

MULTIMEDIA AS AN EMERGING CYBER THREAT IN MODERN SOCIAL NETWORKS



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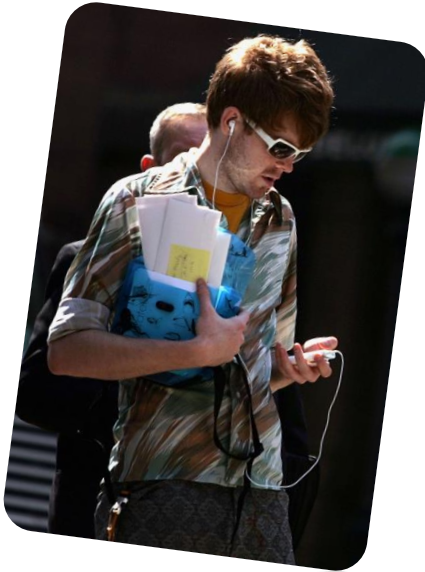
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Sofia, Bulgaria

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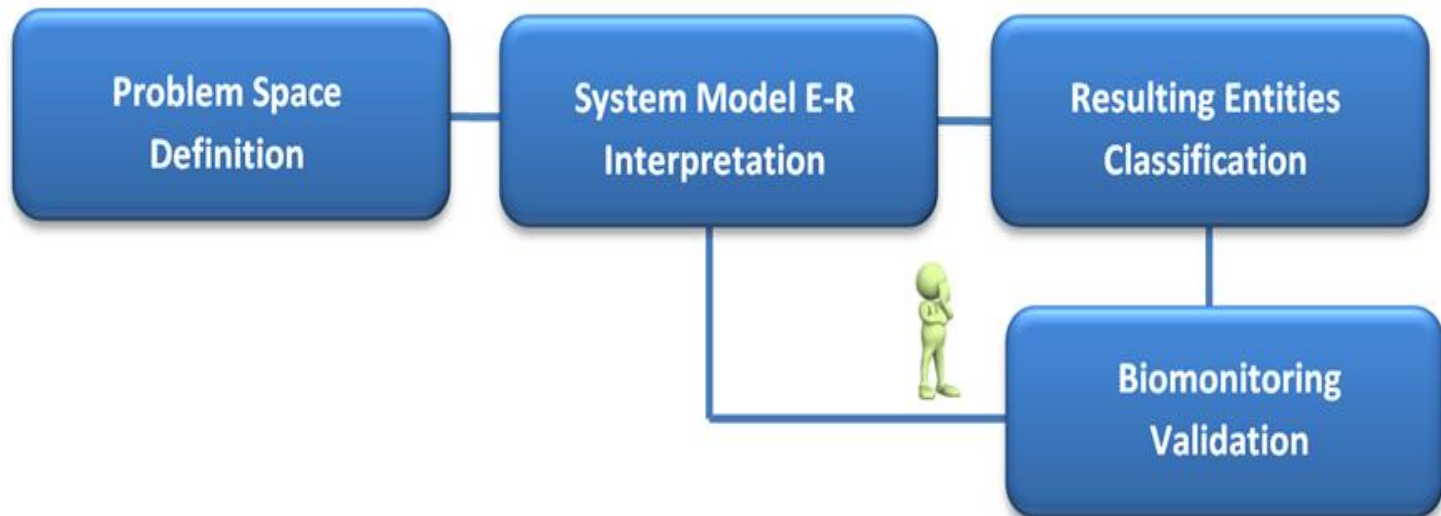
MULTIMEDIA IN OUR DAILY LIFE



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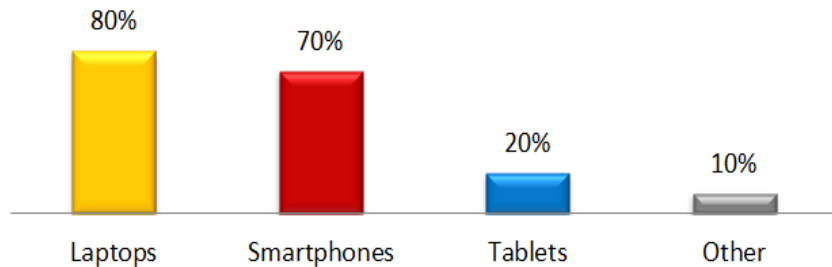
METHODOLOGICAL FRAMEWORK



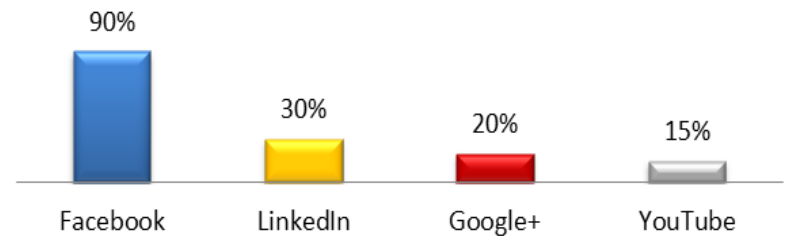
PROBLEM SPACE DEFINITION



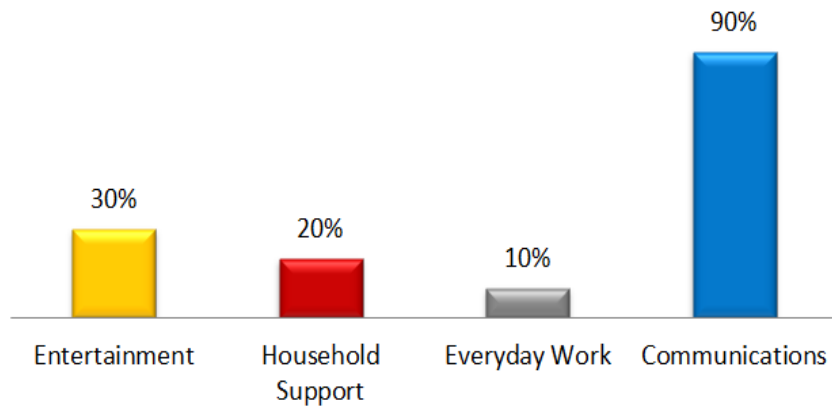
TYPE OF USED SMART DEVICES:



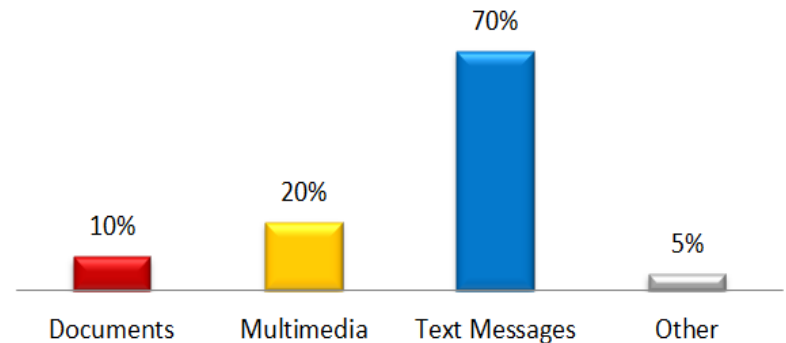
MOST USED SOCIAL NETWORKS VIA SMART DEVICES:



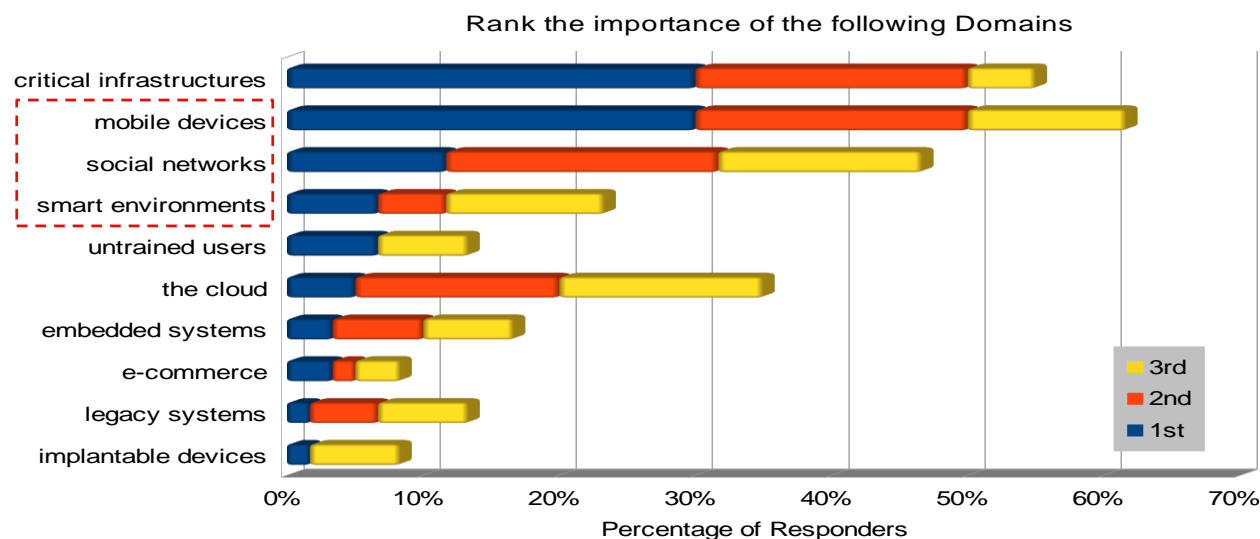
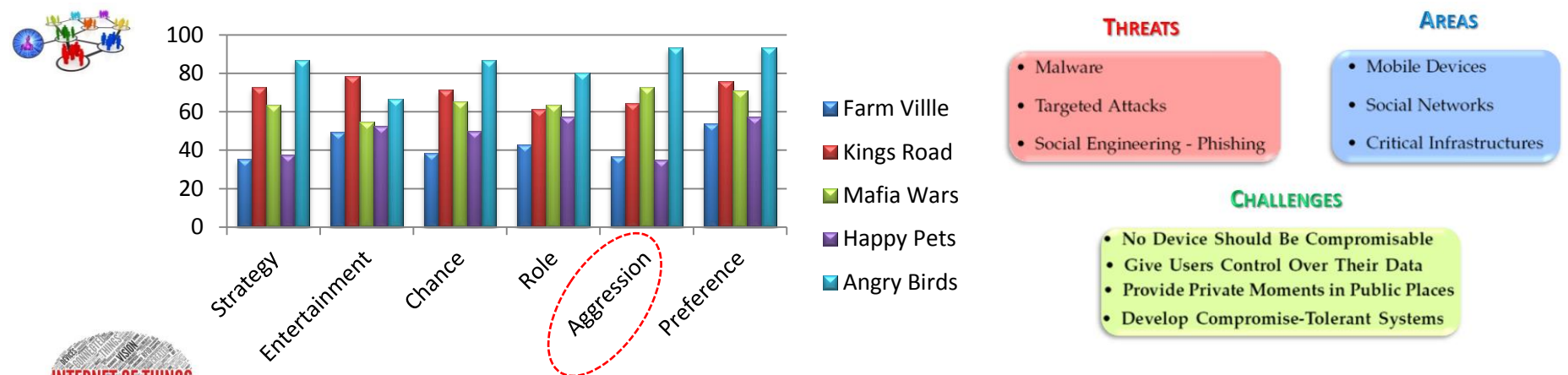
ACTIVITIES FOR USING SMART DEVICES:



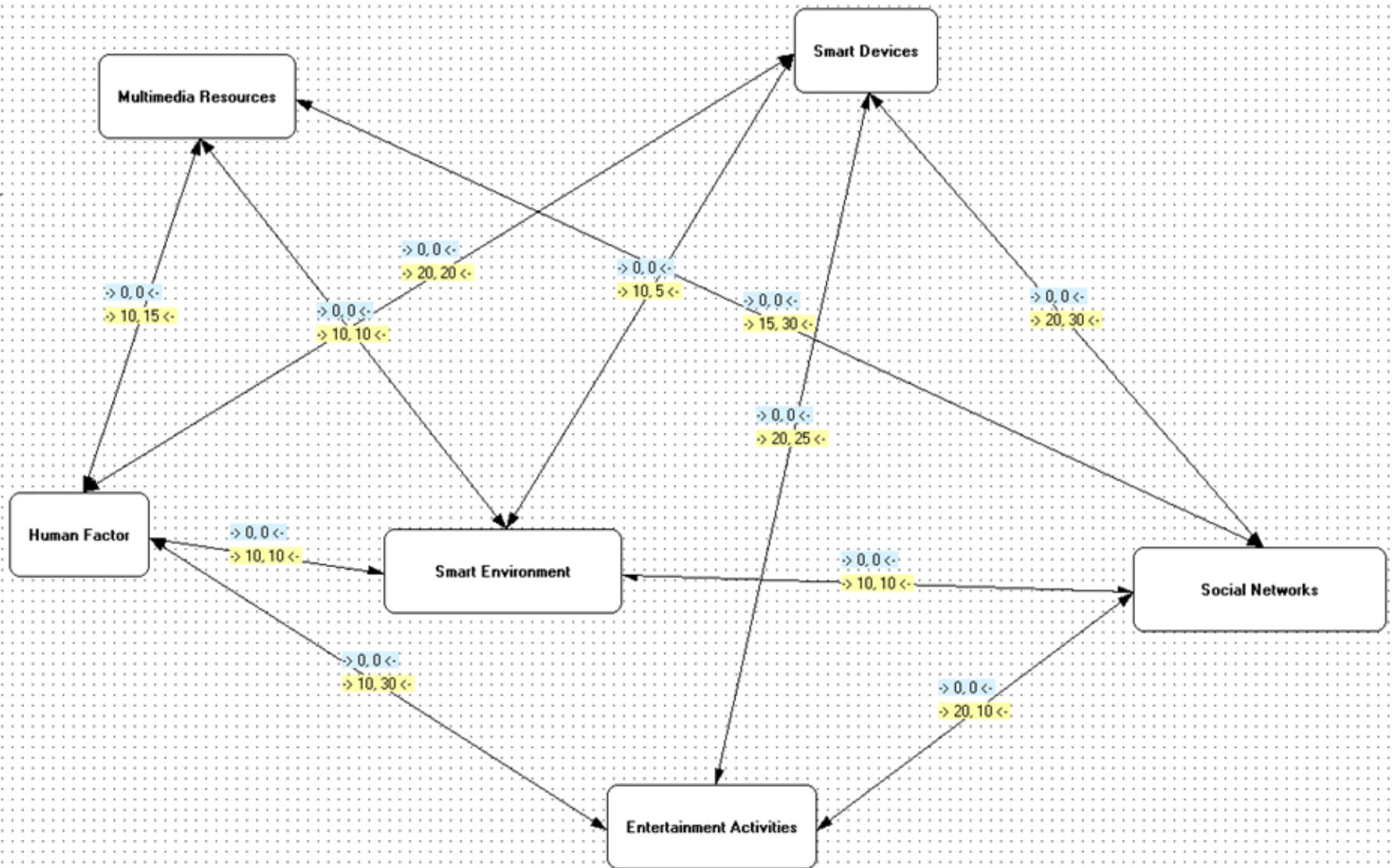
TYPE OF INFORMATION EXCHANGED VIA SMART DEVICES:



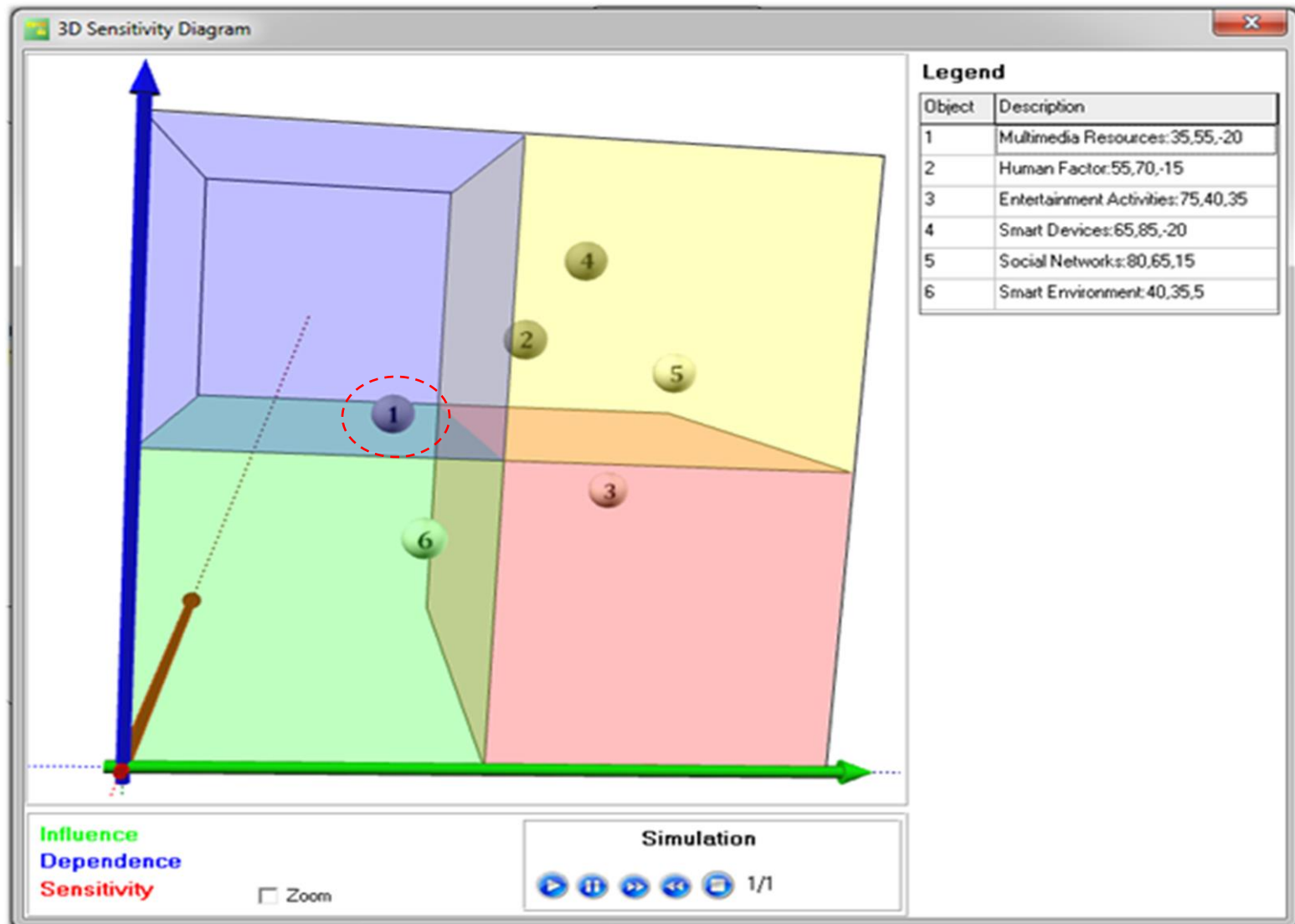
Threat/Area	Human Factor	Digital Society	Governance	Economy	New Technologies	Environment of Living
Social Engineering						
Malware						
Spam & Scam						
Multimedia Influences						
Espionage & Privacy						



E-R MODEL INTERPRETATION

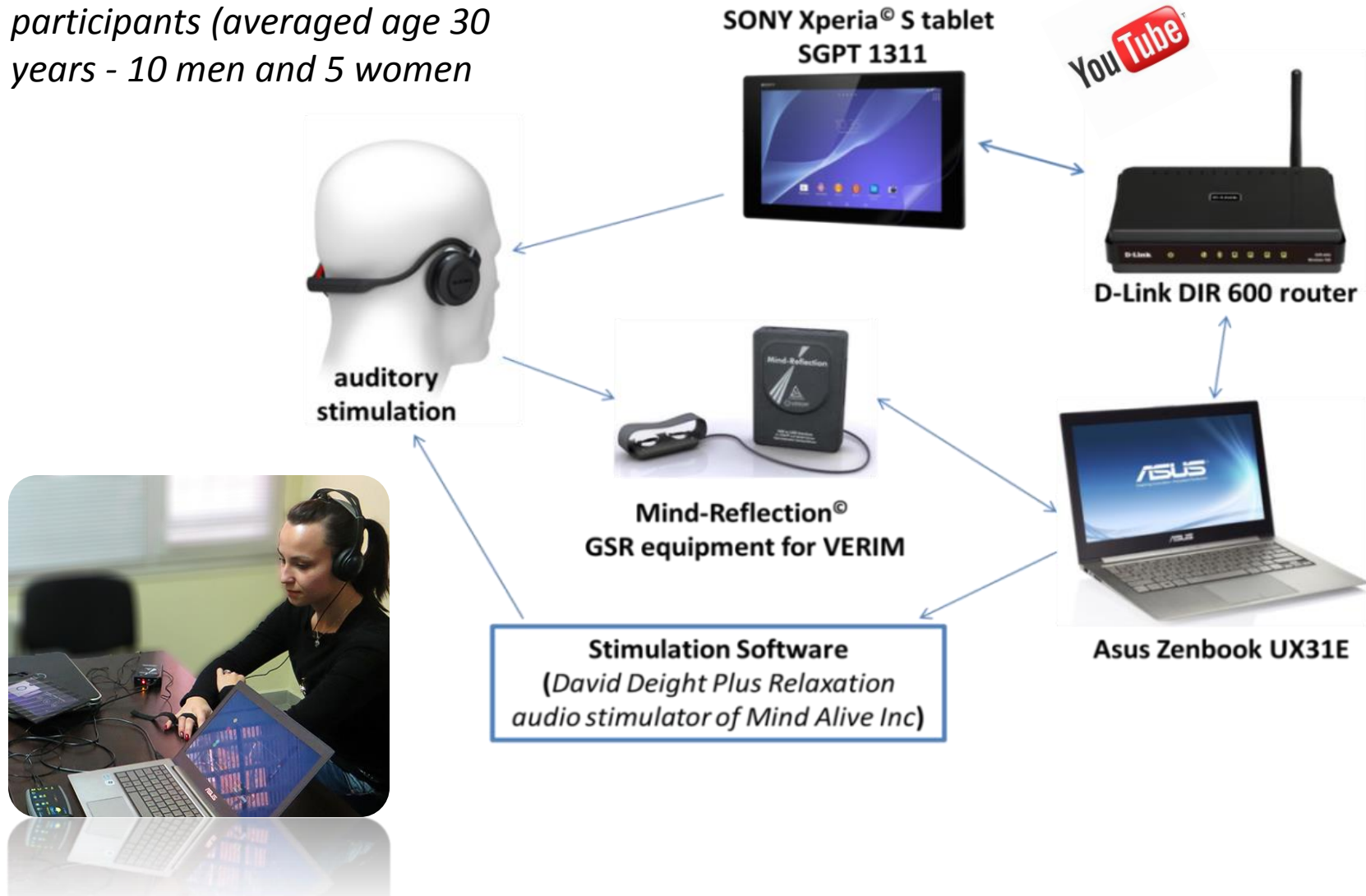


RESULTING CLASSIFICATION



BIOMONITORING VALIDATION

15 healthy volunteering participants (averaged age 30 years - 10 men and 5 women)



AUDIO ENTRAINMENT IDEA



Left 14-10 Hz

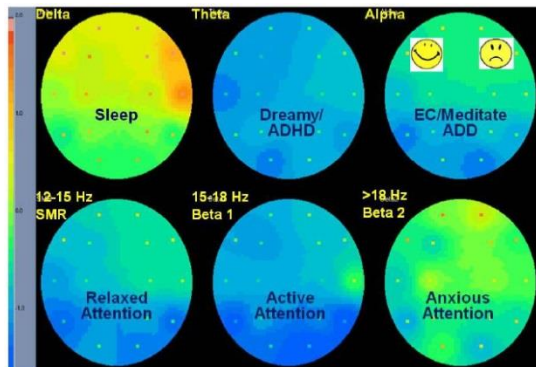
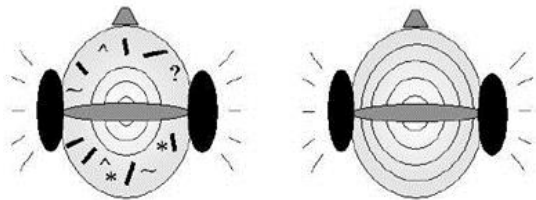
A OFF ON OFF



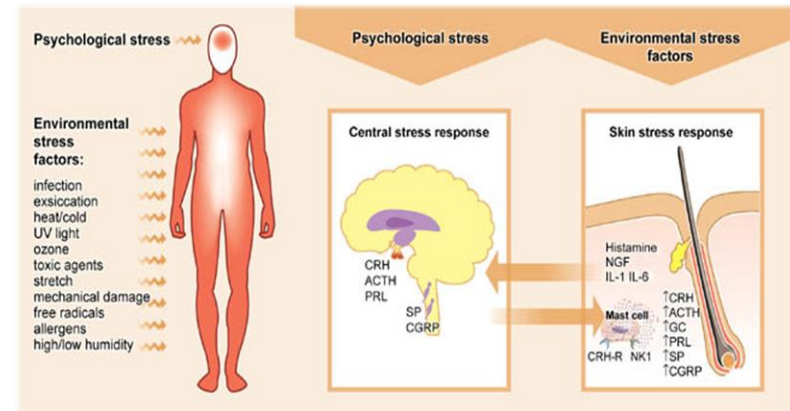
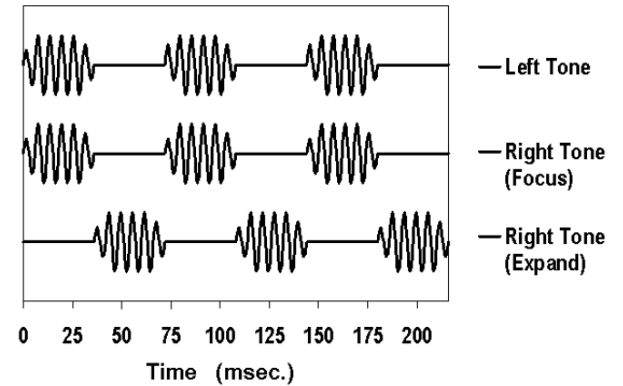
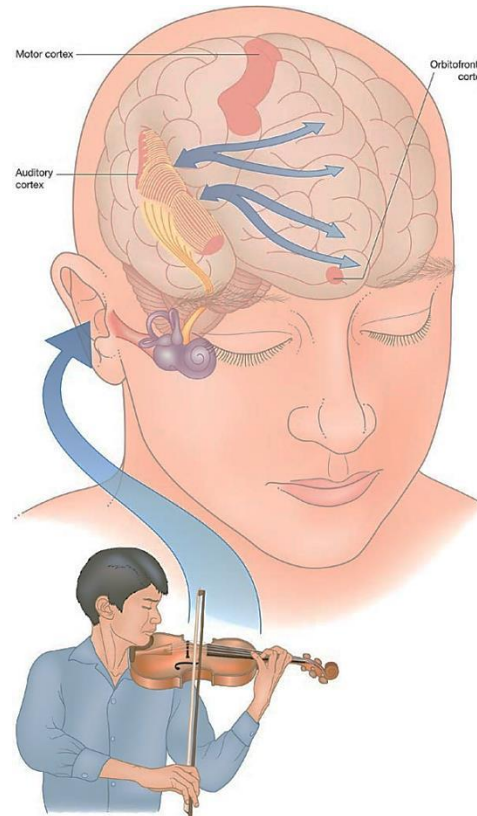
Brain Booster Session

Right 19-10 Hz

B OFF ON OFF

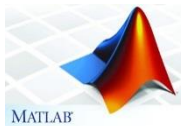


SKIL Data Base

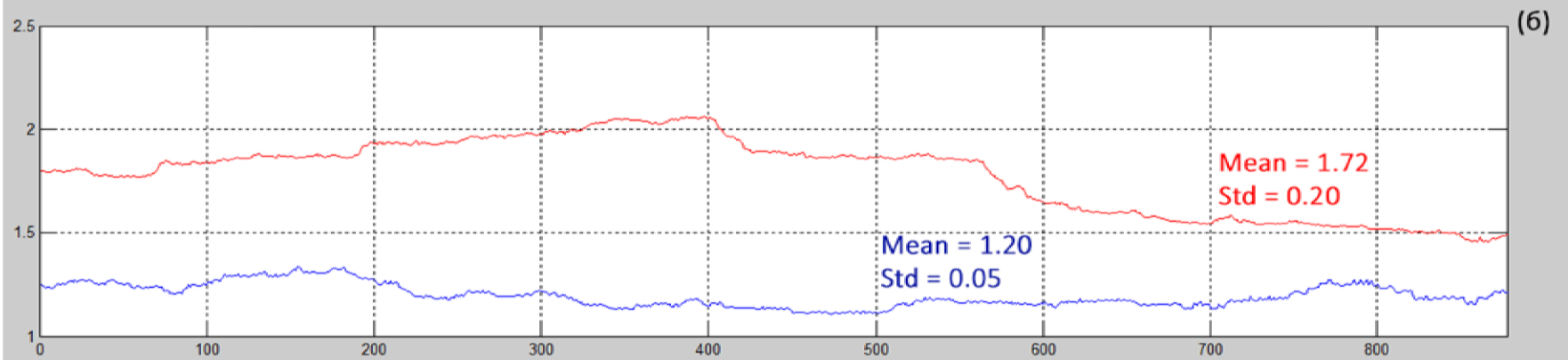
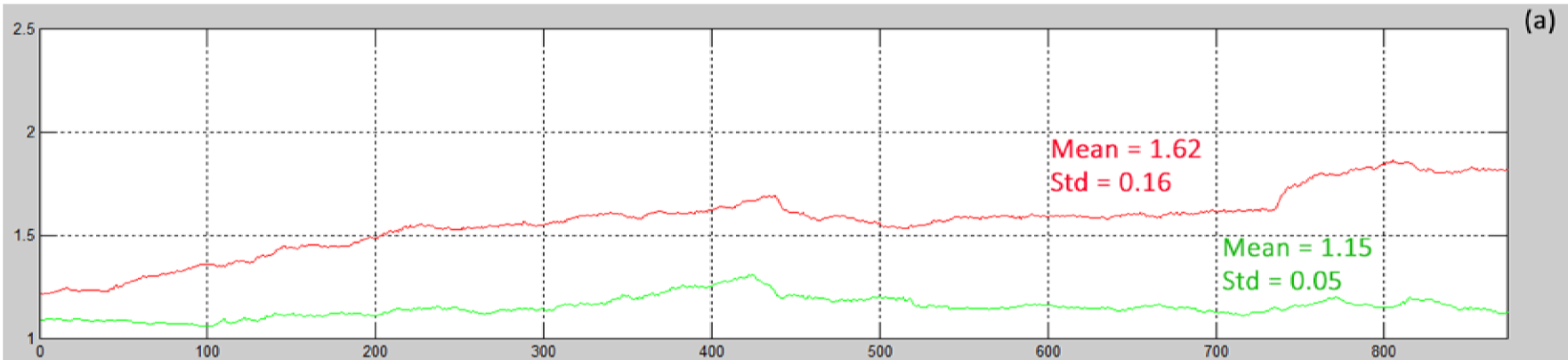


Brain-skin cross-talk

GSR FRACTAL DIMENSION DYNAMICS



JOY



Higuchi, 1988

Georgiev, Minchev et al, 2009

FEAR




DISCUSSION & FUTURE WORK

THE OBTAINED INITIAL MODELLING AND VALIDATION EXPERIMENTAL RESULTS ARE GIVING US THE POSSIBILITY TO MAKE AN ASSUMPTION THAT A QUANTITATIVE MEASUREMENT OF EXTERNAL MULTIMEDIA AUDITORY INFLUENCE TO NOWADAYS SOCIAL NETWORKS USERS IS POSSIBLE TO BE MADE UP TO A CERTAIN LEVEL. THIS, IN COMBINATION WITH PROBLEM MODELLING IS OF VITAL IMPORTANCE FOR THE CREATION OF PROTECTION SOFTWARE SERVICE IN NOWADAYS DIGITAL WORLD. IT IS IMPORTANT TO NOTE THE NECESSITY OF IMPLEMENTING THE PROPOSED METHOD IN A MORE COMPREHENSIVE MULTIMEDIA SENSE, INCORPORATING VISUAL INFORMATION AND INTEGRATING MOBILE PLATFORMS. THESE WILL PROVIDE A CAPABILITY FOR COMPLETE REAL-TIME USERS' BEHAVIOUR AND EMOTIONS BIOMETRIC DATA MONITORING AND MORE RELIABLE AND DETAILED CYBER THREATS IDENTIFICATION.


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THANK YOU FOR THE ATTENTION!

