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**Degree:** Master of Science, Interactive Digital Media

**Title:** In 2015, how are the core constituents of privacy being infringed and compromised by the development of digital media technologies?

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### **Abstract**

This study was carried out to fully understand the intertwining of digital media technologies and their effect on the core constituents of privacy. In this research paper, we outline the fundamentals of privacy through both a historical context, and its contemporary understanding and meaning as seen through the perspectives of scholars and academics.

We also introduce the pioneering digital media technologies that are heavily influencing the latter concept, focussing on its complex engagement with different societal aspects, such as commerce and the personal self.

This research was conducted via documentary research. This form was decided as the most relevant methodical framework; from analysing many broad, commissioned, external studies, we sought to fully understand and gauge the trajectory of the previously mentioned complex relationship.

Overall, we found that these developing technologies are affecting the key components of privacy in varying degrees. We also sought to identify different ways privacy can be maintained and retained on both a macro societal level, and a micro individual level.