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August 20, 2013

Acknowledgement

This undertaking has received the whole-hearted support of many individuals. We are grateful to our department for providing us with this course communication and soft skills lab.We would also like to thank the department of English in training us in this course.Our heartfelt thanks goes to our respected English madam Athma Dharshana Pharee for the meticulous planning and guiding us in all possible ways in implementing this survey.We would also thank all those who imparted their value added time, effort in filling the questionnaires,and providing us with the required data.

The survey and the report prepared is an effort of our vibrant team. Firstly we thank our entire team for their valuable contribution to make this report a talk among everyone. We sincerely acknowledge the interest shown in our survey by our teachers, friends and other people who willingly shared their opinion on the privacy issues in social networking sites, they believe in. Their contribution has helped us in drawing a conclusion about the various threats faced by users of social networking sites.

Preface

This report presents findings about the various kinds of privacy issues and threats faced by users of social networking sites. The main objective of the survey was to get information on levels of usage of social networking sites among different age groups of people over a specific period of time.A total of 75 people of various category such as college students,school students,teachers,engineers,householders were surveyed.

We have performed this survey in both micro and macro levels. At the micro-level, our survey begins with an individual, snowballing as social relationships are traced, or we started with a small group of individuals in a particular social context. Rather than tracing interpersonal interactions, at macro-level analysis we traced the outcomes of interactions, such as economic or other resource transfer interactions over a group of people.

The questionnaires covered a wide range of areas dealing in detail about all possible threats that would have been encountered by the users.We collected information on a wide range of characteristics such as what type of information is mainly shared by users and with whom. The information on the characteristics of the communities have been analyzed and presented in a separate report.

Numerous studies and research is being conducted nowadays on privacy issues in social networking sites.Various fields where they conduct study on social networking issues are :

- **ORGANISATIONAL STUDIES:**

  Research studies of formal or informal organizational relationships, organizational communication, economics, economic sociology, and other resource transfers. Social networks have also been used to examine how organizations interact with each other, characterizing the many informal connections that link executives together, as well as associations and connections between individual employees at different organizations.

Intra-organizational networks have been found toaffect organizational commitment, organizational identification, interpersonal citizenship behaviour.

- **SOCIAL CAPITAL:**

  Social capital is a sociological concept which refers to the value of social relations and the role of cooperation and confidence to achieve positive outcomes. The term refers to the value one can get from their social ties. For example, newly arrived immigrants can make use of their social ties to established migrants to acquire jobs they may otherwise have trouble getting (e.g., because of lack of knowledge of language).

  Studies show that a positive relationship exists between social capital and the intensity of social network use.

- **HUMAN ECOLOGY:**

  Human ecology is an interdisciplinary and transdisciplinary study of the relationship between humans and their natural, social, and built environments.

  In criminology and urban sociology, much attention has been paid to the social networks among criminal actors.

  It is expected that this report will be a useful source of information to policy makers, academicians and other stakeholders. It will also facilitate planning within the government and the business community and will stimulate further research and analysis.

Contents

1 Introduction 3

2 Methodology 7

3 Question 1 9

4 Question 2 11

5 Question 3 13

6 Question 4 15

7 Question 5 17

8 Question 6 19

9 Question 7 21

10 Question 8 23

11 Question 9 25

12 Question 10 27

13 Question 11 29

14 Question 12 31

15 Question 13 33

16 Question 14 **35**

17 Question 15 **37**

18 Question 16 **39**

19 Question 17 **41**

20 Question 18 **43**

21 Question 19 **45**

22 Question 20 **47**

23 Question 21 **49**

24 Question 22 **51**

25 Conclusions **53**

26 Recommendations **59**

27 Bibliography **61**

28 Appendix A - Glossary **63**

29 Appendix B- Survey Questions **65**

30 Appendix C -Survey result sheet **67**

Chapter 1

Introduction

This survey report presents latest information from the general lifestyle survey . The topic for the survey was social networking privacy issues . Survey was mainly conducted for people of all ages from all walks of life. The survey was aimed at finding the amount of trust people have on various sites and amount of information people share. The survey was conducted by circulating a questionnaire among people and representing their answers in form of pie diagrams and bar graphs. Generally people supply all kinds of information on the sites including their personal information , photographs , contact details and so on.

They also consider that these details provided by them are secure and people other than their friends do not know these. But on the contrary the site developer's team maintains a database of the kind of information shared by people along with their details and may use them whenever needed. This is done with the consent of the particular person but it often goes unnoticed by the people because they do not read the license agreement of the company fully instead they agree to the terms and conditions of the company.

Our survey comprises of the following sections - title page , executive summary of the survey , content page, our methodology using which we conducted our survey , the results and findings of our survey , the conclusions which were drawn from the survey , our recommendations and suggestions , appendices , bibliography and acknowledgements.

Our survey questionnaire exposed people to various kinds of information which they might

generally not come across in their day to day basis while using these sites. Our survey mainly targeted fragile security issues which are a cause of concern for the people. The survey showed that almost 70% of the people were unaware of the security measures that could be taken to maintain their privacy. We mainly wanted to make people know that their ids and passwords are not actually meant for their privacy. Though they keep them secure to certain extent they do not prevent the companies from using this code and accessing the users private information.

Instead the TOR (the onion router) can be used so that the identity of the user remains hidden from the company's perspective and hence the user can stay more private from the service provider.

Even sites like diaspora can be used by people in which their information remains secure and safe and no other person can access it without the consent of the particular user. These options can be implemented because the results from our survey show that people share more personal information like their photos , relationship status , contact details etc on these sites which might cause them trouble if not handled properly.

Moreover we also have supporting pie charts and bar graphs to stress on the same. These show that people are unaware of various security issues and are still using these sites by fully trusting them.

Our recommendations gives an insight into various other options which can be used for the benefit of the society .

Our survey was mainly conducted for the purpose of benefitting the society by throwing light into the issues they are unaware of and also providing them with solutions for the same.

We also have an appendix to provide insight into various terminologies used in our survey.

Also we have an bibliography and acknowledgement that coincides with the content provided in our survey.

On the whole our survey completely addresses all issues concerned with the topic and also provides solutions and recommendations which can be followed by the people to keep them secure at all times.

Chapter 2

Methodology

We mainly concentrated on two methodologies - Questionnaires and Discussions

1. Questionaire

   We created fifty copies of our questionaires. I will be attaching the set of questions asked.

2. Discussions

   After having the group discussions in our class, a new sense of confidence grew within us. We conducted several discussions among ourselves on what kind of conclusions would arise from this survey report. And how each result could be used to draw some kind of a conclusion.

3. Interviews

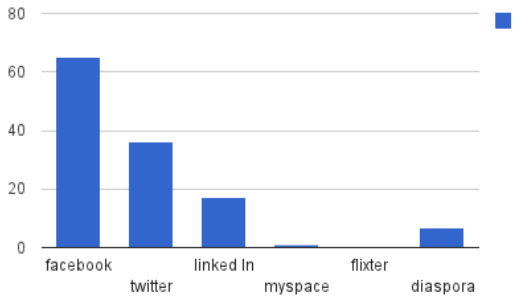
   We interviewed a few people and included the results of the same in our analysis as well. All the people we interviewed were mostly people working currently. Notably :

   - Asst. Prof Bama Ma'am, Dept of IST, CEG
   - Sibi Chakravarthy - IAS Aspirant
   - Prasanth Radhakrishnan - Sub Editor Hindu
   - Welkin - Entreprenuer

Chapter 3

Question 1

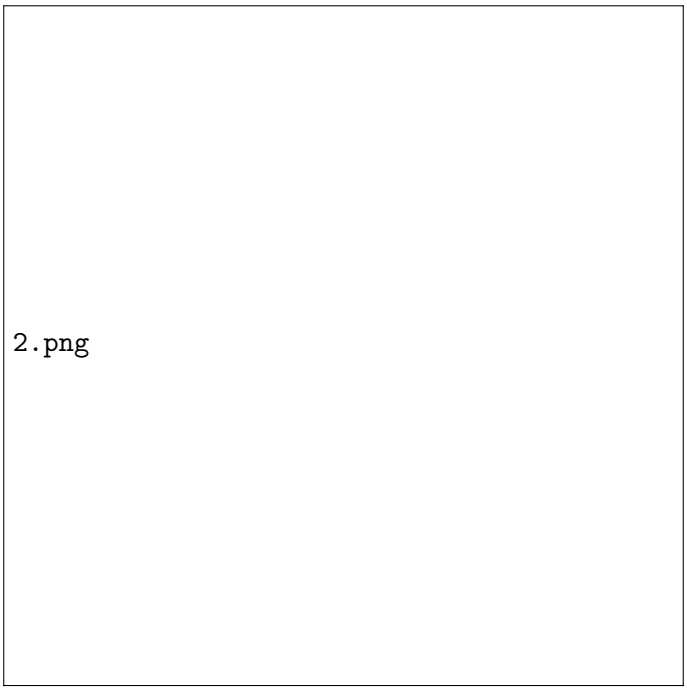
What age group do you fall under?



Chapter 4

Question 2

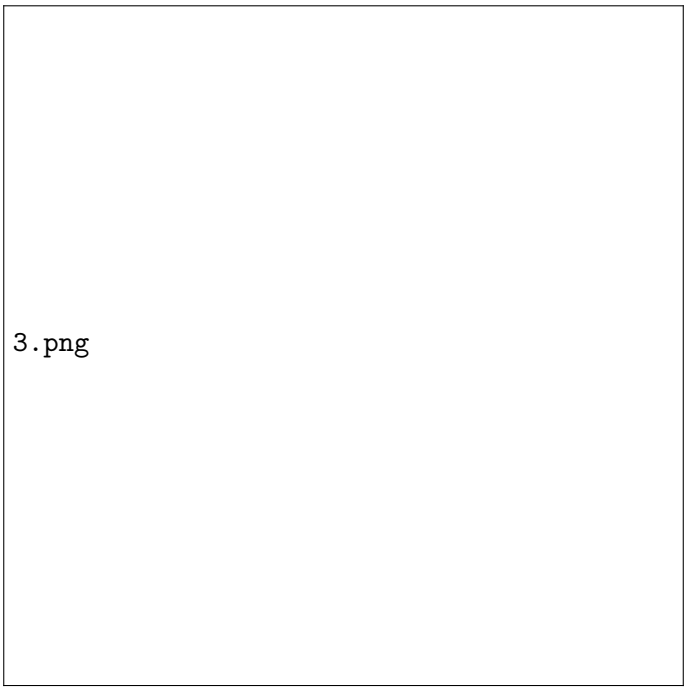
What is your profession?



Chapter 5

Question 3

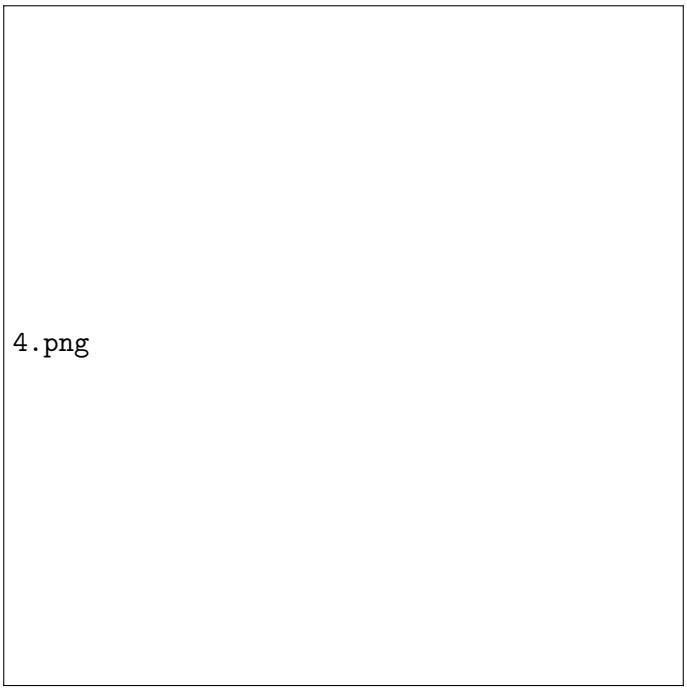
Do you use social networking sites?



Chapter 6

Question 4

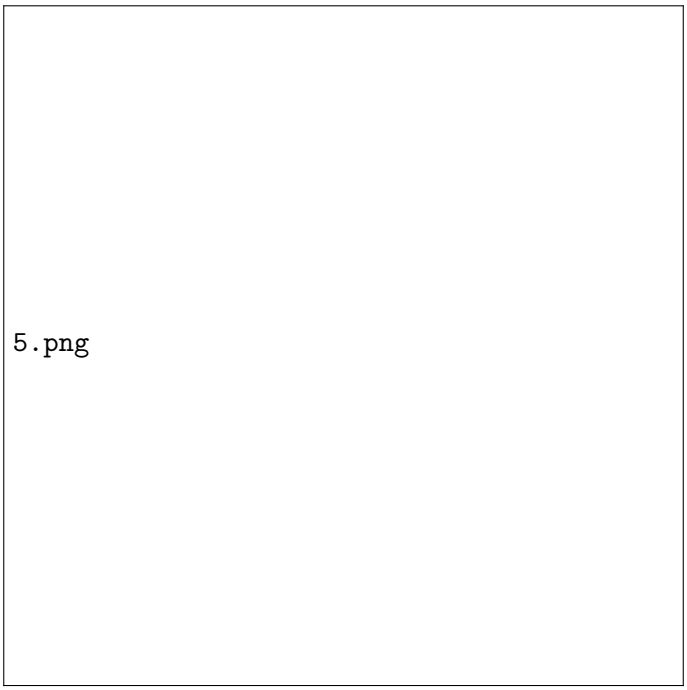
Which of the following social networking sites are you a user of?



Chapter 7

Question 5

How long have you been using these social networking sites?

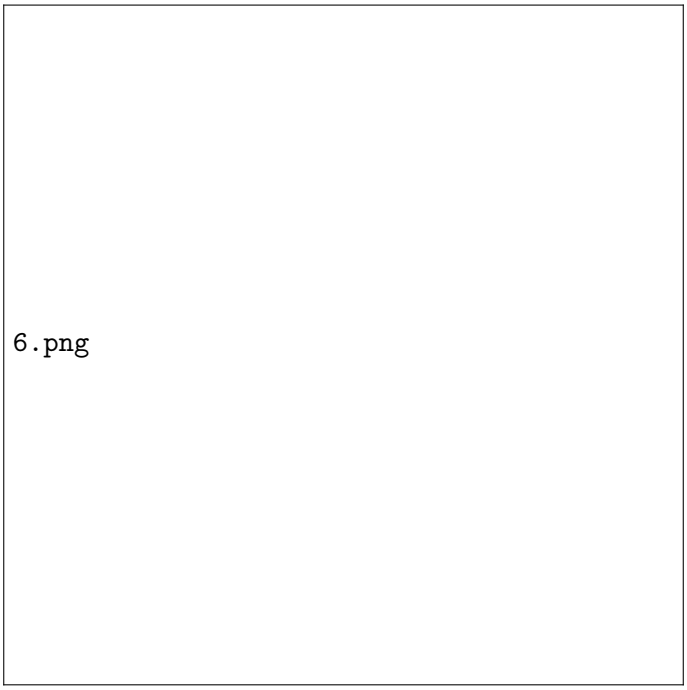


Chapter 8

Question 6

How many hours do you spend on an average on Social Networking site? Most people use 30 minutes to 2 hours or less than 30 minutes. Which is a relatively good time.

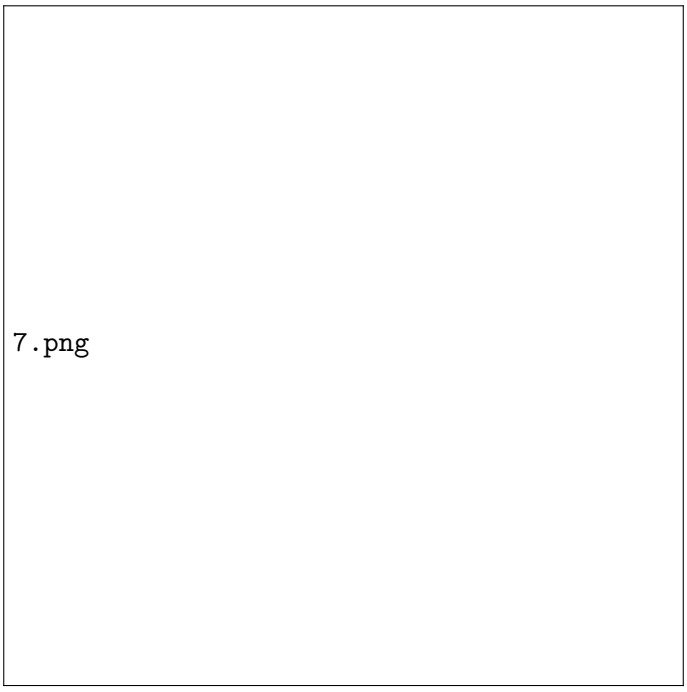
Most people know their limits and use Social Networks to a relatively lesser extent.



Chapter 9

Question 7

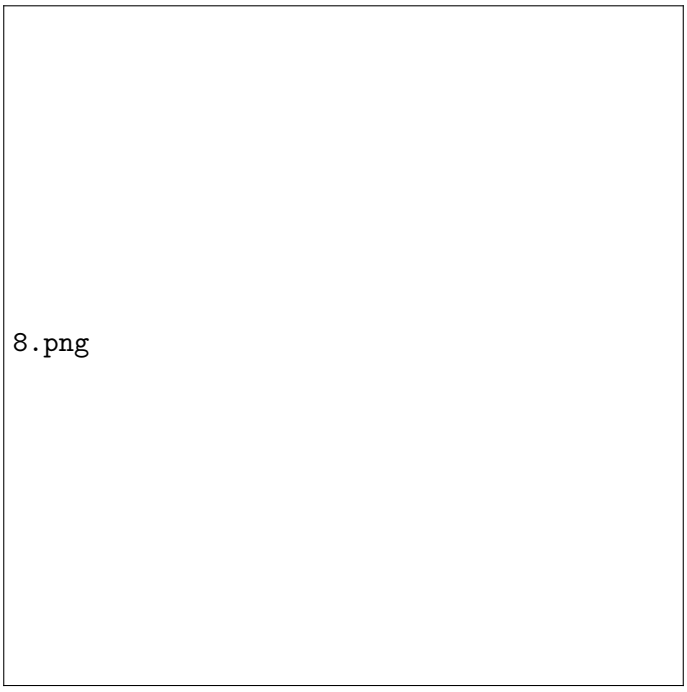
What kind of "sensitive" information do you share on social networking sites?



Chapter 10

Question 8

How many friends do you have on an average on these sites?

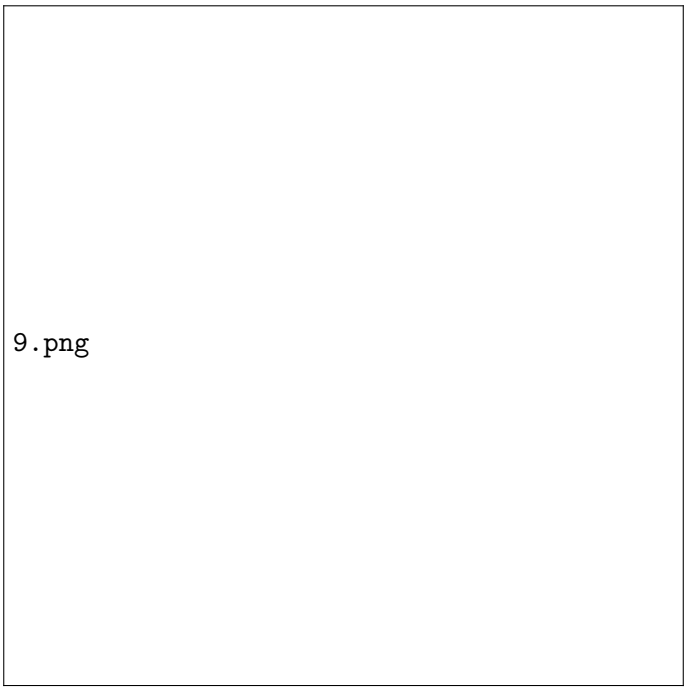


Mostly everyone has number of friends ranging from 250 to 1000. That is probably a huge margin we kept. In general, most of these friends would be acquaintances. Not people they actually know, but people they know superficially. They know that they exist, thats it. Which is a very bas sign in general.

Chapter 11

Question 9

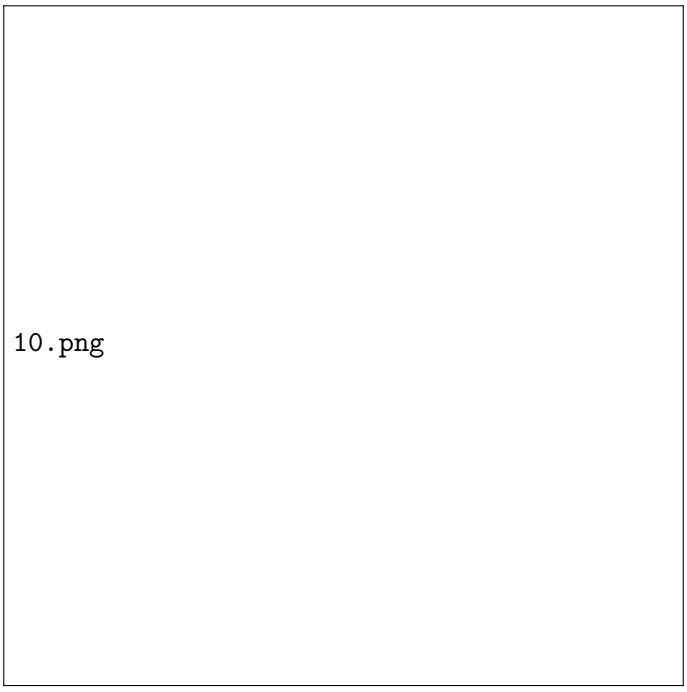
What age group do you fall under?



Chapter 12

Question 10

Please tell us who comprise you friend list the most

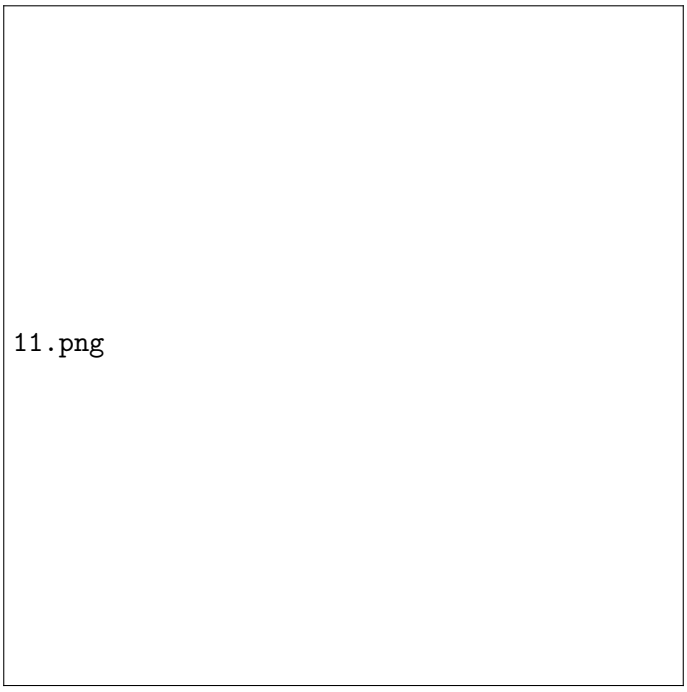


Most of our survey takers have stated that most of the people who comprise their friend list are “Friends” . It is evident from the pie chart.

Chapter 13

Question 11

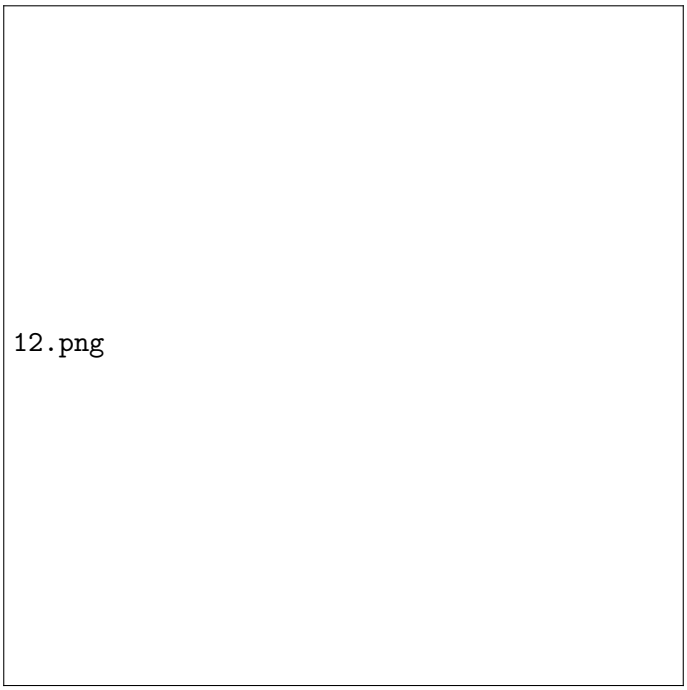
Please tick the kind of information you share on social networking sites below



Chapter 14

Question 12

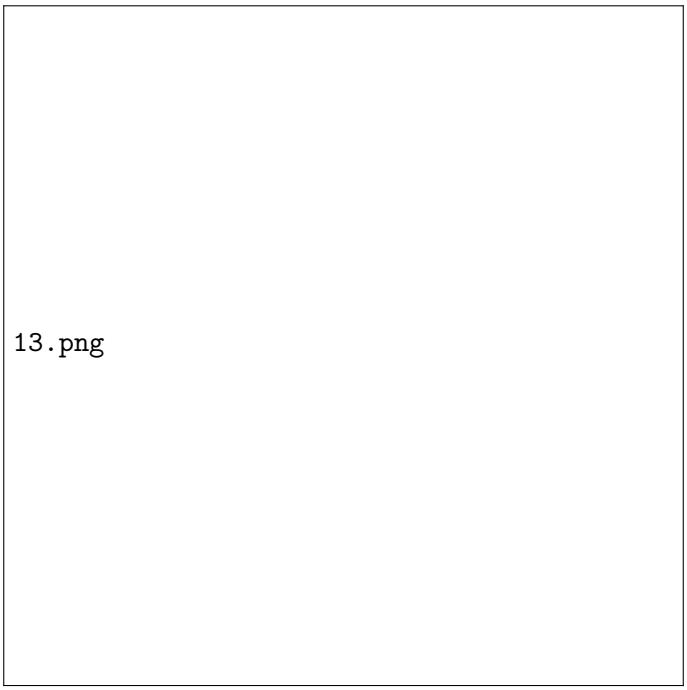
Are you concerned about your privacy on social networks?



Chapter 15

Question 13

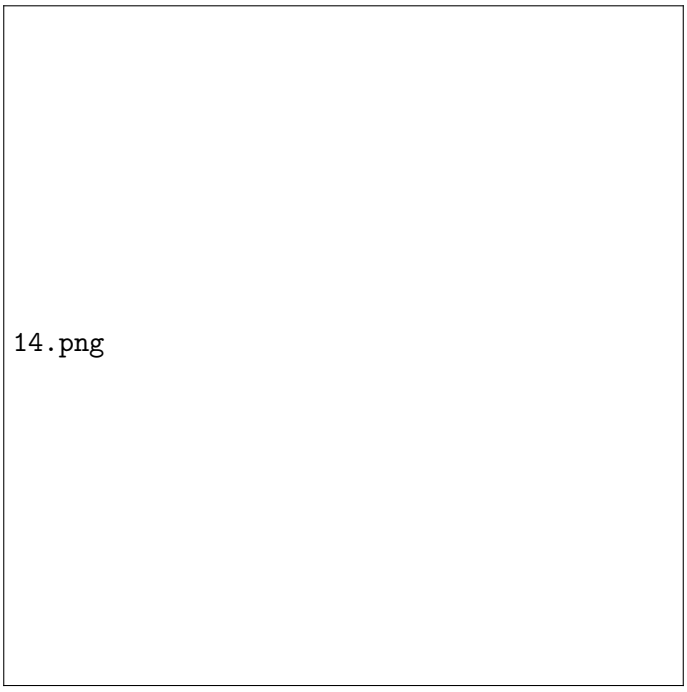
Have you heard of Diaspora?



Chapter 16

Question 14

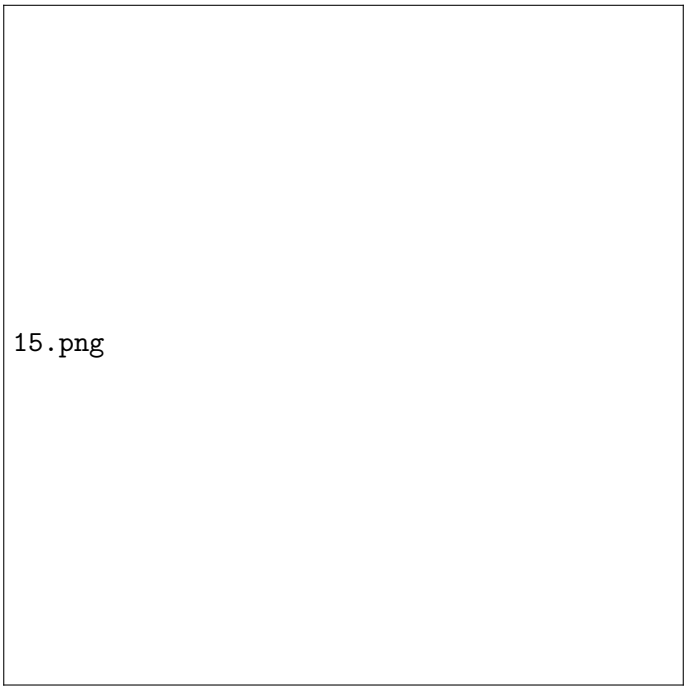
What's your take on the Snowden NSA Surveylance case?



Chapter 17

Question 15

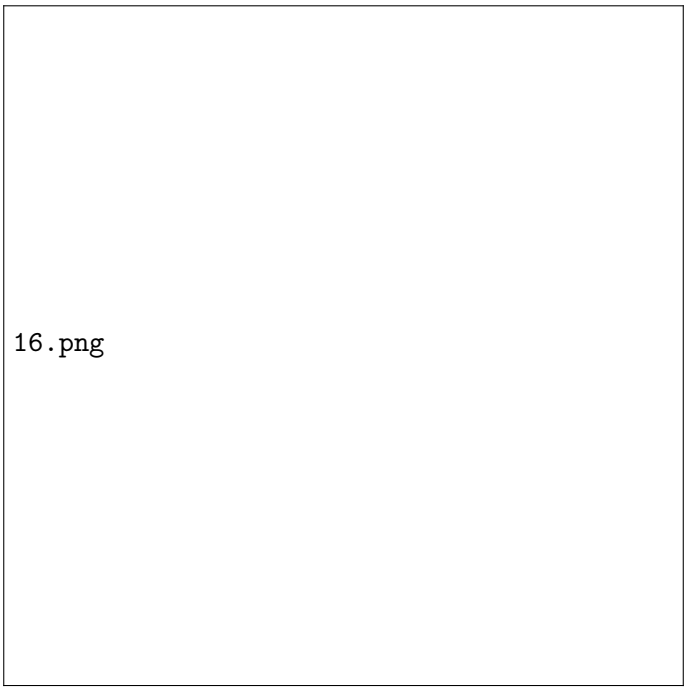
Are you aware of the privacy policy of Facebook and instagram that they can use your photos?



Chapter 18

Question 16

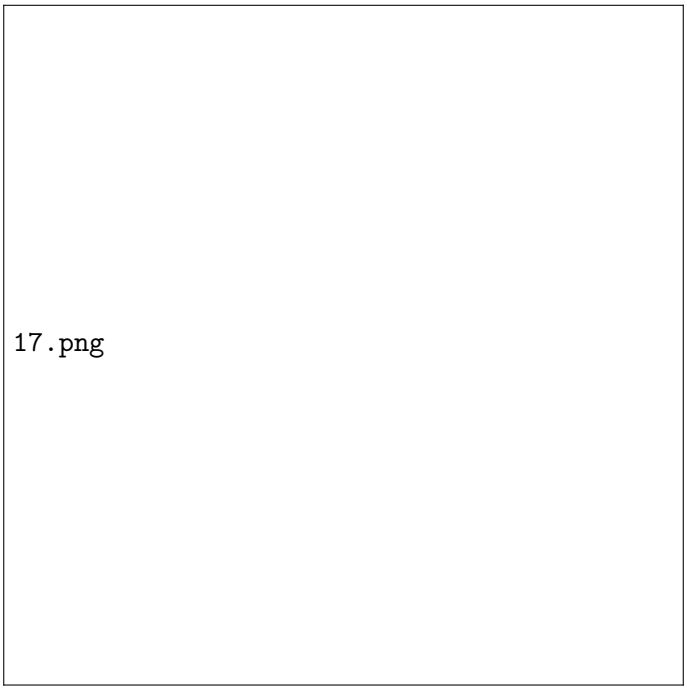
Why do you use social networks?



Chapter 19

Question 17

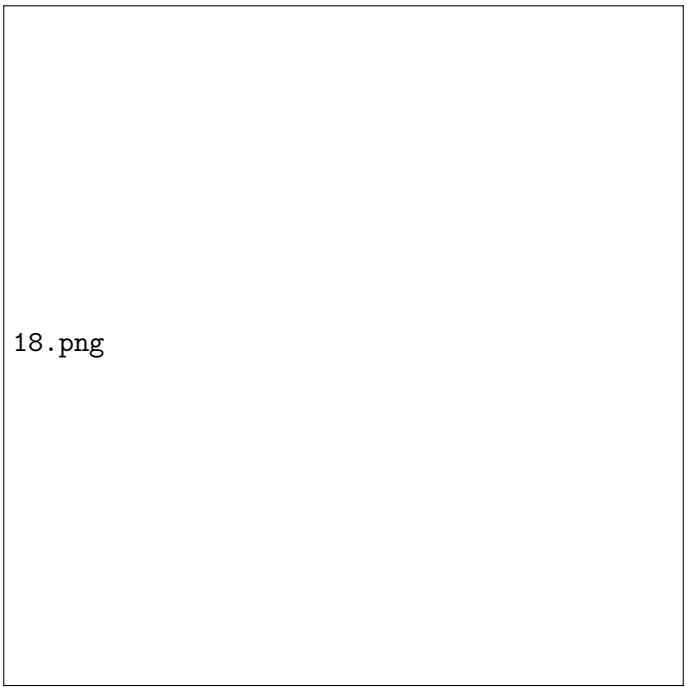
Are you comfortable with the fact that Facebook, google, Skype, etc are constantly selling your data to people?



Chapter 20

Question 18

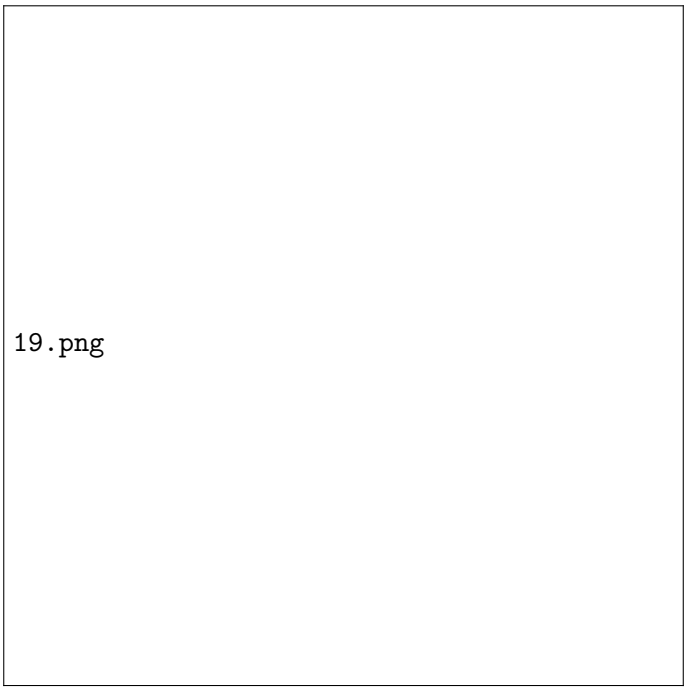
What is your Gender ?



Chapter 21

Question 19

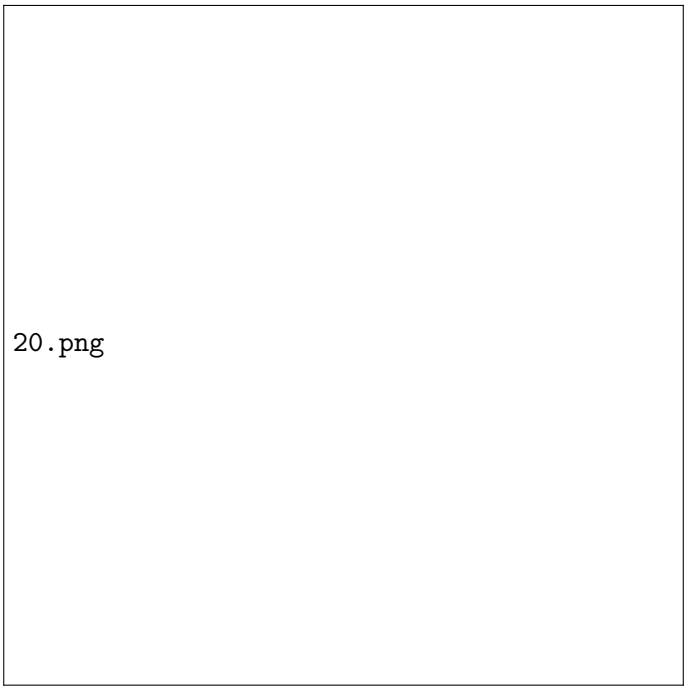
How do you feel about advertising on social networks?



Chapter 22

Question 20

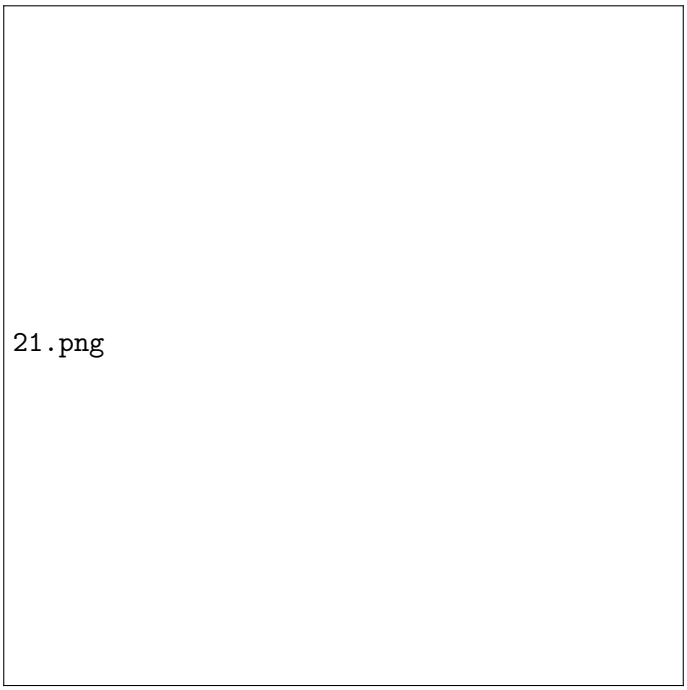
Do you know anything about TOR(The Onion Router) project ?



Chapter 23

Question 21

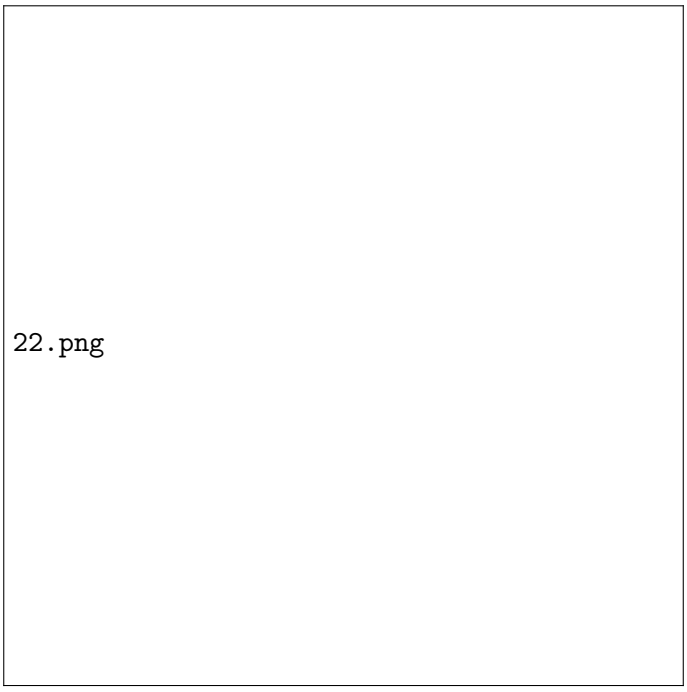
Will you start using Diaspora if we setup a server ?



Chapter 24

Question 22

Have you ever made a search on DuckDuckGo ?



Chapter 25

Conclusions

We must opt out of global data surveillance programs like PRISM, XKeyscore and Tempora. Stop governments from spying on you by encrypting our communications and ending our reliance on proprietary services. Here is a timeline of the companies that joined the Prism Project.

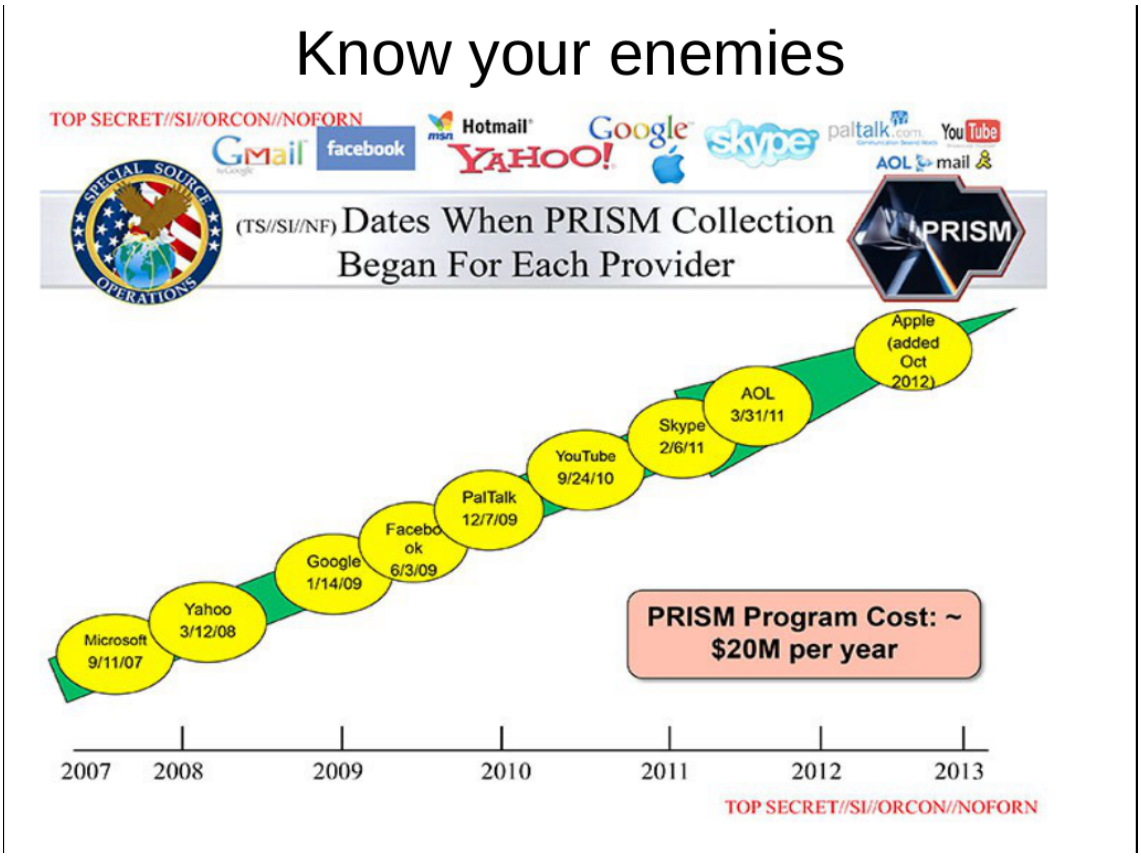


Figure 25.1: Prism Project Timeline

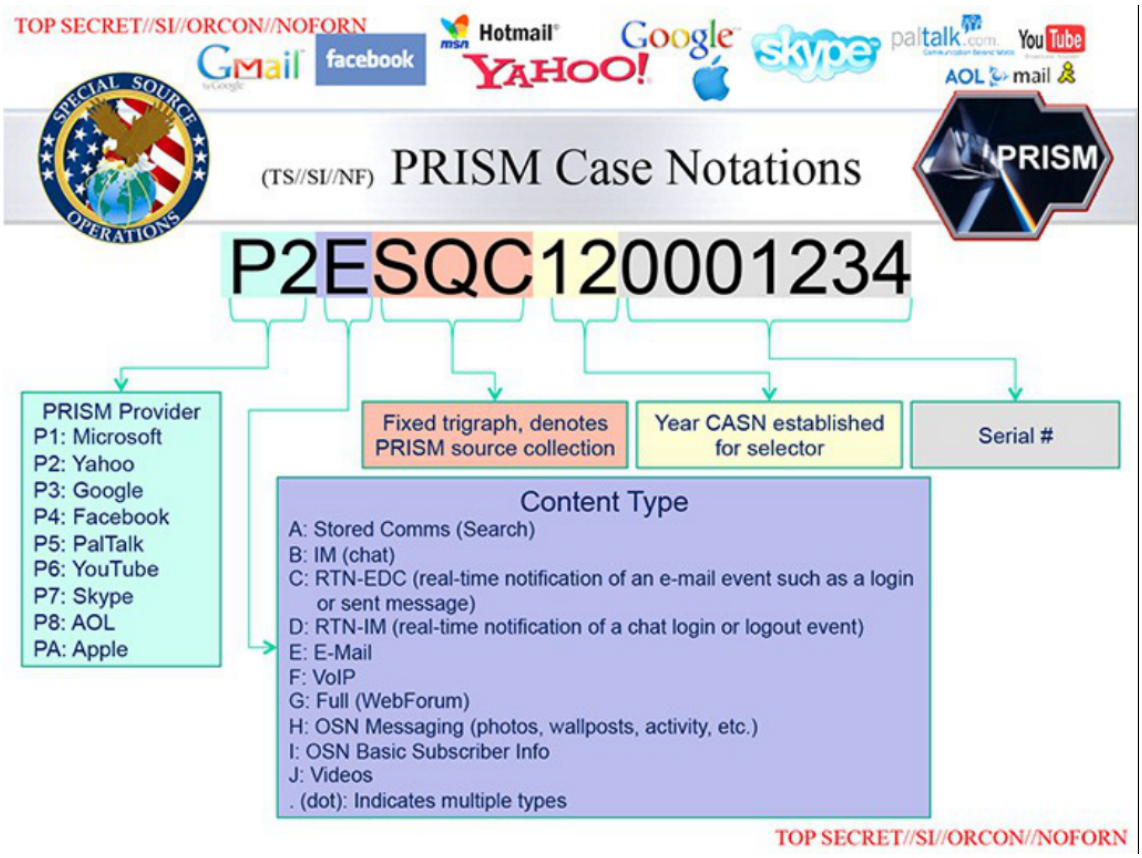


Figure 25.2: Notations used in the Prism Project

Here is a list of a few greats who took steps much bigger than what we are taking. They took it up as a challenge at fought for one major cause. . .

Knowledge is free

- Aaron Swartz — JSTOR
- Bradley Manning — War logs
- Julian Assange — WikiLeaks
- Laura Poitras — My Country, My Country
- Jeremy Hammond — Stratfor
- Jacob Appelbaum — TOR/WikiLeaks
- Edward Snowden — PRISM-break

Here is what was their fate.

It feels really sad to see their current state. Whatever they have done, would help the world become a better place in the years to come.

• Aaron Swartz	Forced to suicide
• Bradley Manning	At least 50 yrs in prison
• Julian Assange	House arrest, asylum
• Laura Poitras	Censored, detained
• Jeremy Hammond	Decade in prison
• Jacob Appelbaum	Under surveillance, detained
• Edward Snowden	In exile, uncertain

We take pride in the fact that we have a role in making the internet a safer place as well. We are telling people that they shouldn't blindly trust some random third person they have never met. Trusting someone you know is a much better option.

These two public figures are shown to Back Edward Snowden for his great contribution. If not for his contributions, the world would not have known about these "Cyber Atrocities" committed by the NSA.

Figure 25.3: Richard Stallman and Julien Assange

Chapter 26

Recommendations

A recommendation is anything that serves to recommend a person or thing, or induce acceptance or favor.

Source: Dictionary.reference.com

So what big thing did we find that we are going to recommend changes?

- The first recommendation would be, many are still not aware of the Social Networking Problems. We need to hold proper rallies, campaigns to help people understand the problem they are in.
- People rely on one solution too much. It is a bad business strategy and kills competition. Most citizens are oblivious to this fact.
- Setting up a server in our campus. For Diaspora, Gitlab would do a lot of good.
- *Knowledge must be free, always* . (Free as in freedom) . There should be no digital restrictions on knowledge. Books must not have digital laws binding them, saying that I should not give it to anyone.

Chapter 27

Bibliography

1. Check out our live form online at https://docs.google.com/forms/d/1NX11AXxvFVWBA0Yy2CiHZtJSdD3N-w4t9Sw4mmpIf8g/viewform
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3. Producing Open Source Software: How to Run a Successful Free Software Project - http://books.google.co.in/books?id=0vbr7xvvzjgC
4. duckduckgo.com
5. https://en.wikipedia.org/wiki/Diaspora
6. https://www.quora.com/search?q=julian+assange
7. https://prism-break.org/
8. https://fsf.org/campaigns/
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10. http://fsmk.org/?q=sunday-school
11. https://stackoverflow.com
12. https://uncyclopedia.com

Chapter 28

Appendix A - Glossary

FSF : Free software foundation

FSFTN : Free software Foundation Tamil Nadu

Diaspora : Its a distributed Social network

Duckduckgo : A search engine, supposed to be better than google in terms of encryption

FSMK : Free software movement Karnataka

TOR: Its a network which supports privacy by policy, and not by trust.

Chapter 29

Appendix B- Survey Questions

Chapter 30

Appendix C -Survey result sheet