

Social Media: Security and Privacy

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Abstract— The advent of social media has been perhaps one of the world's biggest innovations of the past decade. In today's world, you can reconnect with a long-lost colleague, share videos and photos, or have an online interaction that develops into an online relationship. This paper conducts a preliminary study that examines issues surrounding protection of privacy on social networking sites (SNS) such as LinkedIn, Myspace, Twitter, and Facebook.

Based on the study, three privacy problems associated with SNS are identified, and I propose a privacy framework as a significant foundation for coping with these issues. This paper aims to determine if social networking sites are secure enough and if not how they can be made secure.



1 Introduction

There are many changes in socialization and communication as a result of advancements in information technology. Over the past few years, instant messaging, pod casts, blogs, forums, and online photo albums have bloomed on the internet. All these forms of media are grouped under SNS. According to Computer Desktop Encyclopedia, SNS are defined as websites that offers a virtual community for people who have shared interest in a particular topic or subject or to simply hang out "(Hazari and Brown 34)."

Problem Statement: The paper addresses how security and privacy in Social Networking Sites can be improved.

2 Background of Social Networking Sites

Social networking sites have increased over the past decade due to advancement in technology; significant investments have been made to promote interconnectivity and the use of social media. It is now integrated in our everyday living and people can no longer do without accessing an online social platform.

The Launch of Six Degrees in 1997 marked the first modern social networking sites. It allowed its users to create profiles and become friends. The website was quite popular and recorded around a million subscribers at its peak, though it is no longer functional. This was followed by Friendster in 2003, which started in San Francisco. It was created by Jonathan Adams.

Some of the popular social media sites in 2017 include LinkedIn, Facebook, Twitter, Google+, Pinterest, Instagram, and Tumblr (Rosenblum 154).

3 Purpose of the Study

The purpose of writing this research paper is to enable social media users to apply security features to protect their privacy on SNS and be able to safely enjoy interaction with different people from various geographical locations.

4 Privacy and Security

The concept of privacy dictates that no individual is allowed to access private information belonging to someone else without his or her consent. In most SNS, privacy and security measures are significantly inadequate. A severe violation of privacy in SNS involves photos, and videos. Third-party applications are another source of privacy violation on social networking sites. This is so because users continuously subscribe to new applications (Warren and Leitch 293).

Another security and privacy threat involves identity theft and spam in social media. Quite a number of sites recommend users to check in their location, thus helping perpetrators of identity theft to gather a lot of information about an individual at the touch of a button.

To remain safe, social media users should ensure that they do not give specifics like addresses, dates of birth, kids' names, phone numbers, financial information or pet names. They should not post details on where they are going on a vacation and their location every hour of the day. Children's use of social media should be monitored by use of family protection software.

5 Significance of the Research

The research aims at enabling social media users to be more enlightened about their security and privacy while using social networking sites.

Methodology: For this research paper, I used an online platform for social media research analysis known as Survey Analytics, online questionnaires on victims of SNS' lapse in security and privacy, and direct interviews with SNS users. Data from these methods were compared to data in other research papers concerning the same topic for validity.

6 Conclusion

Social media has revolutionized how we interact. It has altered access to personal information. It is very accurate

that there is a price to the advantages of social networking and it is privacy (Warren and Leitch 293). It is crucial that strict measures are implemented to protect the privacy and identity of users on social media to reduce the numerous cases of blackmail, hacking, kidnapping and many more.

7 Works Cited

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