

Social Media and the Risks Involved

The wonders (and security threats) of social networking



- Presented By : Santhosh. V
- Technical communication seminars '11
- MCA , College of Engineering , TVM

Social Media and the Risks Involved

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Introduction

What is it ?

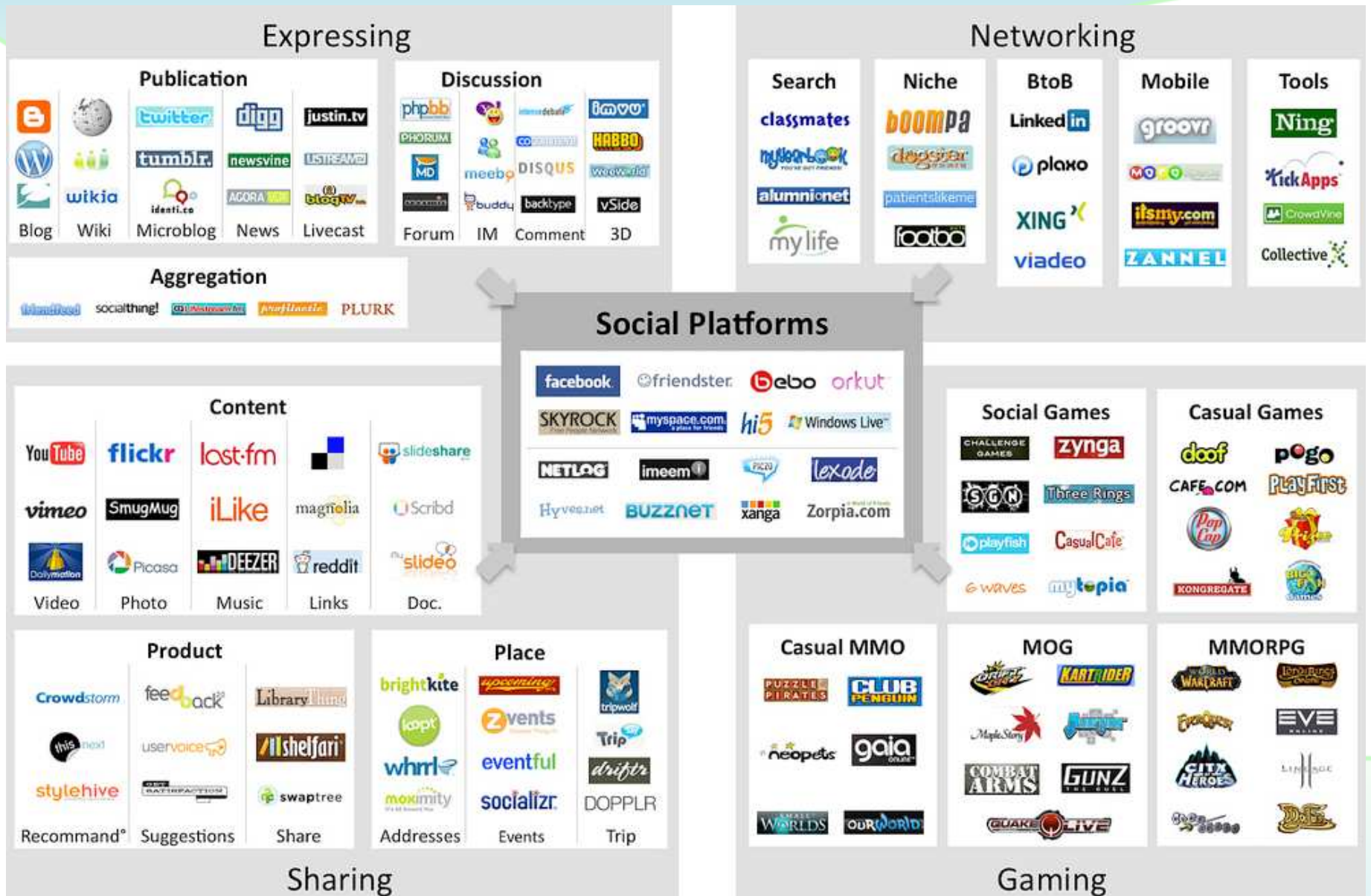
- **Information, knowledge, and culture** are central to human **freedom** and **human development**.
- In the past decade and a half, we have begun to see a radical change in the organization of information production.
- These newly emerging practices have seen remarkable success in areas as diverse as software development and investigative reporting, avant-garde video and multiplayer online games.

Introduction

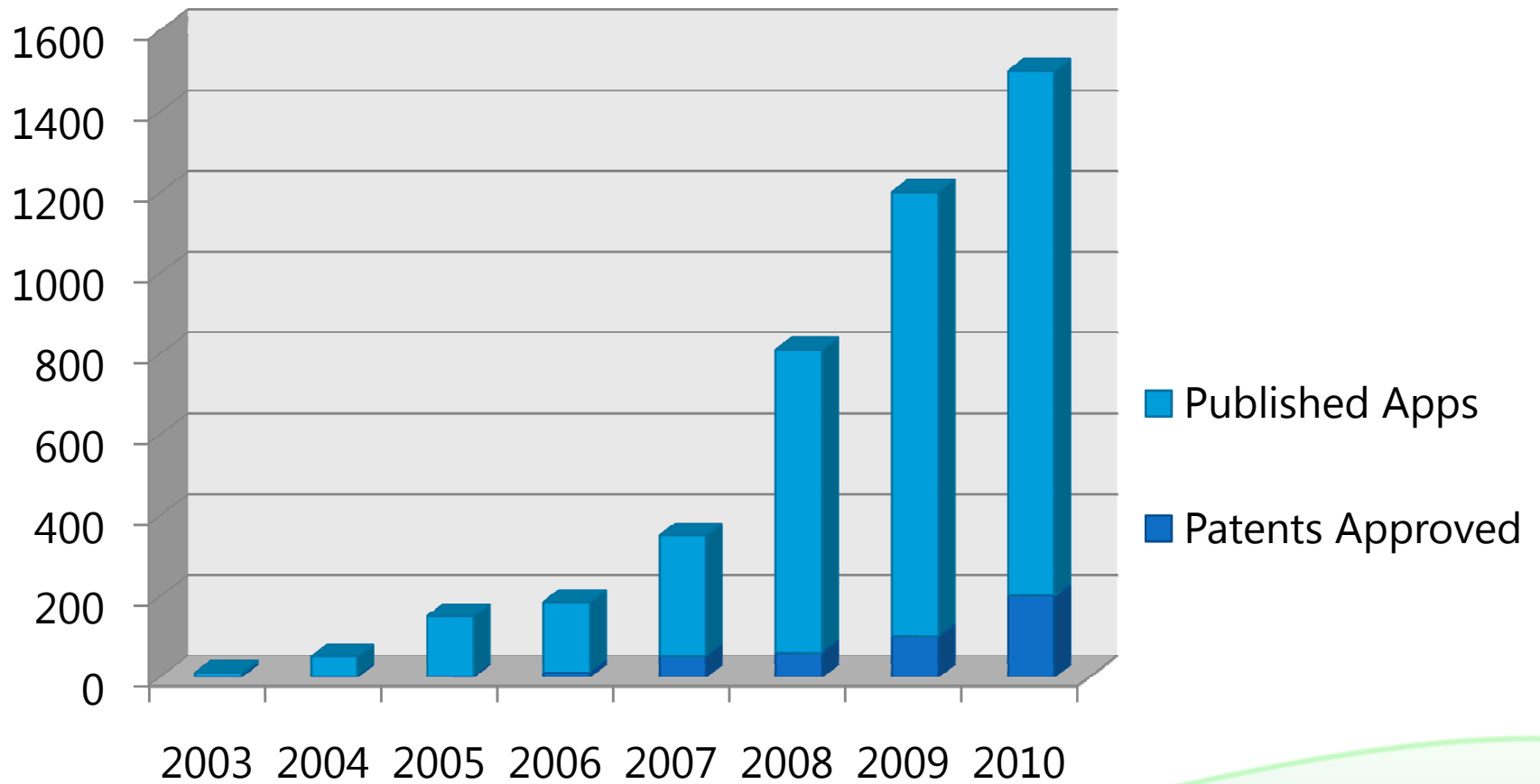
What is it ?

- **Social media** are media for social interaction, using highly accessible and scalable communication techniques.
- Web 2.0 Technologies helped in developing such a wide possibility with web.
- Web 2.0 :rich user experience, user participation, dynamic content, metadata, web standards and scalability

Social Media Landscape



Social media - industry growth



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Examples of social network usage

FREEDOM TO DO MORE FOR ONESELF, BY
ONESELF, AND WITH OTHERS

Case study : Barbie

To check social media generated content

- Columbia Encyclopedia** : No reference
- The World Book** has no "Barbie" entry, but does include a reference to Barbie as part of a fairly substantial article on "Dolls."
- Microsoft's Encarta** also includes Barbie in the article on "Doll," but provides a brief separate definition as well, which replicates the World Book information in slightly different form
- Americana** : No entry . Reference to dolls
- Two encyclopedias focus explicitly on Barbie's cultural meaning: **Britannica** (written by M. G. Lord, a professional journalist author of *Forever Barbie: The Unauthorized Biography of a Real Doll*) and
- Wikipedia**. references same authors books

Ref : The Wealth of Networks, Benkler

Case study : Barbie

To check social media generated content

January 3, 2003 The very first version of the definition, included only a brief reference concerned with the **doll's impact** on girls' nutrition

December 15, 2003,(a not logged in user)introduced a fairly roughly written section that emphasized both the **image concerns** and the **consumerism** concerns with Barbie

January 5, 2004, another regular user **rewrote** the section, reorganized the paragraphs so that the critique of Barbie's emphasis on high consumption was separated from the emphasis on Barbie's dimensions.

This contributor also introduced a reference to the fact that the term "Barbie" is often used to denote a shallow or silly girl or woman

Ref : The Wealth of Networks, Benkler

Wikipedia – Living encyclopedia

- Wikipedia makes the history of the evolution of the article entirely transparent.
- The software platform allows any reader to look at **prior versions** of the definition, to **compare specific versions**, and to read the “**talk**” pages
- It has about 50,000 active volunteers

Ref : The Wealth of Networks, Benkler

Intelligent Use

- **Ramon Stoppelenburg** : A world traveler and a Dutch author, currently residing in Cambodia.
- He started the website (2001)
www.letmestayforaday.com.
- By using the internet for requesting a place to stay and help with food and drinks, he received 3,577 invitations from 77 countries.



Individual Freedom

- Rory Cejas was a twenty-six-year-old firefighter/paramedic with the Miami Fire Department (2003).
- He made a twenty-minute film he called The Jedi Saga (Star Wars-like).
- Other Casts : brother, wife, and a friend
- Tools : A simple camcorder, and widely available film and image generation and editing software on his computer, and tripod.



<http://www.theforce.net/fanfilms/shortfilms/thejedisaga/index.asp>

Individual Freedom



Individual Freedom



മലയാളം ബ്ലോഗ്

Search

About 311,000 results (0.59 seconds)

[Advanced search](#)

- Everything
- Images
- Videos
- News
- More

[എങ്ങനെ മലയാളത്തിൽ ബ്ലോഗം](#)

10 Jul 2006 ... അതിൽ പറഞ്ഞിരിക്കുന്നതുപോലെ ചെയ്തും മലയാളത്തിൽ ബ്ലോഗ് തുടങ്ങാം. ... ധാരാളം മലയാളം ബ്ലോഗുകൾ ഇന്റർനെറ്റിൽ കണ്ടപ്പോൾ നിങ്ങളുടെ ഉണ്ടാകില്ലെ മലയാളത്തിൽ ഒരു ...

[howtostartamalayalamblog.blogspot.com/ - Cached - Similar](#)

[മലയാളം ബ്ലോഗ്റോൾ](#)

മലയാളം ബ്ലോഗുകൾ Posted in Uncategorized at 6:33 pm by കേരളഫാർമർ. താഴെക്കാണുന്ന ഹൈപ്പർ ലിങ്കുകളെ അക്ഷരങ്ങളിൽ തിരഞ്ഞെടുത്ത് ആ അക്ഷരത്തിൽ തുടങ്ങുന്ന ബ്ലോഗുകളിലേക്ക് ...

[mlblogroll.wordpress.com/ - Cached - Similar](#)

[പ്രസിദ്ധമായവ - Malayalam blog directory,പുതിയ ...](#)

പുതിയ മലയാളം ബ്ലോഗുകൾ ബുദ്ധാകം,malayalam blog directory,മലയാളം ബ്ലോഗുകൾ,kerala blog, ... കേരളത്തിന്റെ തനതുകലയായ കഥകളിയെ കുറിച്ചുള്ള അറിവുകളും ആസ്വാദനങ്ങളും എഴുതുന്ന മലയാളം ബ്ലോഗ്. ...

[www.ckalari.com/Malayalam_blog_directory.htm - Cached - Similar](#)

[മലയാളം ബ്ലോഗ് സെർച്ച് | ഇൻഫ്യൂഷൻ!](#)

മലയാളത്തിലെ മുഴുവൻ ബ്ലോഗുകളും എളുപ്പത്തിൽ കണ്ടെത്താനും. [infution.com/?p=260 - Cached](#)

[മലയാളം ബ്ലോഗുകൾ « കൂട്](#)

മലയാളം ബ്ലോഗുകൾ അക്ഷരം · അക്ഷരശ്ലോകം · അടിക്കുറിപ്പുസഭ · അതുല്യ · അനുഭവങ്ങളു പാലിപ്പുകൾ · അപ്പനറിയാൻ · അപ്പുക്കുട്ടന്റെ ലോകം · അമേരിക്കൻ വിശേഷങ്ങളു · അരുണിന്റെ ബ്ലോഗ് ...

[manjithkaini.wordpress.com/മലയാളം-ബ്ലോഗുകൾ - Cached - Similar](#)

Individual Freedom

<http://thanimalayalam.org/index.jsp>

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editor

ഷിക്കാഗോ: പതിയില് റോമി « APNA DES ...

CLC-THANNEERMUKKOM

CHRISTIAN LIFE COMMUNITY: ജന്മദിനാഘോഷം -വീഡിയോ

ന്യൂ കേരള കാവടിസമാജം

ന്യൂ കേരള കാവടിസമാജം: ഉത്സവപറമ്പില്

M. K. KHAREEM

അക്ഷരങ്ങളുടെ സമരമുഖം: ഞെളിയുന്ന ...

ചിതല്/chithal

കര്മ്മഫലം/karmafalam: സമസ്യ 1

UNNI

JALAKAM: വിവാദങ്ങളെപ്പറ്റി ഭയം ...

siya

എന്റെ കൊച്ചു കൊച്ചു വണ്ണ

Sujith

Nattuvārtha » » റൊണാള്ഡോ വിരമിണ്ണ

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Popular media

LinkedIn  

- B-to-B networking, good place to ask questions and get answers, reach out to experts in your field. Job board as well.

Popular media

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rounded rectangular background.

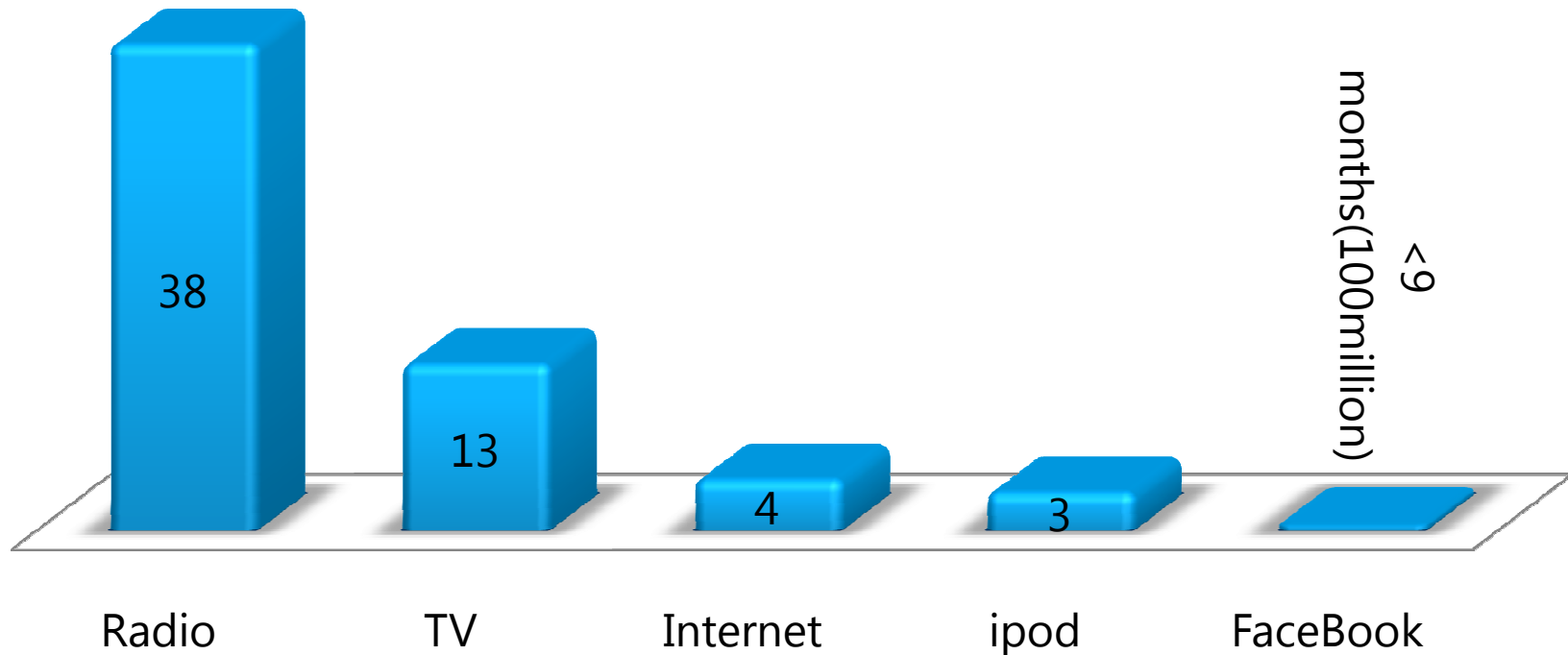
facebook

- Great place to connect with business associates, colleagues etc.
- But the more you use it, the more it becomes a hang-out for friends and relatives. Not that there's anything wrong with that.
- Content updating in facebook



Fastest app to reach millions

Applications reaching 50 million in years



Source: First Stats: [United Nations Cyberschoolbus Document](#)

Facebook Stat: [Mashable](#)

iPhone Stat: [Apple](#)

Popular media



The image shows a screenshot of the Twitter website's 'What is Twitter?' page. At the top left is the Twitter logo. Below it is the heading 'What is Twitter?' with three tabs: 'What?' (selected), 'Why?', and 'How?'. The main content area features a blue background with a white bird perched on a dark, swirling branch. To the right of the bird is a list of tweets. The first tweet reads: 'Ev Waited all morning for PCAE, who didn't show up. Without power or internet let me get some over, back at office. 2 minutes ago from cell'. The second tweet reads: 'Maggie Just landed in LA. 2 minutes ago'. The third tweet reads: 'mallydotcom wishes she could sleep recovering from trauma. 2 days of dr web...'. Below the tweets is a paragraph of text: 'Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?**'

Micro-blog. Lots of fun. Kind of like being in a crowded bar where you yell to be heard.

We're all using it to push out our content, ask questions of the experts we're following, etc.

Popular media

Google wave labs

Google Wave will remain in service into 2011. [Learn more](#)

- Inbox
- All
- By Me
- Requests
- Settings
- Trash
- Spam

EXTENSIONS

SEARCHES (+)

FOLDERS (+)

Contacts

Santhosh

Search contacts

- Praveen
- Anilkumar yes
- Rajeev
- Maneesh
- santhosh
- അഹങ്കാരി
- Kuthiravattan

Manage contacts (+)

Inbox 1 - 24 of 24

New wave in:Inbox

Follow Unfollow Archive Inbox Spam Read ...

- hi , you could reach by this route. Are you interested in statistics ? 12:52 pm 1 msg
- Invite others to Google Wave – Google Wave is more fun when you 12:41 pm 1 msg
- 12:40 pm 1 msg
- രാ ഇതാണ് നഗരത്തി. – മാതൾ ഒരുക്കുന്നു ഓടപ്പ് ചെയ്താൽ അപ്പുൾ അണ മരറ്റ് Feb 18 9 msgs
- Hi – hi hi hi Hi Hi Sep 8, 2010 2 of 17
- Can we use this technology for any real use? – I felt that it is just a Jul 11, 2010 6 msgs
- undaaa? – unnan pokunnu Nee ithiloke kerumode Kashtam Apr 7, 2010 3 msgs
- Hello friends this wave is about to plan our tour to kanyakumari – hello Mar 19, 2010 4 msgs
- Hello Friends – Its my first wave welcome! hello this is a private msg Mar 16, 2010 6 msgs
- hello welcome projects – Mar 15, 2010 1 msg
- Hello Santhosh – Hello Rejith SR Jan 14, 2010 3 msgs
- daa – yes irangi poda wavenuu Dec 17, 2009 3 msgs
- This is wave , google's new communication frame work :) – Dec 12, 2009 2 msgs
- Hello santhosh – Dec 12, 2009 1 msg
- wave enganondu? – Dec 7, 2009 1 msg
- added skimmy now its a bot that will replace imotions add Dec 5, 2009 5 msgs
- yes – irangi poda wave nnu he he :p Nov 23, 2009 8 msgs

Save search

12:53 pm

hi , you could reach by this route. Are you interested in statistics ?

Yes (0) No (0) Maybe (0)

Click an option to cast your vote

Map Satellite Hybrid

Help | What's Changed?

Paruthikunnu Lane 1

Chavadimukku

Rose Nagar

Sreekrishnan Junction

Aluthara Rd

Aluthara Rd

Sreebhargava Akkalam Rd

Engineering College PO

Google search the map Search

Done [Shift+Enter]

Tags: (+) Next wave →

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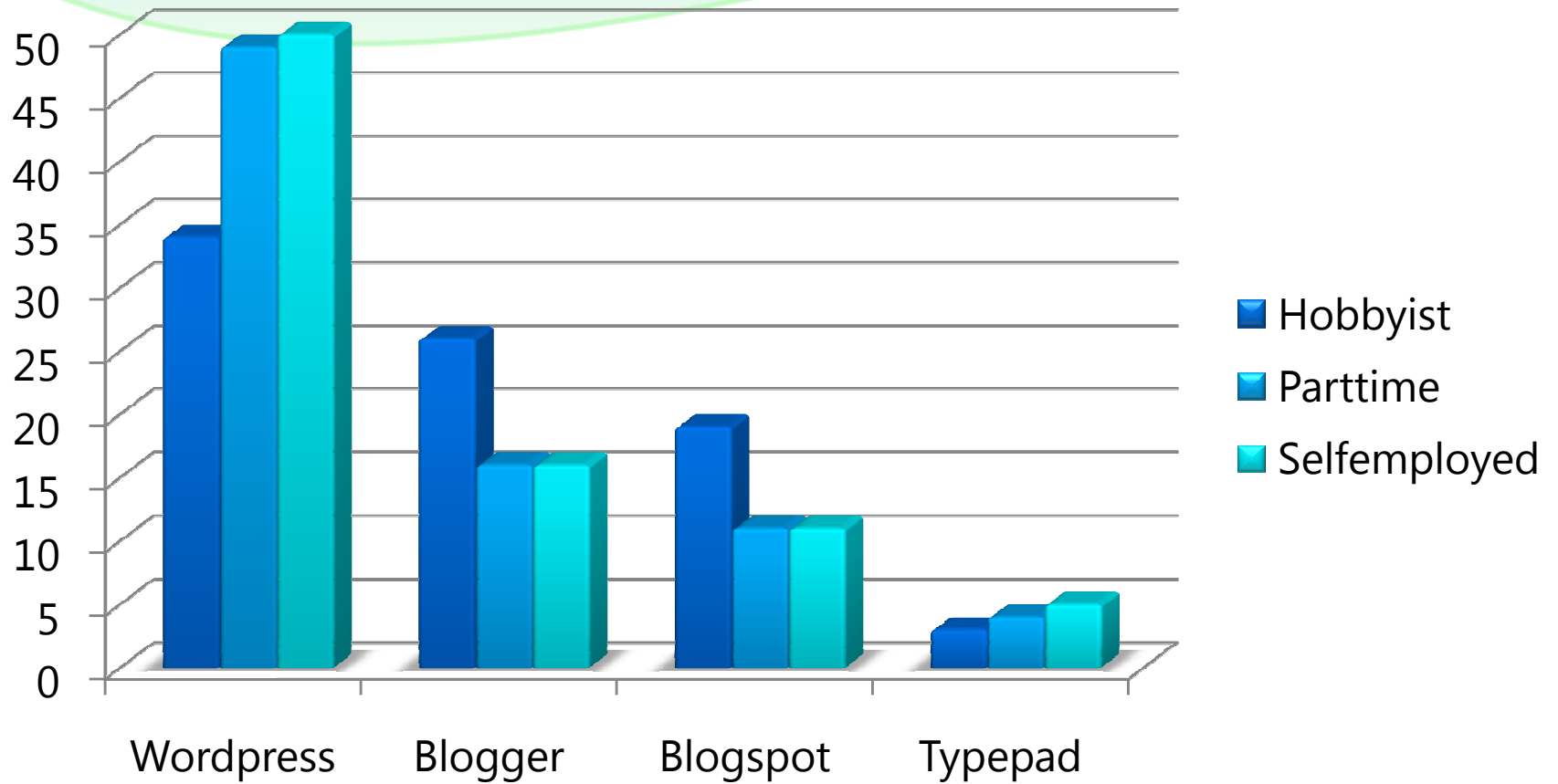
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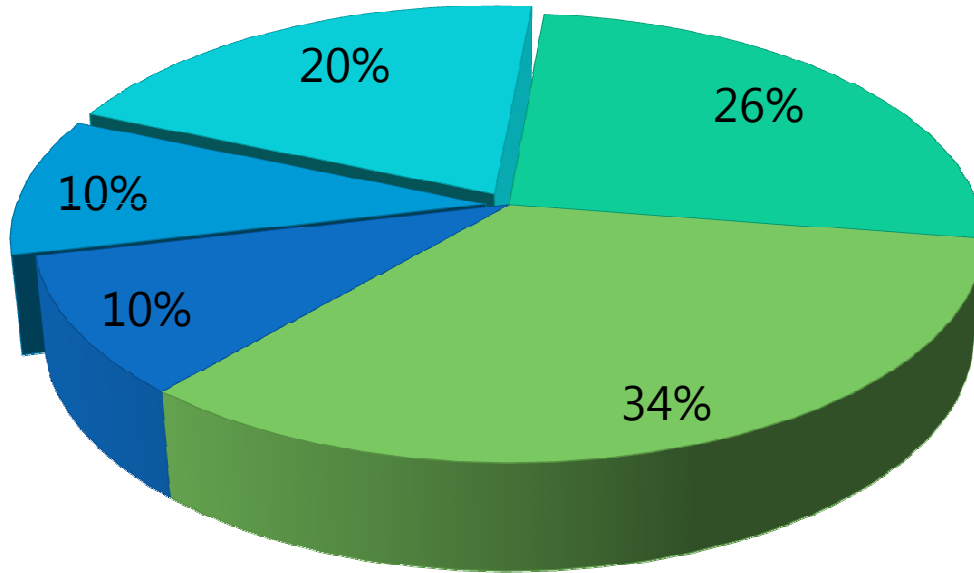
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Blogging trends



Source : Technorati 2010

**Internet is a good place to find
a girlfriend/boyfriend
Average of 19 countries ,2010**

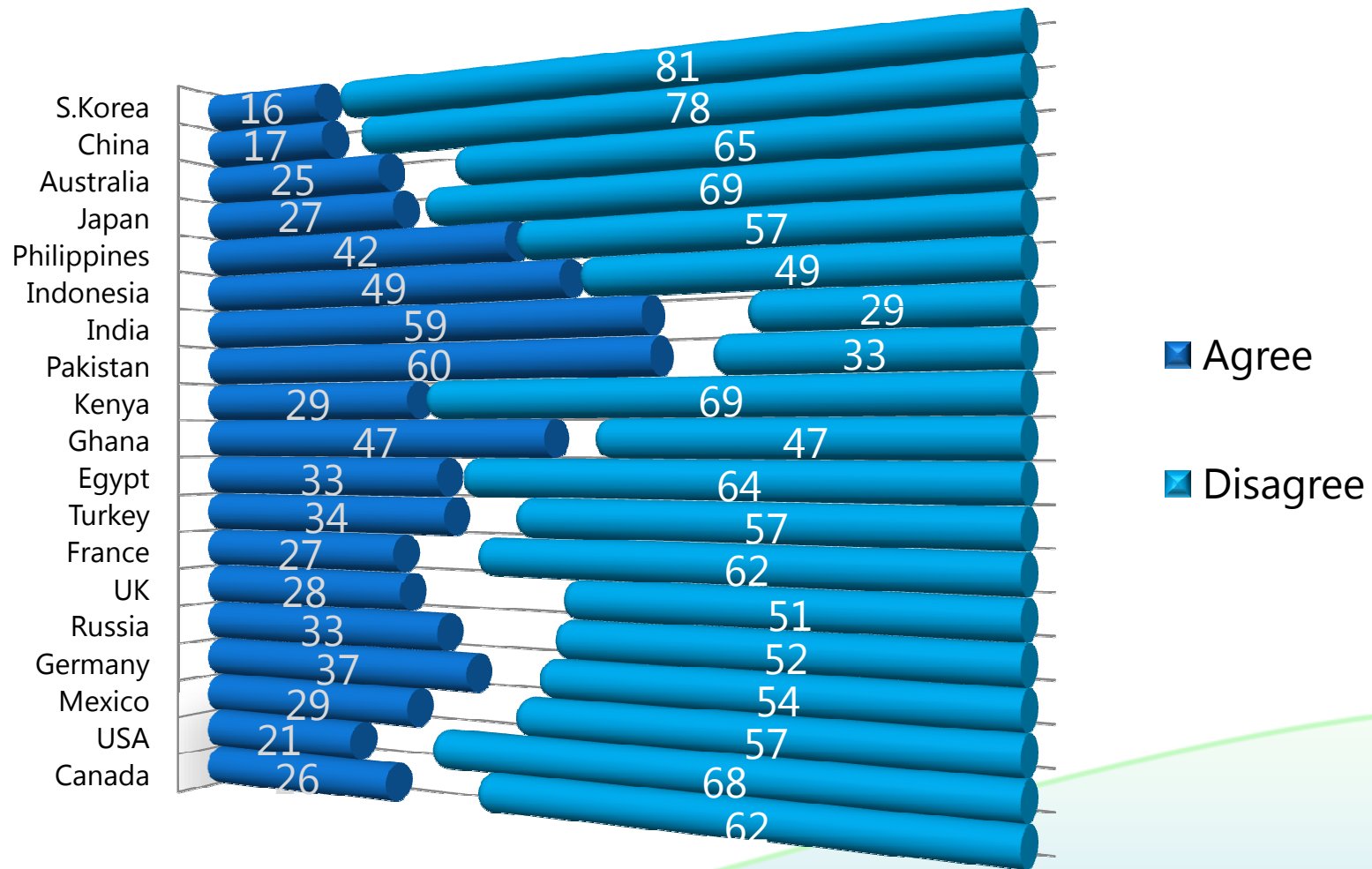


- DK/NA
- Strongly agree
- Some what agree
- Some what disagree
- Strongly disagree

Data Source : BBC

Internet is a good place to Find a Boyfreind/Girlfriend

Agree vs Disagree by Country 2010



How it's changing the face of tech media

- It has quickly become a standard requirement for publications to have a Twitter/Facebook/LinkedIn presence

- The old days: Reporters rummaged through phone books
Today: They ask a question in one of these forums, leave their e-mail and phone number, and wait for the response to pour in

- 2004ish: Around this time, people joined e-mail forums to exchange ideas, ask questions, etc.

- Today: It's all being done in the Web 2.0 social networking realm

**Requires the media to participate in the conversation in real time
-recall applications like google wave.**

Virtual community

- Whenever CMC [computer mediated communications] technology becomes available to people anywhere, **they inevitably build virtual communities** with it, just as microorganisms create colonies.
- One of the explanations for this phenomenon is the **hunger for community** that grows in the people around the world as more and more informal **public spaces disappear** from our real lives.
- I also suspect that these new media attract colonies of enthusiasts because CMC enables people to do things with each other in **new ways**, new kinds of things- just as telegraphs, telephones, and televisions did.

- *The Virtual Community*, Howard Rheingold



Community Trends – 3D chat



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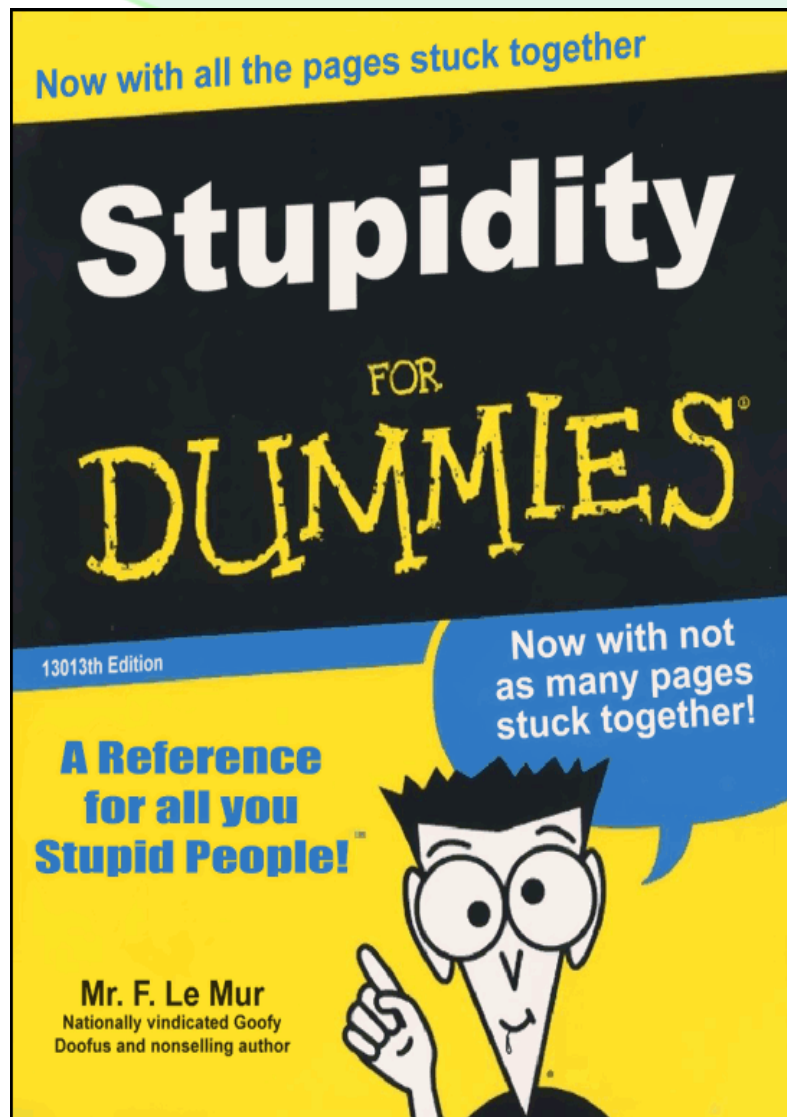
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Like every good thing ...



- There's a big security risk: people who have the access but not the scruples(/ethics , sense of good and bad/).

General flaws – scenario 1



alexsotirov: ..the situation. It's quite complicated. I'm about to fly to SFO, landing at 9pm. You can reach me at ~~XXXXXXXXXX~~ after that

about 2 hours ago · [Reply](#) · [View Tweet](#)



alexsotirov: Everybody who saw the tweet with my phone number before I deleted it, call me if you're bored :-). It was supposed to be a direct message.

about 2 hours ago · [Reply](#) · [View Tweet](#)

General flaws – scenario 2

Just landed in Baghdad. I believe it may be first time I've had bb service in Iraq. 11th trip here.

about 24 hours ago from TwitterBerry



petehoekstra
Pete Hoekstra

General flaws – Games

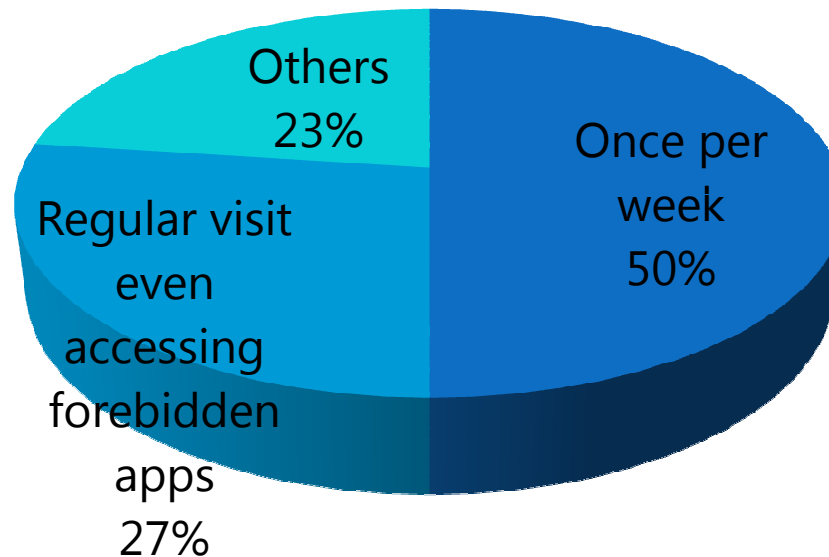
Employees at Cubicle or at Farm ??



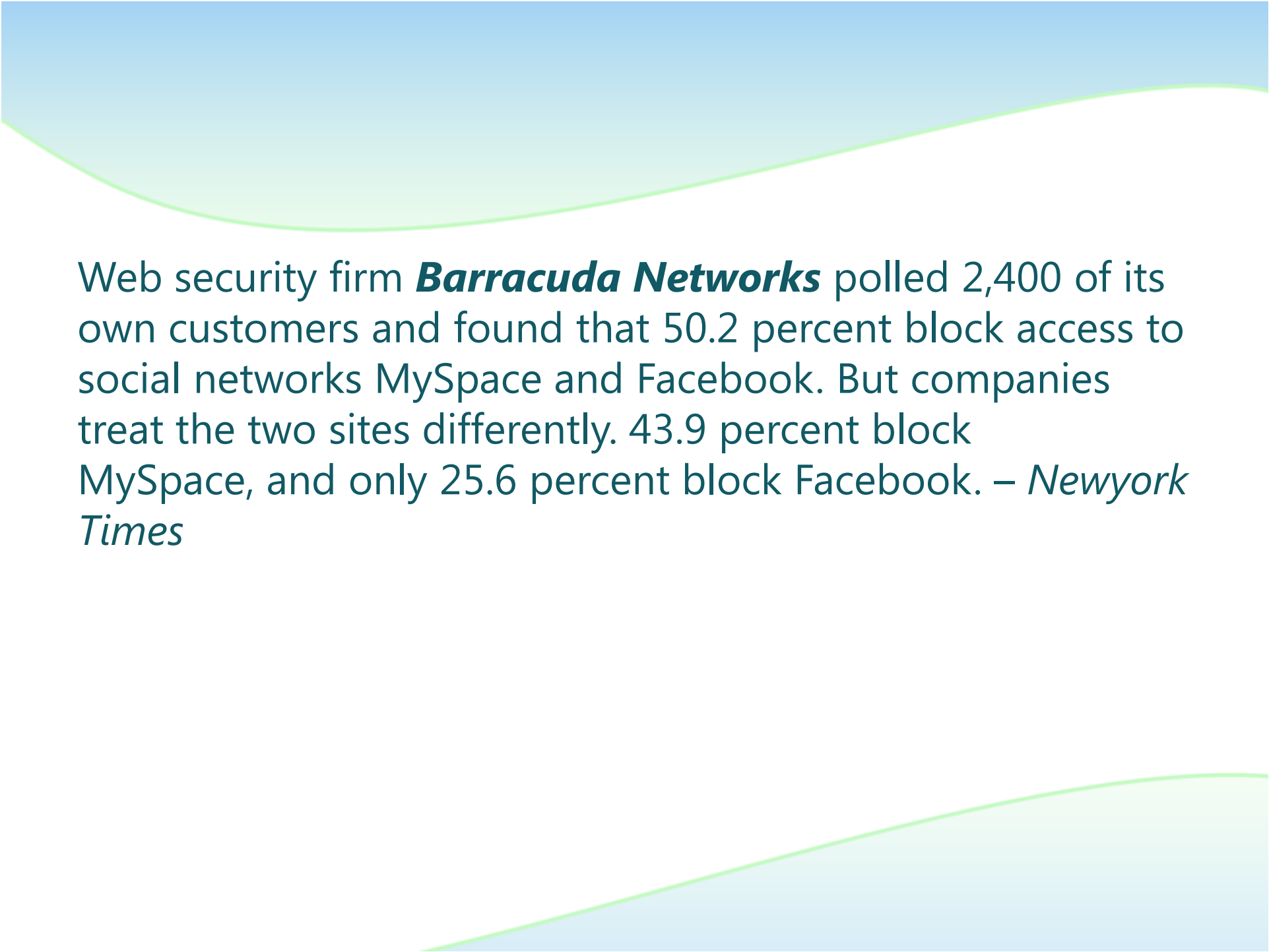
Cisco Report

"**Social networking**, virtualization, cloud computing and a heavy reliance on mobile devices continue to have a dramatic impact on the ability of information technology departments to maintain effective network security."

Usage of media at workplace



7% of the sample who access Facebook at work, "spend an average of 68 minutes per day" playing *FarmVille*.



Web security firm ***Barracuda Networks*** polled 2,400 of its own customers and found that 50.2 percent block access to social networks MySpace and Facebook. But companies treat the two sites differently. 43.9 percent block MySpace, and only 25.6 percent block Facebook. – *Newyork Times*

**“Fail 2.0: Further Musings on Attacking Social Networks,”
by Nathan Hamiel and Shawn Moyer**

At the 2009 ShmooCon conference in D.C., both guided attendees through attacks made easy because of the very nature of these sites, where users can upload and exchange pictures, text, music and other content with little effort.



"Fail 2.0: Further Musings on Attacking Social Networks," by Nathan Hamiel and Shawn Moyer

The demonstrations both ran through included:

Creating imposter profiles on *LinkedIn*, assuming the identity of someone prominent, and friending as many people as possible. For the sake of experimentation, the researchers created a fake profile for a well-known security leader and accumulated 50-plus connections in less than a day, many of them CSOs and other bigwigs.

Showing how to sabotage(/harm/) the *MySpace* page of someone you're not directly connected with via the profile of a common connection.

In this scenario, Eva and Cooper are connected to Bob but not to each other. Eva wants to connect with Cooper, who refuses, and she responds by using their common connection to Bob to access and deface Cooper's page.

Rummaging(/poke,search/) through a site that accumulates old direct messages originally sent out through *Twitter*. With enough patience, the bad guy can find and exploit such discoveries as phone numbers, e-mail addresses and other personal information that was originally meant for individuals rather than the general Tweeting public.

**"Fail 2.0: Further Musings on Attacking Social Networks,"
by Nathan Hamiel and Shawn Moyer**

"Any application can be used to attack other applications and an application can be used to view your entire file if the privacy settings are off. Even if you put the privacy settings in place, you should assume you are screwed." -*Nathan Hamiel*

2-23-08 **COMPUTERWORLD**

Hackers ramp up Facebook, MySpace attacks --
Five-exploit tool kit includes code aimed at Image
Uploader ActiveX control

Political Freedom

- Centrality of commercial mass media to the Fourth Estate function
- Authoritarian countries can use filtering and monitoring to squelch Internet use
- Digital divide

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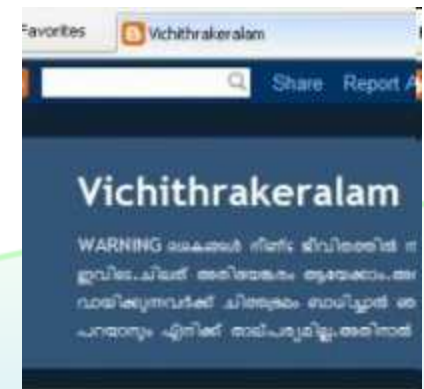
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finishing presentation

- Blogger arrested - 9,790,000 @ google
- Blogger arrested in may 17 2010
(66A of IT Act in Kerala)
- Divide among Online communities



Virtual Money and products



(C) IMVU.COM

[MM]Fashion BOY
by [MaxModle](#) Pro
529
Try Buy now Gift

[E] Shirt+Tie
by [EGOIST](#) Pro
659
Try Buy now Gift

L | Polo Grey Vest
by [Legend](#) Pro
748
Try Buy now Gift

SWEATER
by [I3ARBI](#) Pro
652
Try Buy now Gift

SAL | White Shirt
by [SAL](#) Pro
659
Try Buy now Gift

C' Leather Jacket W/shrt
by [Cetnik](#) Pro
609
Try Buy now Gift

KD.Red Plaid Shirt
by [KaliKush](#) Pro
660
Try Buy now Gift

full outfits 21
by [7Q](#) Pro
598
Try Buy now Gift

Blue&Grey Cardigan
by [MrMarz](#) Pro
607
Try Buy now Gift



The telegraph : 2:23PM GMT 05 Mar 2010



An internet-obsessed Korean couple allegedly allowed their infant daughter to starve to death while they cared for their virtual child, police said on Friday.

Social media and suicide

The death of Phoebe Prince was said to have resulted from cyberbullying .

Prince was attending South Hadley High School at the time of her death at age 15, on January 14, 2010.



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GlobeScan Chairman Miller commented: “Despite worries about privacy and fraud, people around the world see access to the **internet as their fundamental right**. They think the web is a force for good, and most don’t want governments to regulate it.”

Beware!

- Losing track of time online.
- Having trouble completing tasks .
- Isolation from family and friends.
- Feeling guilty or defensive about your Internet use.
- Feeling a sense of euphoria while involved in Internet activities.



How to control

Encourage other interests and social activities.
Get out from behind the computer screen. Expose to other hobbies and activities, such as team sports, Scouts, and clubs.

Monitor computer use and set clear limits.
Decide a perfect usage limit for web use

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Conclusion

- Good market
- Powerful media
- Intelligent Use , possibilities
- Be alert with actions

Thanks /References

-Wikipedia.org

-Technorati

-Google wave I/O Preview

-<http://www.jus.uio.no>

“Wealth of social networks” Book

-<http://hexsec.com/docs/>

“ Fail 2.0” Doc

**Any Questions?
Comments?**



Download PPT,Doc of this presentaion
techplex.wordpress.com