



Social Networking

الشبكات الاجتماعية

ITMC 413

إعداد

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Introduction



'If you feel like someone is watching you, you're right. If you're worried about this, you have plenty of company. If you're not doing anything about this anxiety, you're just like almost everyone else.' (Bob Sullivan, 2011)

Type of Social Networkings

Social Networking Sites:

Generally, these networking sites allow users to send messages, add friends, and share content.

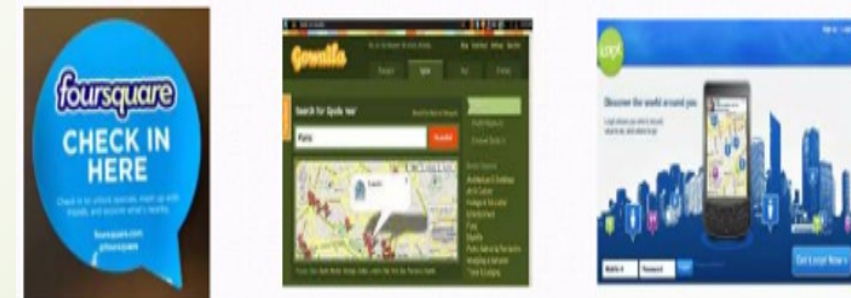


Social Media Sharing Sites



Location Based Networks:

Foursquare, Gowalla, Loopt



Mostly, these applications accessed via smart phones rather than social networking if users choose sharing their location with their social connections.

Privacy Overview: Privacy Definition

- **Privacy** is the ability of an individual or group to seclude themselves or information about themselves and thereby reveal themselves selectively.
- Westin 1967: “the claim of individuals, groups, or institutions to determine for themselves when, how and to what extent information about them is communicated to others”
- Altman 1975: selective control of access to the self





Principles governing the European Community (OECD) recommendations for protection of personal data

1. **Notice**—data subjects should be given notice when their data is being collected;
2. **Purpose**—data should only be used for the purpose stated and not for any other purposes;
3. **Consent**—data should not be disclosed without the data subject's consent;
4. **Security**—collected data should be kept secure from any potential abuses;
5. **Disclosure**—data subjects should be informed as to who is collecting their data;
6. **Access**—data subjects should be allowed to access their data and make corrections to any inaccurate data; and
7. **Accountability**—data subjects should have a method available to them to hold data collectors accountable for following the above principles

Information privacy

Information privacy or data privacy (or data protection) is the relationship between collection and dissemination of data, technology, the public expectation of privacy, and the legal and political issues surrounding them.

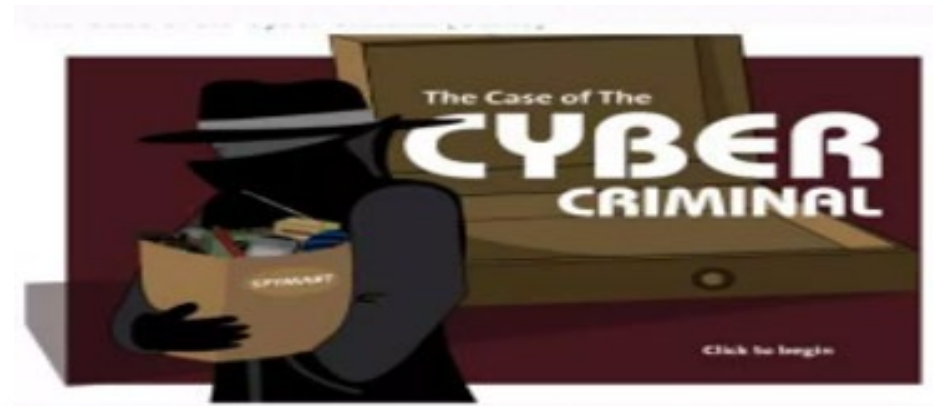
Privacy Types

- **Social privacy:** how people protect themselves from other users
- **Institutional privacy:** how the company that runs the social network uses people's data
- **Concern:** the heightened visibility that is the result of having a large number of friends, including people in different ages → social surveillance and social control

Privacy concerns regarding Social Networking

The Issues of online privacy has been a serious problem for a long time, it has even started to grow rapidly due to technology. Criminals may use social networks to connect with potential victims.

- Issues include:
 - Cyber-stalking,
 - location disclosure,
 - social profiling,
 - data leakage and information integration,
 - 3rd party personal information disclosure,
 - government use of social network websites in investigations without the safeguard of a search warrant.





Main causes of privacy issues

- Data publically available
- Blurred or no personal boundaries
- User has limited control over information dissemination or transfer
- For a long period of time; forever?
- Hard to remove a derogatory post or comment
- Net etiquette different from face to face etiquette
- New cases not considered by existing law

Security Threats

Identity theft Issues

- Access to the user's computer without his or her consent .
- Personal information is stolen by means of digital communication.
- Profile Cloning

Spam Issues

Spam attack on social networking sites.
Email based spam attack on social network users

Spear Phishing

It just by Email /link/attachment same as Phishing, the only difference is , this attack is specific to targeted domains and targets victims.

Targeted Email

- From some you trust (Patient attacker).
- About something your interest, like, trust.



Security Threats



Spreading malware across social networks

- ▶ Social network API.
- ▶ Fake accounts/ profiles.
- ▶ Driven by download attack.
- ▶ Shortened and hidden links.
- ▶ Cross-Site scripting attack.

Security Tips for Privacy on Social Media:



- Choose a “strong,” secure password.
- Use different passwords on all your different social media accounts.
- Change your passwords frequently.
- Avoid logging into public computers or using friends’ phones to log in to your social media accounts.
- Avoid clicking on social media links, even the ones sent to you by a friend.
- Secure your devices with password protection to protect your social media and other information in case they are stolen or lost.

General Protection



- ▶ Don't reveal personal information.
- ▶ Don't enable auto login.
- ▶ Turn on cookie notices in your Web browser and use cookie management software.
- ▶ Keep a "clean" e-mail address.
- ▶ Don't reveal personal details to strangers or just-met "friends".
- ▶ Avoid sending highly personal e-mail to mailing lists, and keep sensitive files on your home computer.
- ▶ Do not reply to spammers, for any reason.
- ▶ Be conscious of Web security.
- ▶ Use encryption

Thank You



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