

# Using Web 2.0 as a Strategy to Educate Users About Online Security

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# Video inserted

- <http://www.youtube.com/watch?v=oeUeL3n7fDs>



# The Eventual Idea?

- To use social networking websites to educate users about online security awareness.



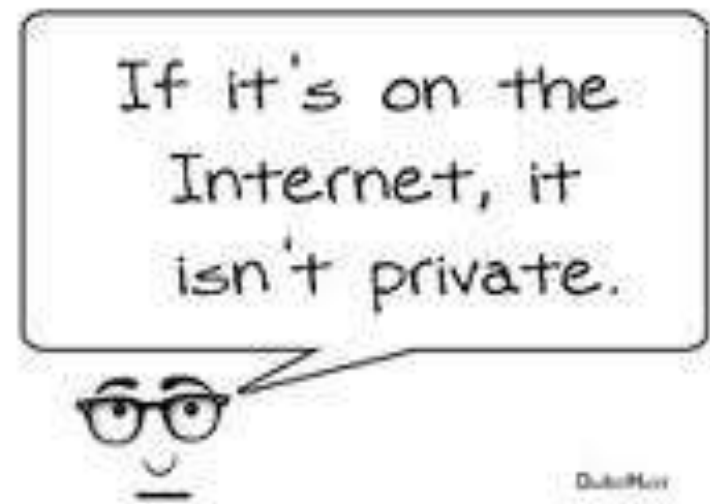
# 2 Parts to Online Security Awareness

- Users on online social networks who are unaware of the potential dangers of these media
- &
- Users who are unaware of online security threats in general
- Users can fit both these categories



# Previous Studies

- Study by Little (2008) showed the student population is not overly concerned about privacy and security issues.
- This study concluded that there is a need to develop awareness of personal and professional risks due to the huge number of online threats.

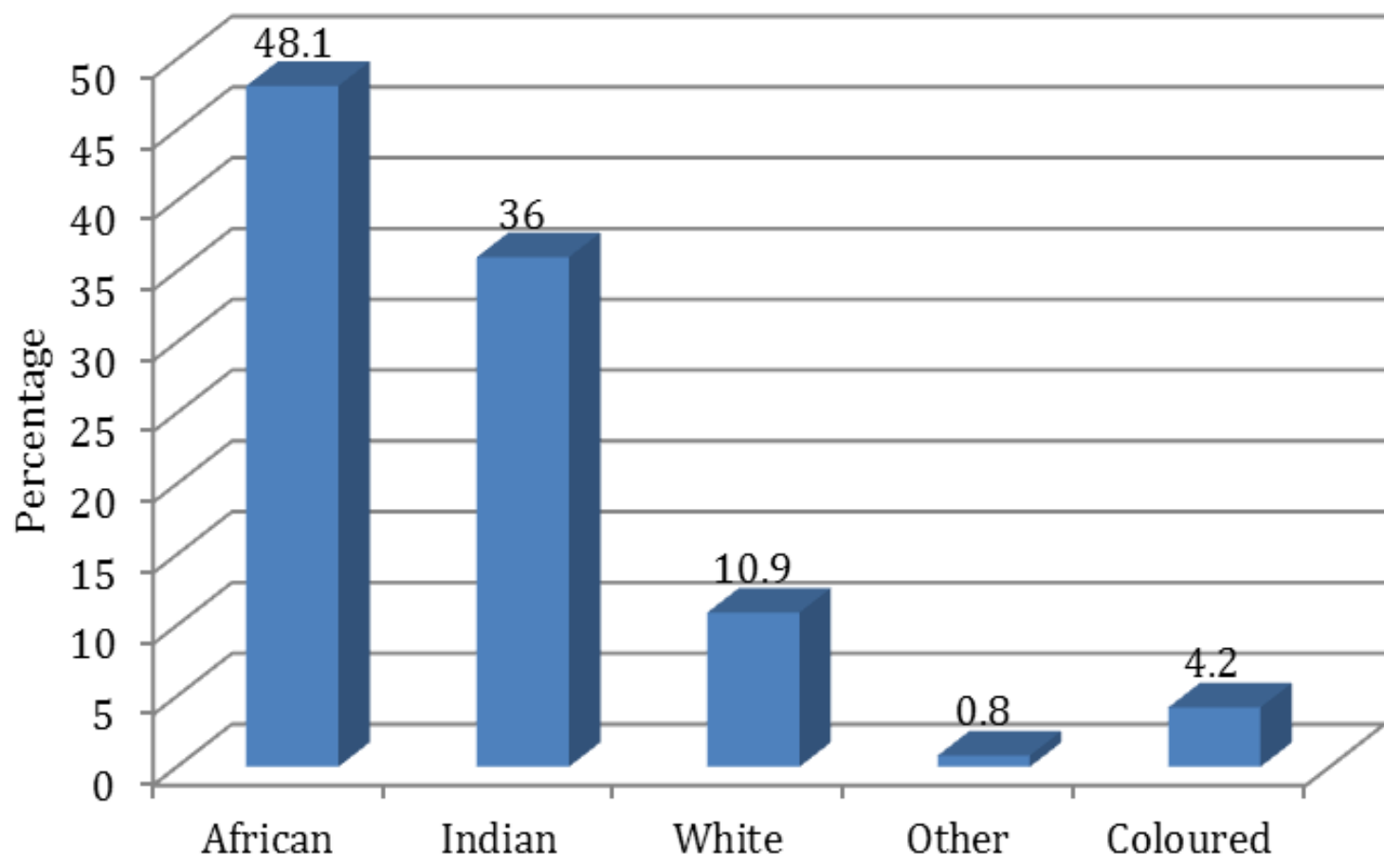




# Study aims

- Do users demographic profiles indicate how much personal information users reveal on social networking websites







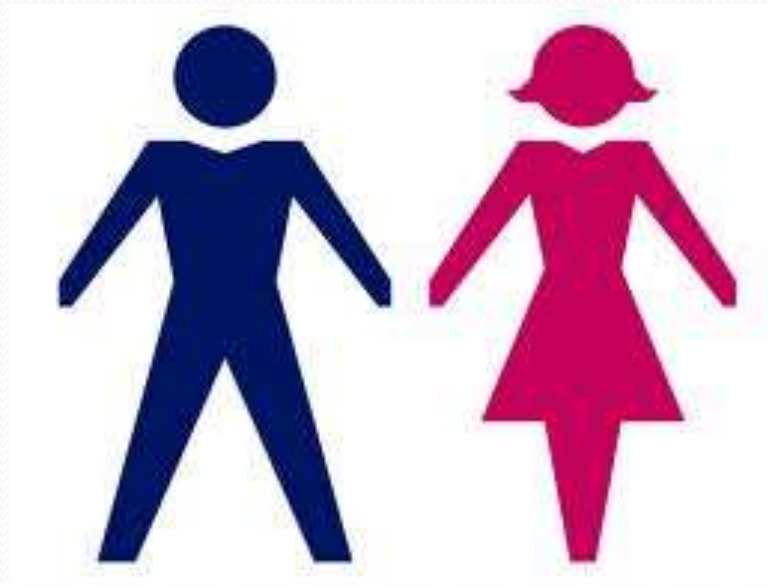
# Overall Responses

Table : Privacy on Social Networking Websites

<b>My real name and surname</b>	<b>My real pictures</b>	<b>My phone number</b>	<b>My addresses</b>	<b>My e-mail</b>	<b>My work information</b>	<b>My interests and hobbies</b>	<b>My education information</b>	<b>My relationship status</b>	<b>I do not have any social networking accounts</b>
81%	75%	35%	12%	67%	23%	67%	64%	43%	7%

# Gender

- Males more likely to put up personal information on social networking websites than females.



# Race

- Africans are less likely to put up personal information on social networking websites than all the other groups.



# Proposed Research Idea

- To create a platform where users can learn, collaborate and share ideas about online security.



# Experiment 2010

I think I like this

Me to Online Security

Here is a video on Online fraud...



YouTube - Online Fraud - How To Protect Yourself  
youtube.com

Nov 25, 2010 | Reply | Share | Tag



[Redacted] - I think I like this, it enlightens peoples' into taking responsibility whenever using computers, especially if you are to be working online.

Nov 25, 2010



[Redacted] One can never be too careful when it comes to online accounts, especially those accounts that involve your personal information / finances. Personally I would never reply / click on any email's relating to financial accounts, I would rather go in physically or give them a call.

Nov 27, 2010



[Redacted] - E-mail has become an easy target for fraudsters. It is important that we are careful in the e-mails we open and respond to. Simply clicking opening an e-mail can release a trojan to your system. Opening an email also lets the sender know that your e-mail address is a valid one. Recently a friend of mine lost a few hundred rands in a phishing scam. It would have been a few thousands if the bank was not alert to it quickly. So, online fraud is happening in South Africa... and we all need to be careful.

Nov 27, 2010



[Redacted] - people need to be suspicious of any email that requests financial/personal information. Its extremely important to personally get direct verification from the company that requires your information

Nov 28, 2010

Show fewer replies...

# THE END

Any Questions???

**My Contact Information**

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