



THE SOCIAL NETWORKING AND ITS SECURITY... ARE WE REALLY SAFE...?

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ABSTRACT

It has become very easy to communicate after the invention and development of latest communication tools. Now we can communicate with any one, anytime without any limitations. This is only possible from the invention of latest technology. Later it extended to the Social Network. Maximum people are attracted by these networks. Hence, it has become a popular tool for communication.

This is as limited attempt to understand how much we are safe with the social networks. When we come to the social networking sites like Facebook and Twitter are the booming networks currently.

When the heterogeneous people entered to the social network it gives the opportunity to fill the gap between the people. It leads to use social networking as a tool of bluffing also for criminal activities like frauds, online gambling, data hacking, data theft etc. When we update the information in social networks the data are not been private. It can be seen and altered by anyone and anytime. Hence, it is very essential to understand the social networks security settings for our safety. The recent cyber crimes shows that we are not at all safe in the social networks. But if we use the privacy settings properly we can avoid such problems.

KEYWORDS : Communication, technology, social media, facebook

Introduction:

We are in the mobile and computer world. We can access and know about the activities, which is happening within and around the world. Everything is our finger tip. In these Technology the social networking is the one of the network which used to share the ideas, thoughts, information, photos, videos etc. These Social Networks gives the information, Educating the people and Entertaining the people. Hence, people are spending more time on these networks. When many people get attracted by these networks the Facebook and Twitter are the two booming social networks currently. Within the short time facebook has attracted many people around the world. When heterogeneous people in one network, it attracted some criminal minds to enter to these networks to thief the data, online hacking, misusing others information.

:Significance of the Study:

Facebook is used for sharing the information, photos, experience and videos etc. And People are very comfortable with these networks. And also used these networks for the purpose of online purchasing. Online concept has attracted the by some hackers and frauds to do some illegal activities. Hence, it is very essential to understand the privacy settings in these social networks.

Objectives:

1. To analyse how the social Networking sites are safe to use
2. To analyse the security threats in social networking sites
3. To analyse the security options of social networking
4. How the social networking sites are using for bluf

:Methodology:

The present paper presentation has adopted the case study analysis method, to analyze the How the Social Networking and Its Security.

Review of Literature:

Social Media

Social Media always refers to the interaction among the people. Through which we can create, share and exchange information and ideas. Haenlein defines, Social Media as "A group of internet based applications that build on the ideological and technological foundations of web 2.0 and that allow the creation and exchange of user-generated content". Social Media have many different forms including Magazines, Internet Forums, Weblogs, Social Blogs, Micro blogs, Wikis, Social Networks, Podcast etc.

Types of Social Media:

- Collaborative Projects – Ex:Wikipedia

- Blogs and Microblogs – Ex:Twitter, plurk
- Social News Networking – Ex:Digg and Leakernet
- Content Communities – Ex:Youtube and Daily Motion
- Social Networking Sites – Ex:Facebook, Myspace
- Virtual Game Worlds – Ex:World of Warcraft
- Virtual Social World – Ex: Second Life

Social Networking:

Social Networking is a interactive network or application which connects the similar tastes of people worldwide to share the ideas, experience, thoughts etc. It has two way communication.

Social Networking is direct communication between you and the people that you choose and you want to be connected with. Your conversations are richer, more purposeful and more personal. This network helps you to meet and get introduced to others.

History:

Social Networking began in 1978 with the Bulletin Board System(BBS). The BBS was hosted on personal computers, requiring that users dial in through the modem of the host computer to exchange information over phone lines with other users. This was the first system that allowed users to sign in and interact with each other. Later Usenet was very popular and it was created by Jim Ellis and Tom Truscott. It allows the users to post News and articles, which referred as a news. The first version of instant messaging came in 1988 with Internet Relay Chat(IRC). IRC is Unix-based, access limiting to the many people. It was used for sharing files and keeping in touch with one another.

Geocities is the very first social networking site on the internet in 1994. It allows the users to create their own web sites and divided it into cities based on the websites content. In 1995 theglobe.com was launched, and it offers users the ability to interact with the same kind of people.

Two years later, in 1997, AOL instant messenger and sixdegree.com were launched. This was also the instant message service, which was very popular within a year. With this the very first time users can able to create their own profile and friends each other.

Friendster was the pioneer of the popular social networking Myspace. In its first three months, this network acquired 3 million users. This website was launched only after 10 days of coding. In the following year the other social networking sites like classmates.com, LinkedIn and Tribe.net started to grow.

Facebook.com was launched in 2004 with intent to connect U.S college students, started by Harvard University students. In its first month, over 19,500 students signed up. After gaining popularity, facebook opened its registration to non-college students. In 2008, facebook was popular than Myspace as a leading social networking website.

FACEBOOK

Facebook is one of the popular social networking site used for the purpose of sharing thoughts, experience, images, videos, sounds etc. FB was invented by the Mark Zuckerberg the aim was to provide the identification for their university students. But later after the introduction to the world the purpose has been taken the turn and it is used for the developments. Currently 1,310,000,000 are total number of users of Facebook. And average 18 mins will be sent on every login. Facebook is available in 70 languages. Hence, there is no restrictions of languages. 48% of youth who are 18-34 years are using the Facebook when they get up from bed. Three Million Messages sent every day. Hence, our youth have a more opportunity to get the updations on the society.

Total Revenue of Facebook ad is 2.59 billion dollars and 1.37(53%) of this is from its 945 million mobile users. Facebook started by Mark Zuckerberg. In the initial stage the facebook created only for the Students network for Harvard University. But now it has become the booming advertising tool because of its popularity. Currently the development of mobile technology facebook is reaching maximum people.

We have many types in the online facebook advertisements. It takes many forms such as Side column ads, News Feed, Walls ads etc. And the ads will be divided as per the demographic, age group and required target audience. To divide every data accessed by the user accounts. Hence, the facebook is very comfortable, easy and effective tool for the advertising.

TWITTER

Twitter is one of the popular social networking site and micro blogging service. It enable the users to send and receive text messages with 140 characters. Even unregistered users also can view the messages. It can be accessed by the websites, mobile applications with the help of Computers, Laptops, Mobiles and tablets etc.

Twitter Inc. is based in San Francisco and it has its offices in New York, Boston, San Antonio and Detroit. Twitter has created in March 2006 by Jack Dorsey, Evan Williams, Biz Stone and Noah Glass and by July 2006, the website was launched. The service has become very popular within the short time. As per 2012 report, it has over 500 million registered users. 430 million tweets per day. The service handled 1.6 billion search queries per day. In 2013, Twitter was one of the ten most visited site. Twitter has described as the "SMS of the Internet".

Case Study:

London Erandy and Anel Case

Girl student, 16, murdered best friend by stabbing her 65 TIMES after victim posted naked pictures on Facebook. In Mexico, on March 19th a 16 year girl named Erandy stabbed 65 time to her friend neck and murdered Anel. The reason behind this incident is some personal pics has been published on facebook about Erandy.

Case-Upset over Facebook Posts, Housewife Commits Suicide- 28th Jan, 2014

This is the case of Kochi, where a housewife committed suicide for the vulgar posts on facebook. Vijitha 27 years old wife of Aneesh committed the suicide. Her friend and neighbour Ratheesh has keep on posting the vulgar posts about Vijitha. The case also registered about this issue in the police station. Ratheesh was keep on sending the obscene messages to her facebook account.

Case-Facebook used to drag girls for sex work

(Prajavani report on 26/11/2014)

Young girls are targeted to attract for the sex work by giving ads like "Vecancies for House Keeping" with good salary and "Child Cares Required". Some Crimininals are taking use of these facebook to drag unmatured women for the sex work. They are dealing their business with the social networking like facebook. Their are around 5000 girls are falling down to this kind of problems from these facebook advertisements.

Arrested a person for creating fake account in Facebook: September 8th, 2011

A person named Kanwaljit Singh, 25 years old has arrested for having fake facebook account on woman name. Kanwaljit is a resident of Jagroan District. He is software professional. Complaint was registered by the victim about defamation. The applicant who is running a devotional dhadhijatha made a compliant before the SSP Crime Branch that somebody has created a Fake ID in her name on the Facebook. In the Profile- Basic Information of this lady was given including her phone number and other deatls. It was further mentioned in the profile that she is an organizer of a musical dance group and can be contacted on her mobile number and e-mail.

Findings:

- Facebook is not very safe, hence users should be very careful about the information which is shared.
- Many criminals may misuse our information and other data.
- Facebook become like a best chain system advertisement for the illegal activities
- Facebook users are not only getting the entertainment. Also they are facing many problems by these kind of social networks.

Conclusion:

In this modern internet world it is very easy to communicate with any people anytime. Hence, we have very much addicted to the social networking. So, when maximum people available in one particular network, it is very easy to communicate with many. So, facebook is used as the tool of making crimes. Hence, the facebook crime rates keep on increasing. When we consider all the data of the facebook, we can easily understand the usage of facebook and its negative impact on the users in these networks. There is no other talk about the facebook is not only using for the positive use also used for making crimes.

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