



A STUDY ON PRIVACY ISSUES OF INFORMATION SECURITY MODEL IN SOCIAL MEDIA

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ABSTRACT:

In this Paper, The discuss about the Privacy issues of Information Security Model in Social Media. In 21st century, the social media become very popular and play an important role in all domains of our lives. Social media is among the best possibilities available to an item to get in touch with potential users. Social media are interactive Web 2.0 Internet-based applications. The Social Media define as the collection of applications i.e E-mail, Facebook, Twitter, WhatsApp, LinkedIn, YouTube, Instagram and Telegram etc. The websites that link people to share information and aware people about any event through social networking. The Community social networking websites are the method to interact socially. Social media are interactive technologies that facilitate the creation and sharing of information like text, photos, messages, news, pictures, question papers, assignments, workshops in Education domain, online survey, marketing, music & videos in Entertainment domain, ideas, interests and other forms of expression through virtual communities and networks. But, in many cases, users are not secure of their personal information through profiles. Their Leakage of users' personal information can happen in a variety of ways. Many of the security risks associated with the use of social networks. The described different privacy issues in social media. Some solutions provided to improve users privacy on social networks. This research will help the readers and user's to understand the privacy issues for the social network.

Keywords: - Social Media, Social Network, Information Security (IS), IT, Security Risk & Challenges, Privacy Issues, Threats.

INTRODUCTION :

Nowadays, The Information security is very important part these days to anyone using a computer or to any organization that users to computers and networking in their day to day operations. The Social media are interactive technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks. We have witnessed how the advent of social media platforms like Facebook, Twitter, and WhatsApp brought a revolutionary change in how we use the internet for personal and professional purposes. Social media are a medium of interaction between the data sender and data receivers for online Interaction create virtual communities using

online social networks. The Information security should be at the forefront of everyone's mind because much of our personal information is out there on the Internet [3]. Privacy issues, those involving the unwarranted access of private information don't necessarily have to involve security breaches. Someone can gain access to confidential information by simply watching you type your password. But both types of breaches are often intertwined on social networks, especially since anyone who breaches a site's security network opens the door to easy access to private information belonging to any user [14]. The privacy attacks to online social networks & the countermeasures that can be used to protect the privacy of Online Social network users and keep shared data secure against different types

of attacks. Online social media can new threats introduce for their users because of the potential for accessing a vast amount of personal information disclosed by Online Social networking users themselves [5].

PRIVACY ISSUES ON INFORMATION SECURITY

As social media has grown by leaps and bounds, it has brought various benefits simultaneously, and it has posed serious social media cyber security concerns. It also acts as a vulnerable platform to be exploited by hackers. Some issues associated are pointed below.

- **Privacy of Data:** Users share their personal information on social media, which can cause privacy breaches. For example, a user's information can be viewed by everyone if the user's default setting is public.
- **Data Mining:** We all leave a data trail behind on the internet. When someone creates a new social media account and provide details such as date of birth, name, location, personal habits, and without our knowledge, all these data are leveraged and shared with third-party for targeting advertising. It can cause security concerns as third-party may collect real-time updates on the user's location.
- **Virus and Malware Attacks:** Malware and viruses quite often find a way to the computer system through annoying ads. Once gaining access to the network, the attacker steals confidential data or causes complete disruption to the computer system.
- **Issues involving the use of 3rd Party Applications:** Most of the applications nowadays ask permission from users to access personal information's such as contacts, picture, and current geographic location before installing, and some of these applications which are running in the background might download malware on the user's phone or smart devices without their knowledge.

- **Legal Issues:** There are legal risks associated with the use of social media, like posting offensive content towards any individual, community, or country.

SOCIAL MEDIA SECURITY RISKS & CHALLENGES

As the number of users accessing social media platforms is increasing day by day, so risk are as following.

- **Identity Theft:** As millions share their personal information for getting registered in one or more social media platforms, these data becomes vulnerable as hackers and identity thieves use this information's to reset passwords, apply for loans, or other malicious objectives.
- **Romance Scams:** A romance scam is a fraudulent scheme in which a swindler pretends romantic interest in a target, establishes a relationship, and then attempts to get money or sensitive information from the target under pretenses.
- **Whistle-blower:** The People are often impulsive on social media. They show their vexation with their colleagues or bosses without thinking. They may deliberately reveal sensitive data in their posts, which can cause significant damage to the reputation of the organization.
- **Cyber Stalking:** It refers to harassment over the internet. Cyber stalkers harass victims on social media by sending unpleasant and lewd messages. They morph photos of victims and circulate them on social media, alleging rumors making the victim's life unbearable.
- **Cyber Bullying:** It refers to bullying through the digital medium. It can take place on social media, gaming platforms, messaging platforms, etc. It is aimed at scaring, shaming, or annoying the targeted victim.
- **Cyber Terrorism:** Nowadays, social media is also used to facilitate terrorism-related activities. It can support, promote, engage, and spread terrorism propaganda like incitement to

terrorism, recruitment, radicalizing training, and planning of terrorist attacks.

SOLUTIONS ON SOCIAL MEDIA THREATS

1. To Creating strong passwords is the primary option to ensure the privacy of your information.
2. To ensure passwords are complex, including numbers, upper and lower case and special characters. It should be memorized and never be written on paper.
3. We need to be sensitive in what we upload and share in our social networking accounts and avoid sharing personal information i.e. date of birth, social security details, phone numbers, names and family members picture.
4. To use security and privacy options provided by social media platforms viz: 2-factor authentication system, access control.
5. To connect our devices only to authorized wifi access, use privacy options provided by various mobile operating systems, use auto-lock features, and download apps only from authorized app stores.
6. To keep the operating system updated with the latest patches, turn-on the firewall and avoid installing cracked software.
7. To ensure our antivirus is updated and scans are performed frequently.
8. We need to be smart using the internet and avoid visiting untrusted websites referral links to visit websites are never to be clicked instead, type in the browsers URL address.
9. To care needs to be taken to accept friend requests only from people we know and block those who post upsetting content or comments.

CONCLUSION :

In this paper we specify about on privacy issues of information security in social media. The Privacy issues are very feeble in the social networking sites. The users to make the appropriate changes on their social media privacy are substantially lower than other mode of security operations. In many of the social media users have the dearth of technical

makeovers and thus yield the low privacy to their own. If we would go for enforcing a set of well defined for social media like a strong password, awareness of often changing password, awareness of information disclosure, purpose of antivirus related software and proprietary software etc. we would secure the social networks from further attacks and vulnerabilities. Some solutions provided to improve a user's privacy on social networks. This research will help the readers and users to understand the privacy issues for the social network.

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