATURE REVIEW

Digital information that tracks our online activity can say a lot about who we are as people, including our likes, dislikes, and even our psychological makeup. This is made possible by advances in hardware and software, as well as the emergence of computational social science. The study provides insights that can help target persuasive appeals to the specific psychological needs of different audiences. This allows for the manipulation of large groups of people for their own benefit. The methods used have their own benefits to help individuals make better decisions and lead healthier, happier lives. There are several potential problems with data manipulation, protection and privacy breaches. Even the most well-thought-out data protection plans may not be enough to stop the misuse of online information for psychological targeting. The importance of the government taking further action to protect its citizens cannot easily be understated.

Persuasion is a process by which one person can encourage other people to believe in and act on their viewpoint. This can be done through many number of methods, such as providing evidence, reasoning, or appealing to emotion. Mass communication

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