A Study on Impact of Pikashow on Privacy in the Panvel Region

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Abstract: *In today's era, people are consuming OTT platforms more than television. As the subscription charges of OTT platforms are very high, everyone is not able to pay. So people do opt for free apps like Pikashow. The following research is about Pikashow, which is also termed as an illegal application. While doing this research, the researcher used a descriptive research design to understand the perceptions of the people. The sample size for this research was 106 from the Panvel region. The researcher used Primary and Secondary data collection methods. The researcher conducted a survey using techniques to collect data. The researcher found that it is created by hackers but it does not cause any harm to your personal information. The majority of the population uses this application because it is free of cost. Most of the users are students who won't be able to pay for high-cost streaming apps. Pikashow is easy to use and it gives high-quality video content. It provides a huge range of Hollywood, Bollywood and different categories of content. Pikashow is suggested for use by users.*

Keywords: Pikashow**,** Privacy, Impact

I. INTRODUCTION

Pikashow is a third-party application that provides viewers a huge range of videos. Developers have built many applications, like Netflix, Disney plus etc., which are very expensive and ordinary people can't afford them. Pikashow is a substitute for these streaming apps. Pikashow provides different categories, like Bollywood, Hollywood etc. Pikashow updates their library regularly, which allows the viewers to watch the latest streaming movies or shows. Pikashow is an app developed by some malicious hackers. These phishers can get access to the movies or shows produced by spending crores of rupees on filmmakers. These hackers can also steal the personal data of viewers from mobile phones or devices that is used and can sell it to harmful entities. They claim to provide the latest series and movies for free but there are chances to steal your data and send it to, server regularly.

Aims/Objective:
- To understand the users perception on Pikashow application.
- To measure the growth of Third party Pikashow application.
- To understand whether Pikashow is harming your data or not.

Research Question:
- Is Pikashow harming to your personal data?

II. REVIEW OF LITERATURE

A group of hackers created the Android application Pikashow. These hackers have access to television shows and movies that cost film producers millions of dollars to make. It is said that your cell phone or other device's personal and private data is stolen by them and they sell it to other dangerous parties. They are secretly capturing your data and transmitting it to their servers while pretending to offer these most recent web series and movies for free. Your sensitive

bank account information, user names, and passwords are just a few examples of the Personal and Private Data that Pikashow collects.

Hypothesis:

H0 = Pikashow has no impact on privacy.
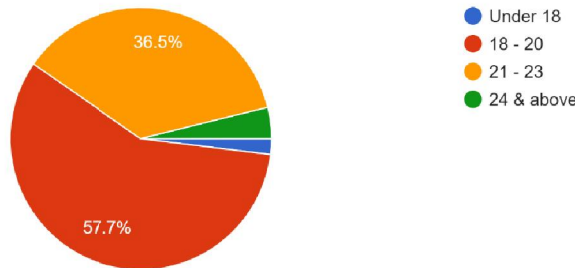
H1 = Pikashow has impact on privacy.

III. RESEARCH METHODOLOGY

Descriptive research is a type of research that is used to describe the characteristics of a population, it collects data that are used to answer a wide range of what, when, and how questions pertaining to a particular population or group. The purpose of research is to find the perceptions and beliefs. To respond to the kinds of questions that drive descriptive research, a range of data collection techniques may be used either individually or in combination. Surveys, interviews, discussions, observations, case studies, and portfolios are a few of the more popular techniques. These techniques can yield either quantitative or qualitative data. Usually, descriptive statistics are used to examine and report quantitative data.

IV. FINDING/DATA ANALYSIS

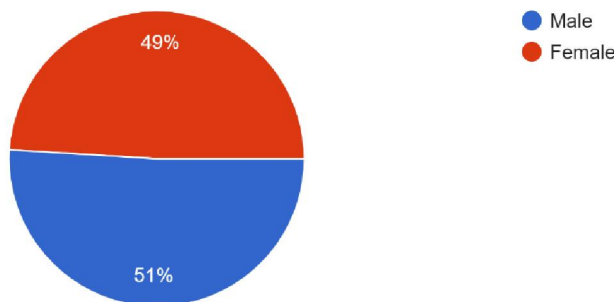Respondents are more from the age group of 18-23 who are more exposed to the application Pikashow.

Graph 1

Males are more in the number as compared to females to use this application.
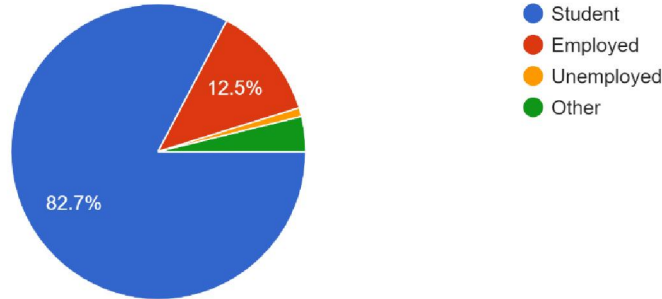

Graph

Majority of the population who uses this application are student.
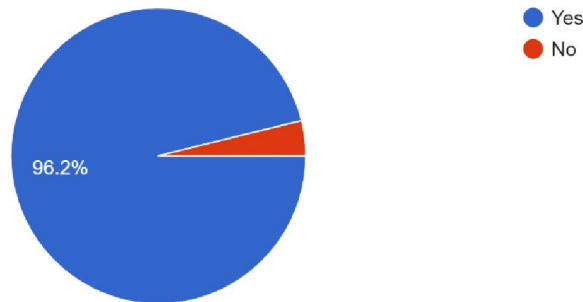
Occupational status
104 responses

Graph 3
96.2% of the people have their own personal phone.

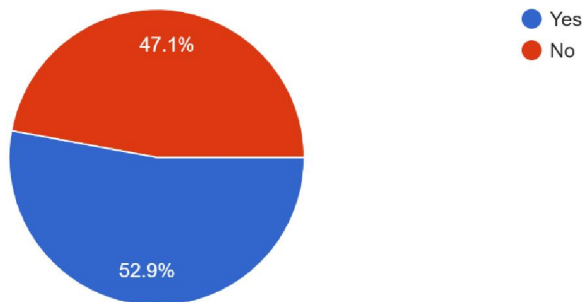## Do you have a personal phone?
104 responses

Graph 4
52.9% of the people uses Pikashow whether 47.1% don't.

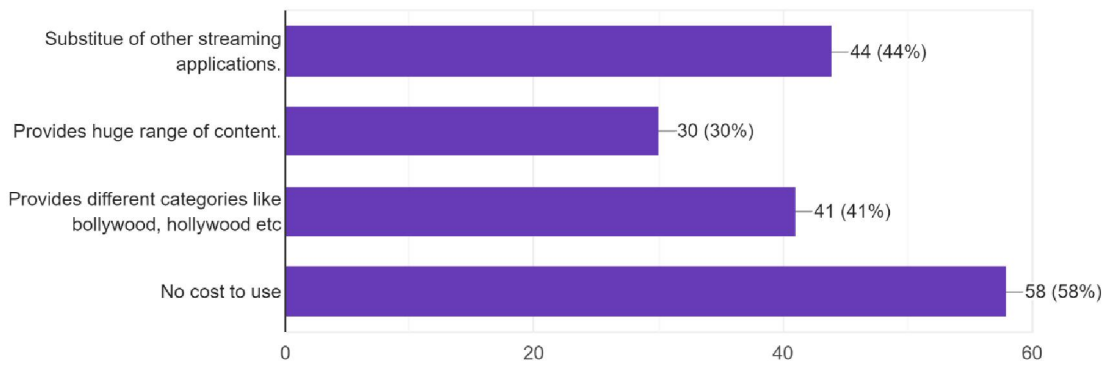## Are you using the Pikashow app on your phone?
104 responses

Graph 5

58% of the people uses application Pikashow because it is free of cost. 41% of population utilizes it as it provides different categories like Hollywood, Bollywood etc. 30% people uses it beacause it gives huge range of content and rest of the population believes that it is the substitute of other streaming apps.

What are the advantages of the app Pikashow for you?
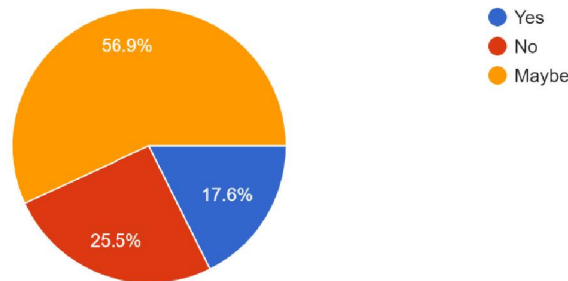100 responses

Graph 6
The personal information is not impacted by Pikashow.

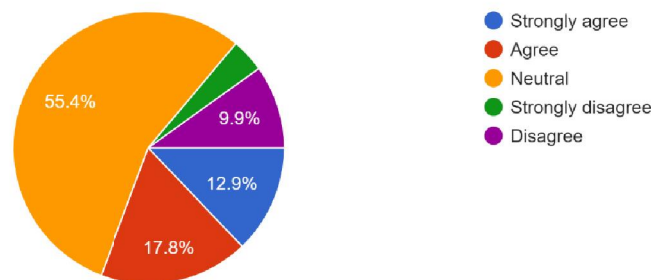Does Pikashow affect personal information?
102 responses

Graph 7
Most people concur that hackers developed it.

Hackers created the application pikashow.
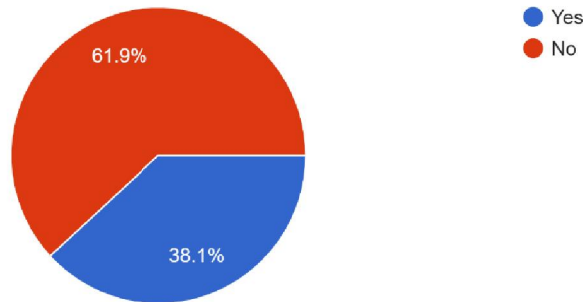101 responses

Graph 8

Your data is not stolen and sold to malicious parties.

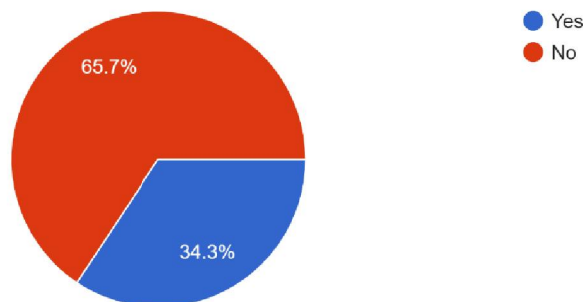Pikashow steals your data and sells it to malicious parties?
97 responses

● Yes
● No

61.9%

38.1%

Graph 9

More than half of the people believe that it shouldn't be banned.

Do you believe Pikashow should be banned?
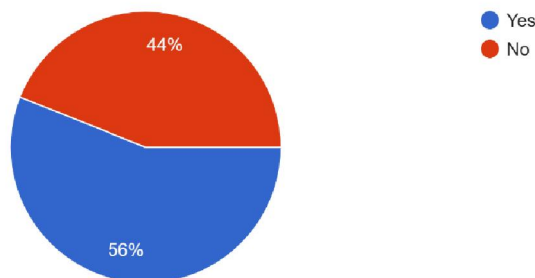99 responses

● Yes
● No

65.7%

34.3%

Graph 10

The Pikashow app is recommended by users to others.

Will you suggest others to use the application Pikashow?
100 responses

● Yes
● No

44%

56%

Graph 11

V. CONCLUSION

More respondents who are exposed to the Pikashow app, are in the age range of 18 to 23. The majority of this application's users are students. Pikashow is a popular app because it is free to use. Users make use of it because it offers a variety of categories, including Hollywood, Bollywood, etc. They use it because it offers a wide variety of content and the majority of people think it can replace other streaming apps. We've come to the conclusion that hackers are behind Pikashow. It do not affects your personal information and sells it to malicious party. Users recommend others to use this application and don't want app to be banned.

REFERENCES

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