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## CONTENTS

SL. NO.	ARTICLE	PAGE NO
1	DATA PRE-PROCESSING FOR EFFECTIVE INTRUSION DETECTION RIYAD AM	5
2.	AN ENHANCED AUTHENTICATION SYSTEM USING MULTIMODAL BIOMETRICS MOHAMED BASHEER. K.P DR.T. ABDUL RAZAK	9
6.	GRADIENT FEATURE EXTRACTION USING FOR MALAYALAM PALM LEAF DOCUMENT IMAGEGEENA K.P	19
7.	INTERNET ADDICTION JESNA K	23
8.	VANETS AND ITS APPLICATION: PRESENT AND FUTURE.JISHA K	26
9.	DISTRIBUTED OPERATING SYSTEM AND AMOEBAKHAIRUNNISA K	30
5.	INDIVIDUAL SOCIAL MEDIA USAGE POLICY: ORGANIZATION INFORMATION SECURITY THROUGH DATA MINING REJEESH.E1, MOHAMED JAMSHAD K2, ANUPAMA M3	34
3.	APPLICATION OF DATA MINING TECHNIQUES ON NETWORK SECURITY O.JAMSHEELA	38
4.	SECURITY PRIVACY AND TRUST IN SOCIAL MEDIAMS HAULATH K	43
10.	SECURITY AND PRIVACY ISSUES AND SOLUTIONS FOR WIRELESS SYSTEM NETWORKS (WSN) AND RFID RESHMA M SHABEER THIRUVAKALATHIL	45
11.	ARTIFICIAL INTELLIGENCE IN CYBER DEFENSESHAMEE AKTHAR. K. ASKARALI. K.T	51

# SECURITY PRIVACY AND TRUST IN SOCIAL MEDIA

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*Abstract*— Channels social interactions using extremely accessible and scalable publishing methods over the internet. Connecting individuals, communities, organization. Exchange of idea Sharing message and collaboration through security privacy and trust.

## Classification of Social Media

### 1. Internet Forums

An Internet Forum is an online discussion site where people can hold conversations in the form of posted messages. They differ from chat rooms in that messages are often longer than one line of text, and are at least temporarily archived. Also, depending on the access level of a user or the forum set-up, a posted message might need to be approved by a moderator before it becomes visible.

Forums have a specific set of jargon associated with them; e.g., a single conversation is called a “thread”, or topic.

A discussion forum is hierarchical or tree-like in structure: a forum can contain a number of sub forums, each of which may have several topics. Within a forum’s topic, each new discussion started is called a thread, and can be replied to by as many people as so wish.

Depending on the forum’s settings, users can be anonymous or have to register with the forum and then subsequently login order to post messages. On most forums, users do not have to log in to read existing messages.

### 2. Social Blogs

A **blog** (a truncation of the expression *weblog*) is a discussion or informational site published on the World Wide Web consisting of discrete entries (“posts”) typically displayed in reverse chronological order (the most recent post appears first). Until 2009, blogs were usually the work of a single individual, occasionally of a small group, and often covered a single subject. More recently, “multi-author blogs” (MABs) have developed, with posts written by large numbers of authors and professionally edited. MABs from newspapers, other media outlets, universities, think tanks, advocacy groups, and similar institutions account for an increasing quantity of blog traffic. The rise of Twitter and other “micro blogging” systems helps integrate MABs and single-author blogs into societal newstreams. *Blog* can also be used as a verb, meaning *to maintain or add content to a blog*.

The emergence and growth of blogs in the late 1990s coincided with the advent of web publishing tools that facilitated the posting of content by non-technical users. (Previously, a knowledge of such technologies as HTML and FTP had been required to publish content on the Web.)

A majority are interactive, allowing visitors to leave comments and even message each other via GUI widgets on the blogs, and it is this interactivity that distinguishes them from other static websites. In that sense, blogging can be seen as a form of social networking service. Indeed, bloggers

do not only produce content to post on their blogs, but also build social relations with their readers and other bloggers. However, there are high-readership blogs which do not allow comments.

Many blogs provide commentary on a particular subject. Others function as more personal online diaries, and others function more as online brand advertising of a particular individual or company. A typical blog combines text, images, and links to other blogs, web pages, and other media related to its topic. The ability of readers to leave comments in an interactive format is an important contribution to the popularity of many blogs. Most blogs are primarily textual, although some focus on art (art blogs), photographs (photoblogs), videos (video blogs or “vlogs”), music (MP3 blogs), and audio (podcasts). Microblogging is another type of blogging, featuring very short posts. In education, blogs can be used as instructional resources. These blogs are referred to as edublogs.

On 16 February 2011, there were over 156 million public blogs in existence. On 20 February 2014, there were around 172 million Tumblr and 75.8 million WordPress blogs in existence worldwide. According to critics and other bloggers, Blogger is the most popular blogging service used today. However, Blogger does not offer public statistics. Technorati has 1.3 million blogs as of February 22, 2014.

### 3. Microbloggs

**Microblogging** is a broadcast medium that exists in the form of blogging. A microblog differs from a traditional blog in that its content is typically smaller in both actual and aggregated file size. Microblogs “allow users to exchange small elements of content such as short sentences, individual images, or video links”, which may be the major reason for their popularity. These small messages are sometimes called *microposts*.

As with traditional blogging, microbloggers post about topics ranging from the simple, such as “what I’m doing right now,” to the thematic, such as “sports cars.” Commercial microblogs also exist to promote websites, services and products, and to promote collaboration within an organization.

Some microblogging services offer features such as privacy settings, which allow users to control who can read their microblogs, or alternative ways of publishing entries besides the web-based interface. These may include text messaging, instant messaging, E-mail, digital audio or digital video.

**4. Content communities** are groups where people congregate around a certain topic of interest. These topics could be just about anything, but mainly centre around videos, pictures or links and tend to have a social network type element surrounding them.

- Content communities are websites that organise and share contents like photos, videos, etc.
- Youtube.com is a popular video sharing site and flickr.com shares pictures.
- Most of today’s social media websites offer more than one type of service, i.e., social networking and microblogging; blogging and internet forum; etc. Studies have revealed that social media is now recognised as a social influencer.

#### Popular Social Media Sites

- Social networking Sites – Facebook, LinkedIn and Twitter
- Collaborative project – Wikipedia
- Content – Youtube and Blogger.....
- Changed the way people communicate.....
- Access extended to mobile devices.
- Blend of location based services helps in sharing current locations, use the data to discover location based services.

#### SNS not only for users but being used by organizations

A social networking service (also social networking site, SNS or social media) is an online

platform that is used by people to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. The variety of stand-alone and built-in social networking services available online in the 2010s introduces challenges of definition, but there are some common features: (1) social networking services are Web 2.0 Internet-based applications, (2) user-generated content (UGC) such as text posts, digital photos and videos, is the lifeblood of SNS organisms, (3) users create service-specific user profiles for the site or “app” that are designed and maintained by the SNS organization, and (4) social networking services facilitate the development of online social networks by connecting a user’s profile with those of other individuals and/or groups. Most social network services are web-based and provide means for users to interact over the Internet, such as by e-mail and instant messaging and online forums.

Social networking sites are varied and they incorporate new information and communication tools such as mobile connectivity, photo/video/sharing and blogging. Online community services are sometimes considered a social network service, though in a broader sense, social network service usually means an individual-centered service where online community services are group-centered. Social networking sites allow users to share ideas, digital photos and videos, posts, activities, events, and interests with people in their network. While in-person social networking has probably existed since the earliest times, the Web enables people to connect with others who live in different locations, ranging from across a city to across the world. Depending on the social media platform, members may be able to contact any other member. In other cases, members can contact anyone they have a connection to, and subsequently anyone that contact has a connection to, and so on. Some services require

members to have a preexisting connection to contact other members.

The main types of social networking services are those that contain category places (such as former school year or classmates), means to connect with friends (usually with self-description pages), and a recommendation system linked to trust. Social network services can be split into three types: socializing social network services are primarily for socializing with existing friends (e.g., Facebook); networking social network services are primarily for non-social interpersonal communication (e.g., LinkedIn, a career and employment-oriented site); and social navigation social network services are primarily for helping users to find specific information or resources (e.g., Goodreads for books). There have been attempts to standardize these services to avoid the need to duplicate entries of friends and interests (see the FOAF standard). A study reveals that India has recorded world’s largest growth in terms of social media users in 2013. A 2013 survey found that 73% of U.S. adults use social networking sites.

### **Risk and Challenges**

Everyone knows the benefits of being active members in social networking sites. The huge opportunities brought forth by social media blasts for promotion is almost too good to be true for small business owners. The temptation of free publicity it seems is too much to not give in.

While there are various articles on how good social networking is, there are regrettably, some negative sides to it as well. I am in no way attempting to dissuade anyone from being active in social networking sites. However, it is imperative that every business owner who goes all out in tweeting, posting and sharing know the risks before jumping into the fray.

**Security** – As our reach to the whole world gets smaller because of the internet, so does the reach of unscrupulous individuals. Cybercriminals are constantly on the prowl and small business owners are not exempted from being victims. A simple malware can cause havoc in your company. One might argue that they would not of course give out sensitive information about their company but who is to say that a seemingly innocent post could trigger a technical attack? It is imperative therefore to ensure that there is a plan in place for protection against cybercriminals. Some security risks are

- Identity misuse (fake job, misuse of personal info for sign in)
- Malware, viruses and trojan.
- Eg. Zeus (clicking links) Koobface (malware installation during video), LOL virus ( message)
- Threat from third party applications. Initially seek permission but in background run malware
- Legal aspects

## **LEGAL ISSUES IN SOCIAL MEDIA**

The following are some of the legal issues that a company may face as it integrates social media into its business practices:

### **1) Disclosure of Confidential Information**

Often unknowingly, confidential information, such as trade secrets, may be disclosed by an employee or other party with knowledge on popular social media websites such as Twitter, Facebook, or LinkedIn. Confidential information may also be disclosed via blogs, chat rooms, and anonymous blog comments. Widespread disclosure of trade secrets, in particular, can result in the loss of intellectual property rights in the confidential materials. In addition, some websites purport to claim ownership of userposted information, such as comments to a story. The best protection is to update policies and procedures so that employees are aware of their

ongoing obligations not to disclose confidential or proprietary information.

### **2) Unauthorized Use of Trademarks**

Unauthorized use of third party trademarks on a social media site may lead to legal liability for trademark infringement, dilution or unfair competition. While, in certain circumstances, it may be a permissible “fair use” to refer to a company and its product or service in a product review, blog, or status posting, it is not permissible to use the trademarks of others to create a false impression of endorsement, affiliation or sponsorship. Also, websites such as Facebook now have sophisticated infringement reporting policies whereby a trademark owner can prevent another party from adopting its mark as a username or the like.

### **3) Unauthorized Use of Copyright-Protected Works**

Copyright-protected works, such as text, videos, music, photographs, and source code, are often copied from another location and used on a social media website without the authorization of the content owner. Use of copyright-protected works without authorization creates the potential for infringement liability. Also, site owners may be protected under a “safe harbor” provision in copyright law, whereby if they take down infringing content after receiving notice, they are protected from liability. This safe harbor does not automatically apply to trademarks, but similar procedures should be implemented by site owners for the unauthorized use of marks.

### **4) Securities**

Businesses with an Internet presence must be vigilant to ensure that securities laws and regulations are not violated. While this clearly applies to company-managed websites and blogs, it also means that employees and executives need to be careful about what they say in other forums, including on Twitter or third-party message boards.

## 5) Privacy/Publicity

Just as third-party materials posted to a social media site may infringe copyright or trademarks, or disclose confidential information, posting photographs and video without proper releases may violate the privacy or publicity rights of individuals. In addition, companies in certain industries, particularly health care, must ensure that their employees do not violate specific privacy regulations (e.g., HIPAA) in their activities on social media sites.

### How to improve Your Social Media Security

- Avoid unnecessary uploading of personal data like e-mail address, telephone number, address, pictures and videos.
- Setting time schedule for using these sites can save wastage of time.
- Social media websites like wikis, blogs, photo and video sharing are public. What you contribute is available for all to see. Be aware of what you post online. Avoid posting content you may regret later.
- Set your privacy levels in such a way that you know exactly who can see your posts and who can share them. The three basic privacy levels in social media are private, friends and public.

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