

Social Networks Security Aspects. A Technological & User Based Perspectives



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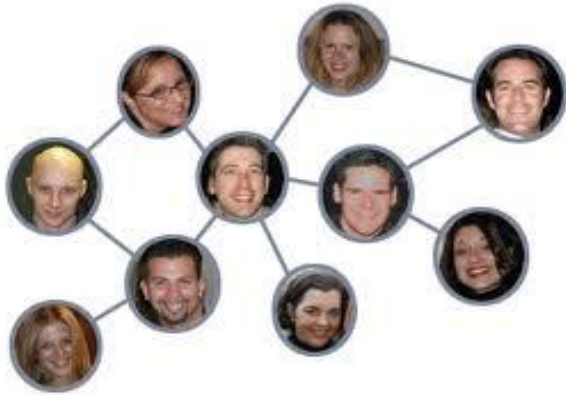


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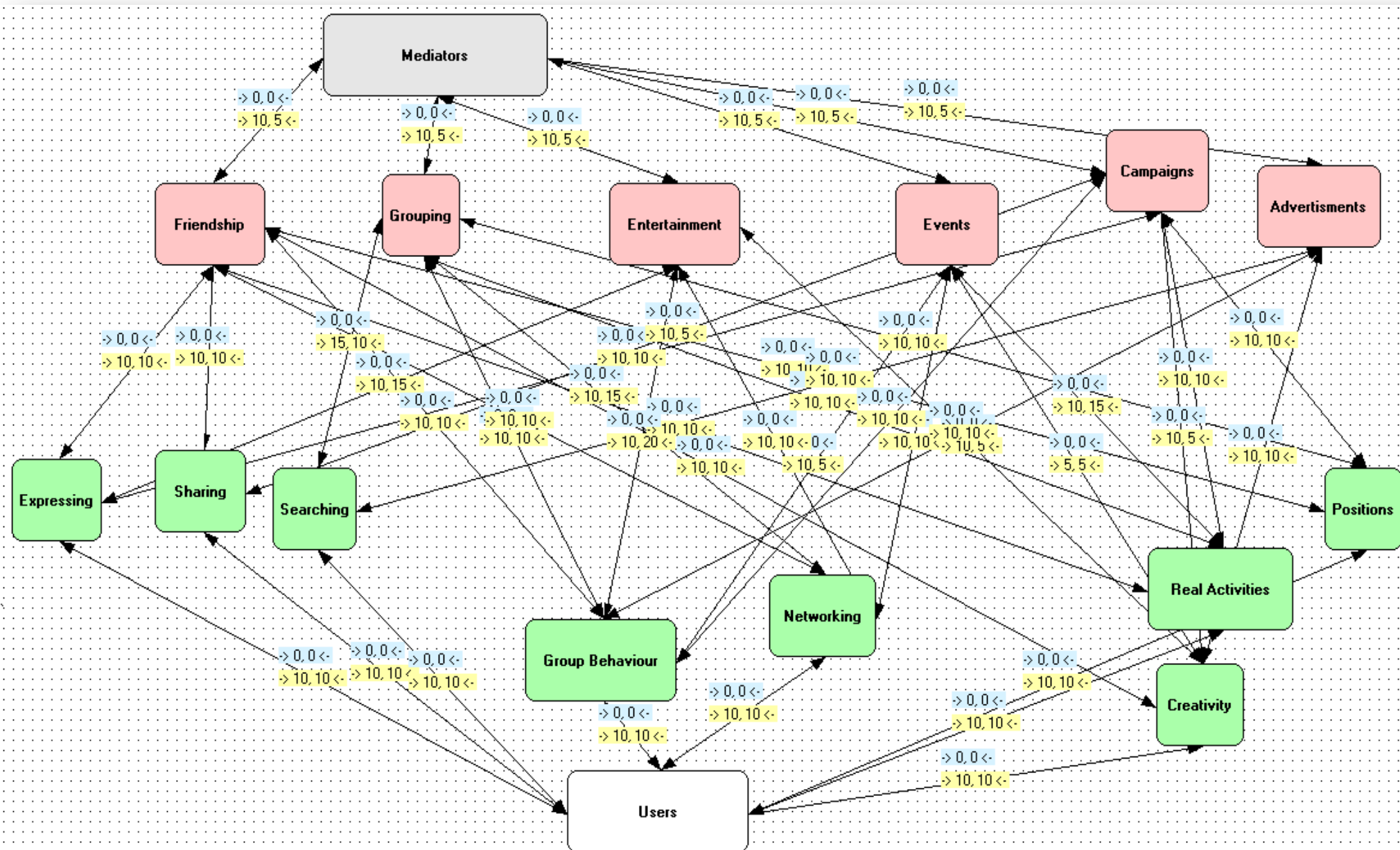
Outline

- ❑ The Social Engineering Phenomenon
- ❑ Possible Problem Modelling
- ❑ A Validation Attempt
- ❑ Findings
- ❑ Discussion

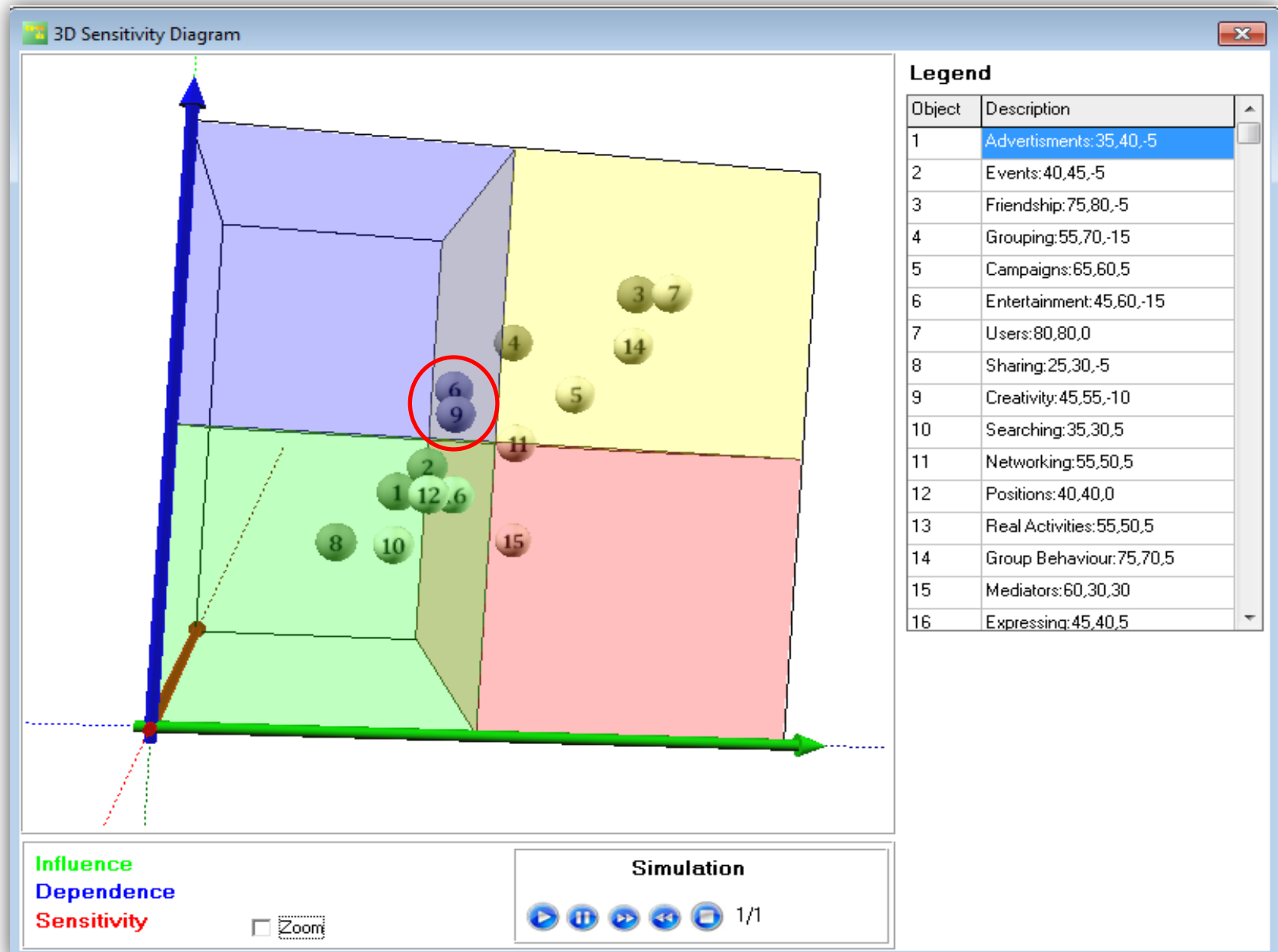
The Social Engineering Phenomenon



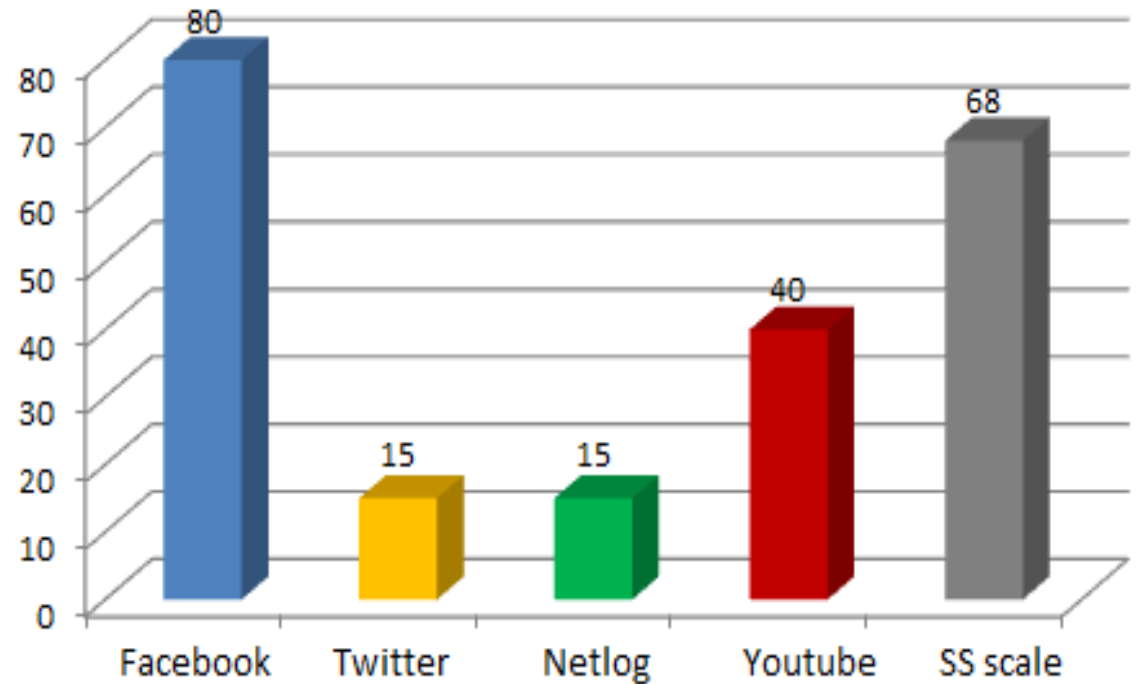
Possible Problem Modelling



Identified Threats



A Validation Attempt



18 volunteers (15 men and 3 women, averaged age: 17.5 years), participants in the Summer School of Informatics, Varna Bulgaria, August 23-24, 2012

EEG ERP Validation



NETLOG



twitter

WAZZUB

Von Zerssen Depression test

***8 people (5 men and 3 women,
average age: 28.6 years)***

facebook

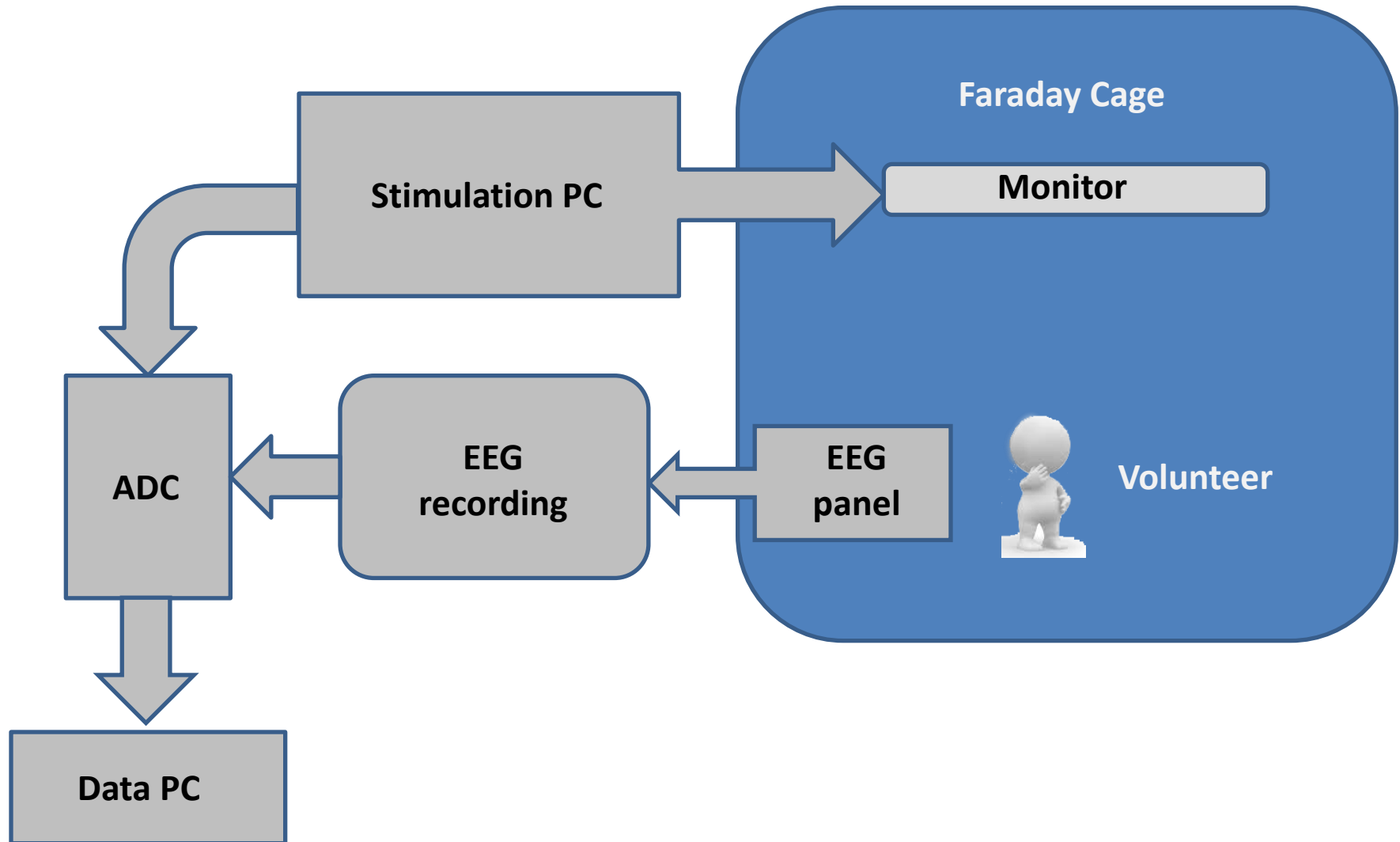
netlog

linked in

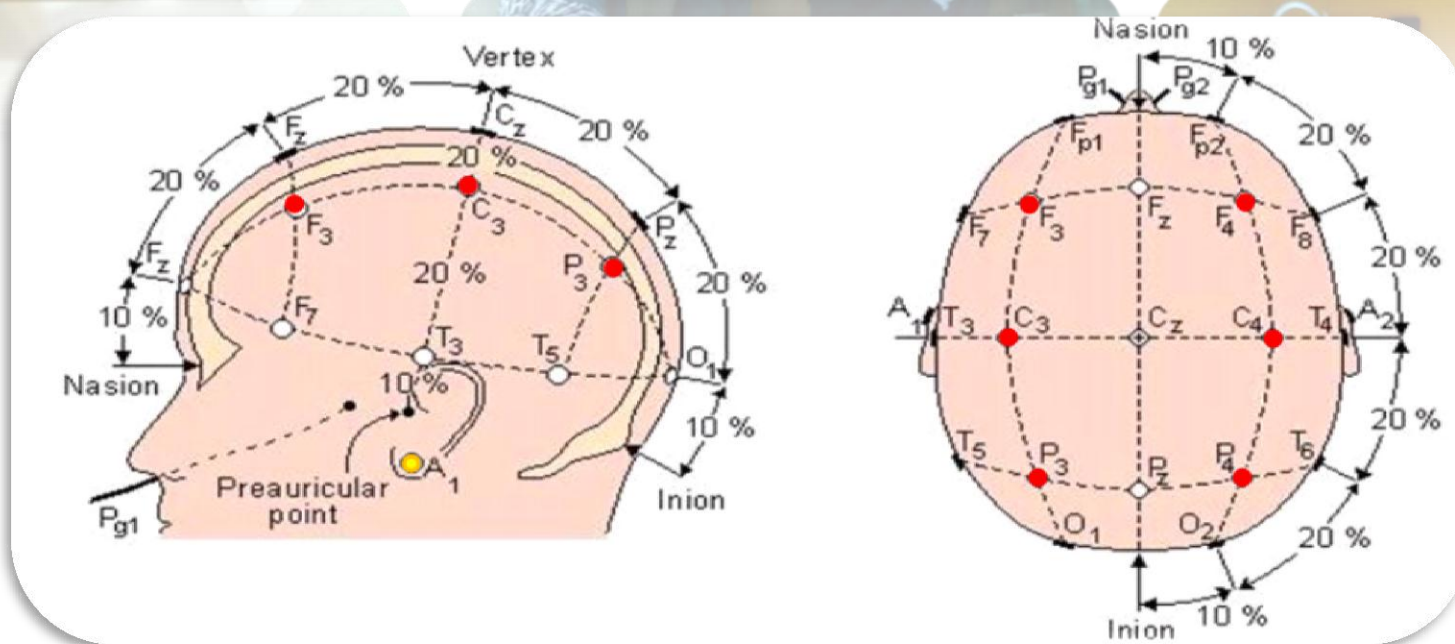
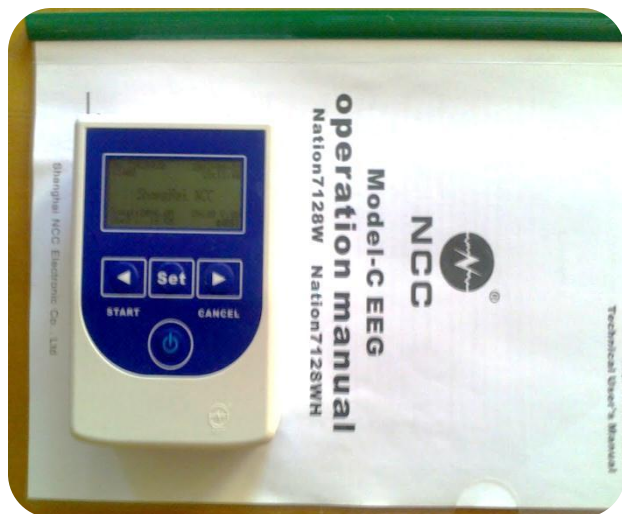
twitter

google+

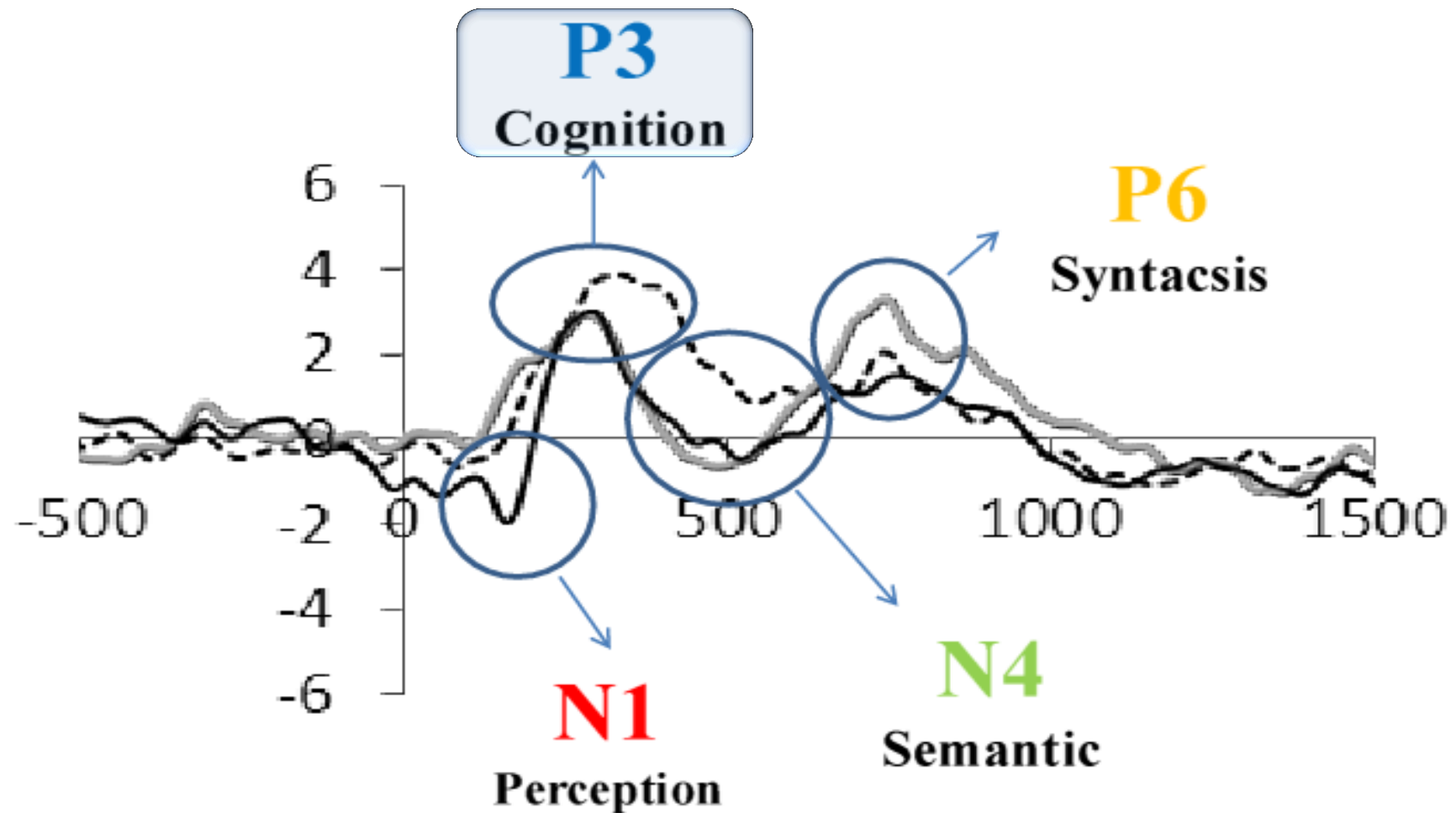
Experimental Set-up



Equipment & Participants



Event-Related Potential Components



colour, contrast, brightness


Findings


1. The P3 amplitude prefers Twitter and Linked In.
 2. Theta synchronization prefers Netlog and Twitter.
 3. Alpha desynchronization prefers Netlog and Linked In.
- Cognitive Efforts
4. **Facebook** may be considered as the most emotional text brand and **Twitter** as the most emotional logo brand.
 5. Von Zerssen **depression test with good averaged results**
 6. The psychological monitoring notes **'sensation seeking' necessity** amongst SNs users **for omitting hidden depression** that is not directly observed with regular tests.


Discussion

The presented model for the emerging social engineering/reengineering in nowadays Internet space has shown some interesting results, regarding obvious and hidden threats for the nowadays social network users and the role of Web 2.0 technologies. Though the obtained results are basically achieved via experts' knowledge and small focus groups validation the assumed methodology claims' closeness to the bigger trends of social engineering importance as a current and future cybersecurity problem. Finally, it is vital to note and the necessity of studying, both the technology and their users, in order to achieve better understanding how to get comprehensive security from both viewpoints and to protect users, i.e. preparing for the upcoming Web 3.0 that will practically allow machines to take part in the social engineering/reengineering process.

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Thank you for your attention!

Questions?