



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

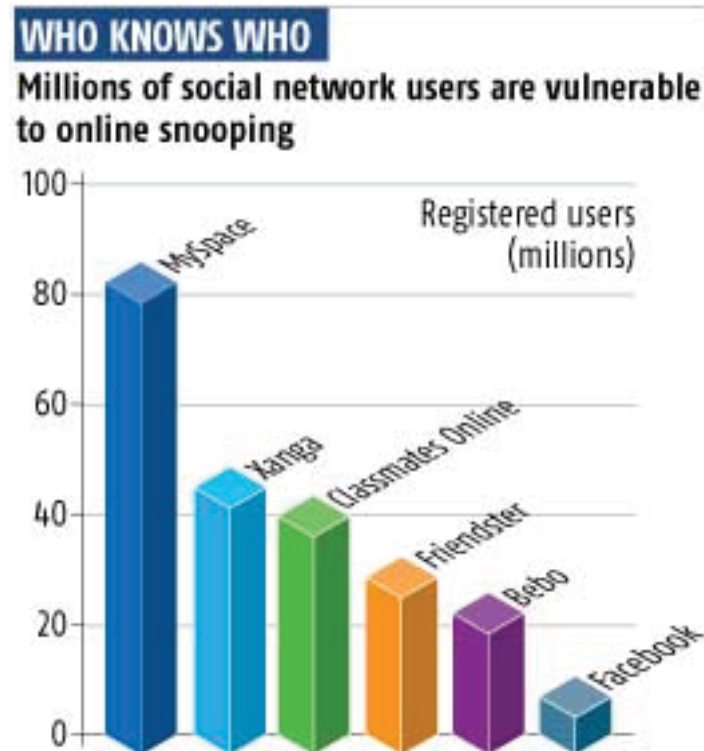
- # Define the term Social Network Site (SNS)
- # Categorise the representatives of SNSs
- # Analyse the habits of the SNS users
- # Point out the consequences
- # Investigate the privacy guidelines of some SNSs
- # Reveal the secret of Mission Creep
- # Develop a survival guide for SNS participants

Problems

- # Too many sources
- # Interesting topic
- # Attempt to cover all related subjects
- # Time

Results

Number of registered users increases explosively

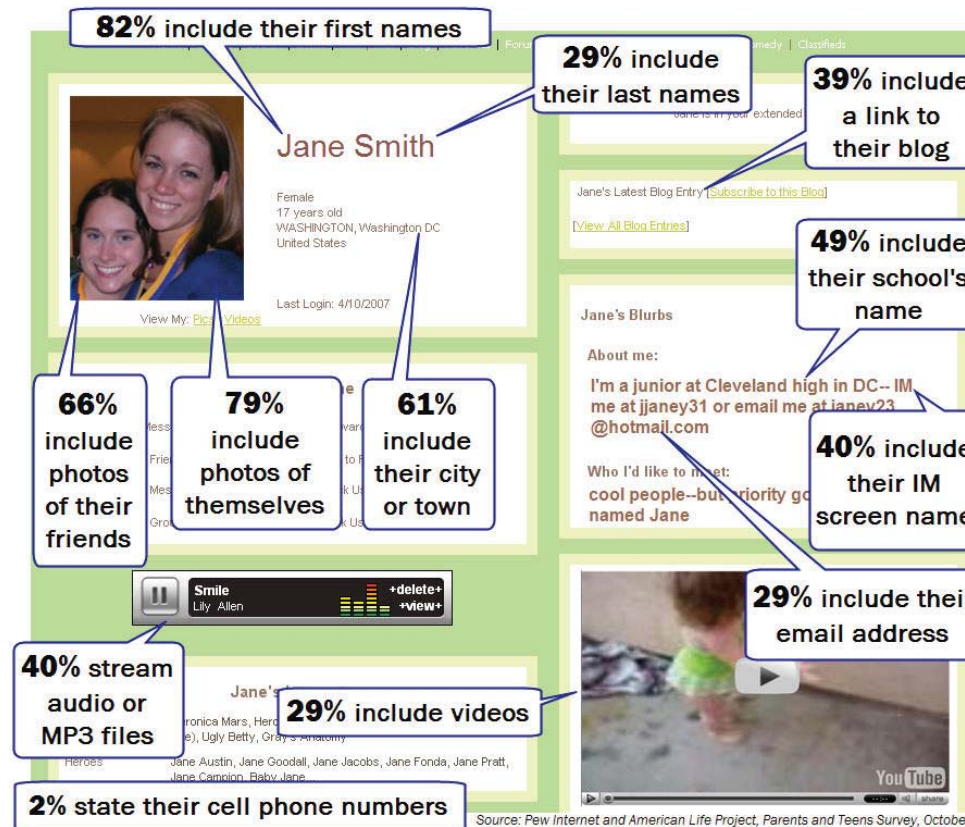


Results

- # Each region in the world has its favorites
 - > Badoo: South Europe, Middle South America
 - > Friendster: Asia
 - > Facebook: America
 - > StudiVZ: Germany

Results

A new openness



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 Rankin Macgill

Results

- # Social consequences
 - > Fake characters and infiltration
 - > Cyberbullying
 - > "I googled you"
 - > Enchroachements on underaged children from adults



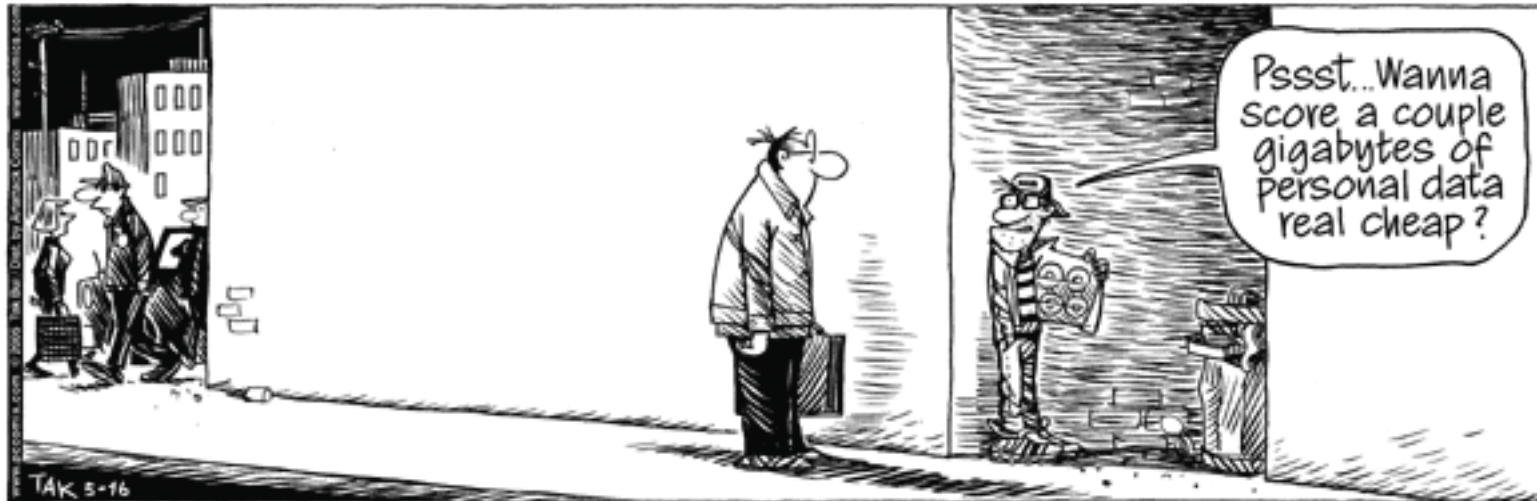
Results

- # 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**