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=0eUeL3n7fDs

The Eventual Idea?

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

AVERAGE TIME VISITORS SPEND ON SOCIAL NETWORKING SITES PER MONTH

6.75H 1.5H 1.5H 21MIN 17MIN 3MIN

2 Parts to Online Security Awareness

- Users on online social networks who are unaware of the potential dangers of these media

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- 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.
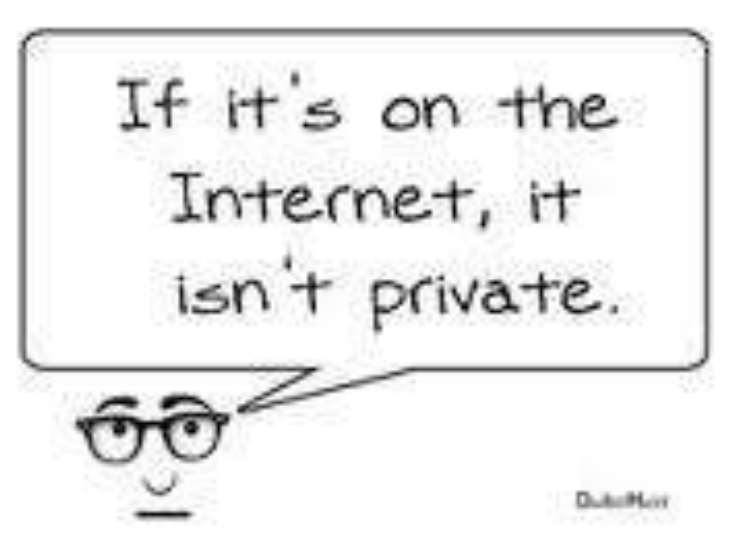
Study aims

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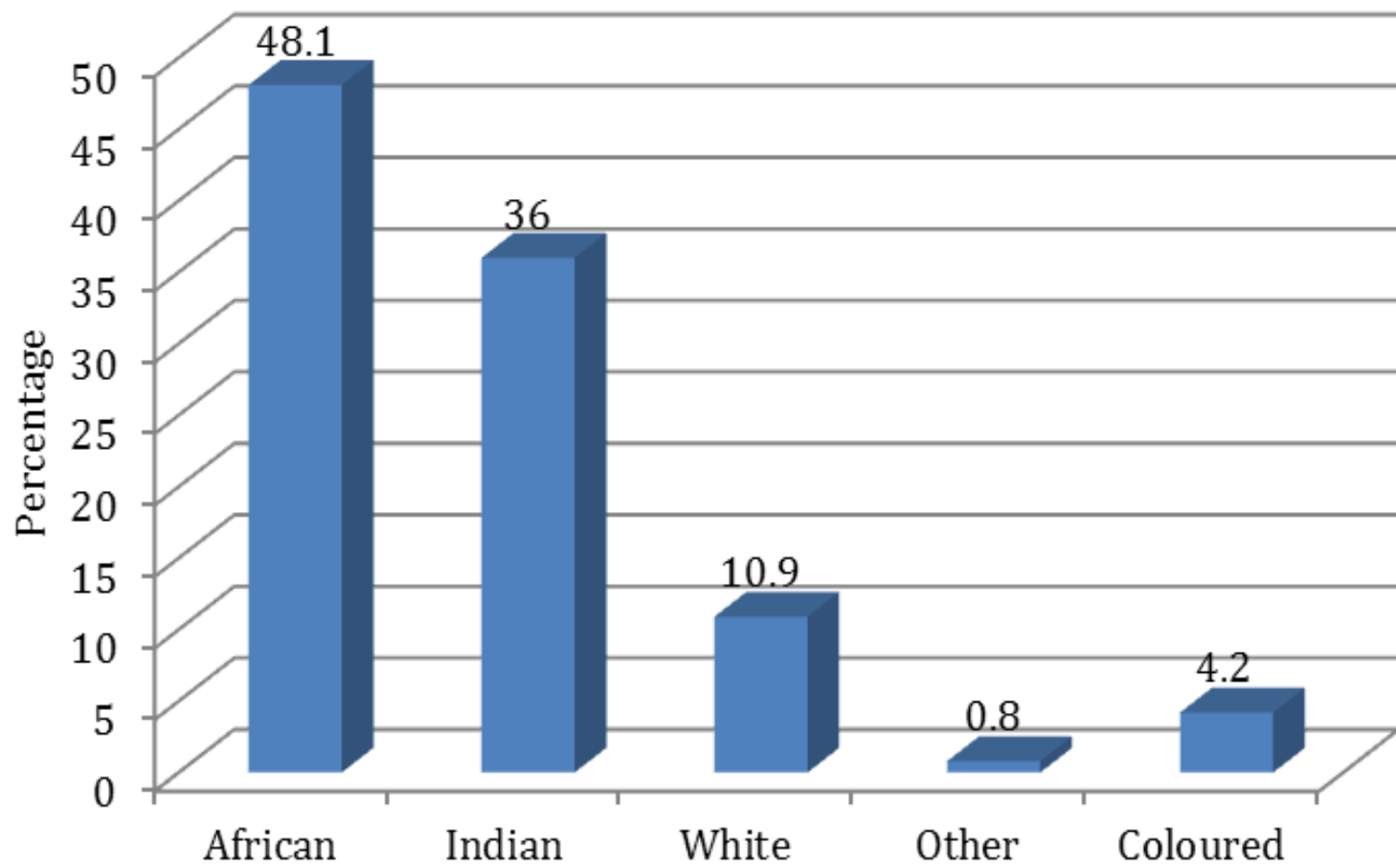
Overall Responses

Table : Privacy on Social Networking Websites

My real name and surname	My real pictures	My phone number	My addres s	My e-mail	My work informati on	My interests and hobbies	My education informati on	My relationsh ip status	I do not have any social networki ng accounts
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.
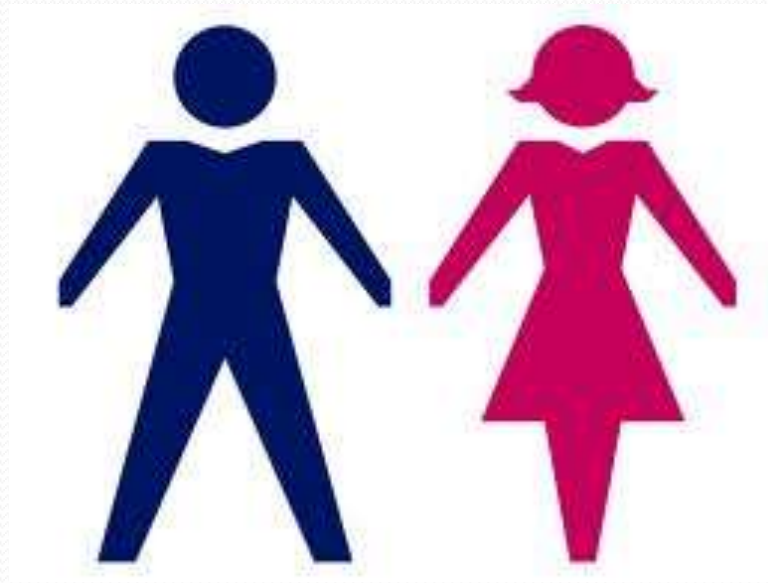
Race

- 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 ▾

▨ - I think i like this, it enlightens peoples' into taking responsibilty whenever using computers, especially if you are to be working online.
Nov 25, 2010

▨ 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

▨ - 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

▨ - 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???

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