

Chapter 12

Security Social Networking and Cybersecurity Technology Challenges

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ABSTRACT

Cyber-ethics, cyber-safety, and cyber-security problems must be incorporated into schooling beginning at a young age. Cyber ethics, safety, and security tendencies threaten security and necessitate increased government security and public awareness to protect individual information on the world wide web. This study focuses on social media and social network difficulties and risks due to increasing social network users. The chapter also includes a guideline for protecting individual personal information.

INTRODUCTION

The Internet has caused a significant shift in the way individuals express their opinions and share information. With the rise of Web 3.0, users now have the ability to communicate directly with companies, sharing their thoughts, feelings, and views through social networking sites such as Google Plus, Twitter, and Facebook (Sofaer et al., 2012). Social networking platforms generate an array of content, including tweets, reviews, comments, chats, and blog entries. This user-generated content plays a vital role in influencing purchasing decisions, making it challenging for users to sift through the vast amount of information available.

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Data security is among the most crucial challenges posed by modern information technology (Sharma, 2012). As the Internet becomes increasingly integral to corporate development across various sectors, ranging from government organizations to private enterprises, the protection of sensitive data is paramount (Sofaer et al., 2012). Social media platforms offer a unique space for users to engage with companies, driving marketing goals, but they also introduce inherent security risks.

OBJECTIVES

This study has two primary objectives:

1. To assess and analyze the evolving security and cybersecurity challenges associated with the growing use of social networking sites, with a focus on identifying potential risks and threats.
2. To develop and recommend practical safety measures and guidelines for social media users, aimed at safeguarding personal information and enhancing online security awareness in order to mitigate the identified risks.

Social Media Difficulties and Dangers

In contemporary society, the emergence of social media platforms has transformed the way people communicate and share information. Blogs, Facebook, Twitter, microblogs, forums, and a plethora of digital forums have become primary channels of interaction, enabling users to engage with content and one another as never before (Garg et al., 2015). However, the ubiquity of these platforms has brought forth a myriad of unique security challenges and vulnerabilities.

Exponential User Growth

The exponential increase in social media users underlines a central security challenge. Social networking sites have experienced an unprecedented surge in user engagement, as an ever-growing number of individuals join these platforms. This expanding user base contributes to the proliferation of data and information exchange. While this connectivity fosters communication, it also creates an expansive digital landscape where user privacy and data security are increasingly at risk.

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