Presentation of the Project Report
Questions

# Who spends $240 million to get a share of 1.6% of a company?
# For which company?
# What might be the intend behind this capital expenditure?
Security and Privacy in Social Networks on the Internet
Outline

01 Goals of the report
03 Problems during the research
03 Results of the report
04 Questions to the audience
Goals

# Define the term Social Network Site (SNS)
# Categorise the representatives of SNSs
# Analyse the habits of the SNS users
# Point out the consequences
# Investigate the privacy guidelines of some SNSs
# Reveal the secret of Mission Creep
# Develop a survival guide for SNS participants
Problems

# Too many sources
# Interesting topic
# Attempt to cover all related subjects
# Time
# Number of registered users increases explosively

![Graph showing millions of social network users are vulnerable to online snooping.](image-url)
# Each region in the world has its favorites

- Badoo: South Europe, Middle South America
- Friendster: Asia
- Facebook: America
- StudiVZ: Germany
# A new openness

- **82%** include their first names
- **29%** include their last names
- **39%** include a link to their blog
- **49%** include their school’s name
- **40%** include their IM screen name
- **40%** stream audio or MP3 files
- **79%** include photos of themselves
- **61%** include their city or town
- **66%** include photos of their friends
- **29%** include videos
- **2%** state their cell phone numbers

Source: Pew Internet and American Life Project, Parents and Teens Survey, October-November 2006. Based on Teens with Profiles (N=487). Margin of error is plus or minus 4%. Credit: Alex-Remkin Magid
Results

# Social consequences

> Fake characters and infiltration
> Cyberbullying
> “I googled you”
> Enchroachements on underaged children from adults
Results

- SNS providers publish restrictions and recommendations for their users in privacy and community guidelines
- SNS providers use ranking systems
- SNSs collaborate with sites of safety experts
- SNS providers publish inaccurate privacy policies
- SNS providers aggregate data using dubious methods
Results

# Mission Creep

> Data mining and data aggregation

> OpenSocial and social network aggregation
Questions

# Who is registered with a SNS without having read the privacy policies, the terms of use, etc. beforehand?
# What are your habits of using SNSs?
# Who has had negative experiences with personal data published on SNSs?
Thank you for your Attention