

Privacy and Security in Online Social Media

Course on NPTEL

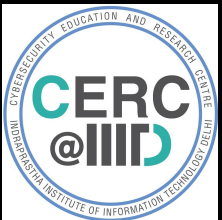
Week 1.2

Ponnurangam Kumaraguru (“PK”)

Full Professor

ACM Distinguished Speaker

fb/ponnurangam.kumaraguru, @ponguru



Overview of OSM





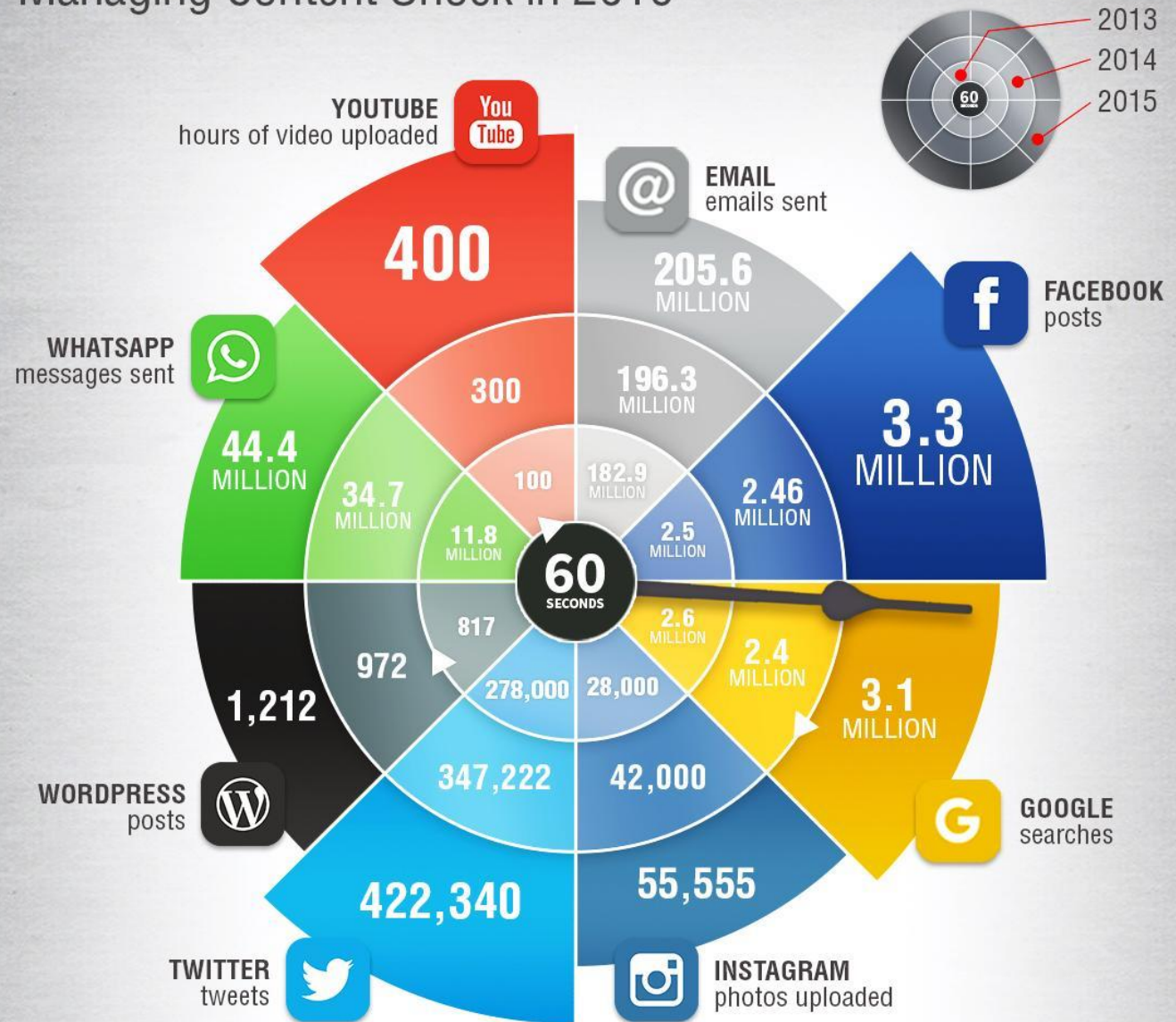


OSM Penetration in India



What Happens Online in 60 Seconds?

Managing Content Shock in 2016



4 / 5 V's of Online Social Media



[Home](#)
[Addit](#)
[...](#)

Ponnurangam Kumaraguru
(P K)

Dr. Ponnurangam Kumaraguru
Assistant Professor

★ Friends

Message

Timeline

About

Photos 43

Friends 108 Mutual

More

About

Assistant Professor at Precog@IIIT-D
April 2010 to present

Studied Computer Science at Carnegie Mellon University

Lives in New Delhi, India

From Chennai, Tamil Nadu

Post

Photo

Write something...

Paridhi Jain
8 hours ago

Niharika Sachdeva Prateek Dewan Aditi Gupta Anupama Aggarwal
Ponnurangam Kumaraguru :P :P

xkcd: Social Media
xkcd.com
Warning: this comic occasionally contains strong language (which may be unsuitable for children), unusual humor (which may be unsuitable for adults), and advanced mathematics

Megha Arora likes this.

Flat 25% OFF Pampers Active Baby Pants, 60 Pieces @ Rs.9.4 each. Use Coupon FB25
Swati Jain and Raghav Zutshi Anand like FirstCry.com.

Now

2013

2012

2011

2010

2009

Chat (Off)



Cristiano Ronaldo


 Like  Follow

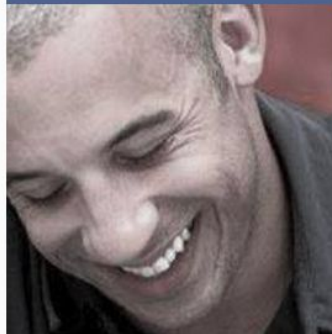
 108,015,594



Shakira


 Like  Follow

 103,599,642



Vin Diesel

 Like

 96,278,566



Eminem

 Like  Follow

 92,314,858



Rihanna

 Like  Follow

 81,505,422



Lionel Messi (Leo Messi)

 Like

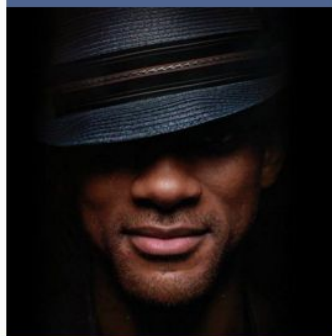
 81,380,660



Michael Jackson


 Like  Follow

 75,967,973



Will Smith

 Like

 75,157,098



Bob Marley

 Like  Follow

 74,342,314

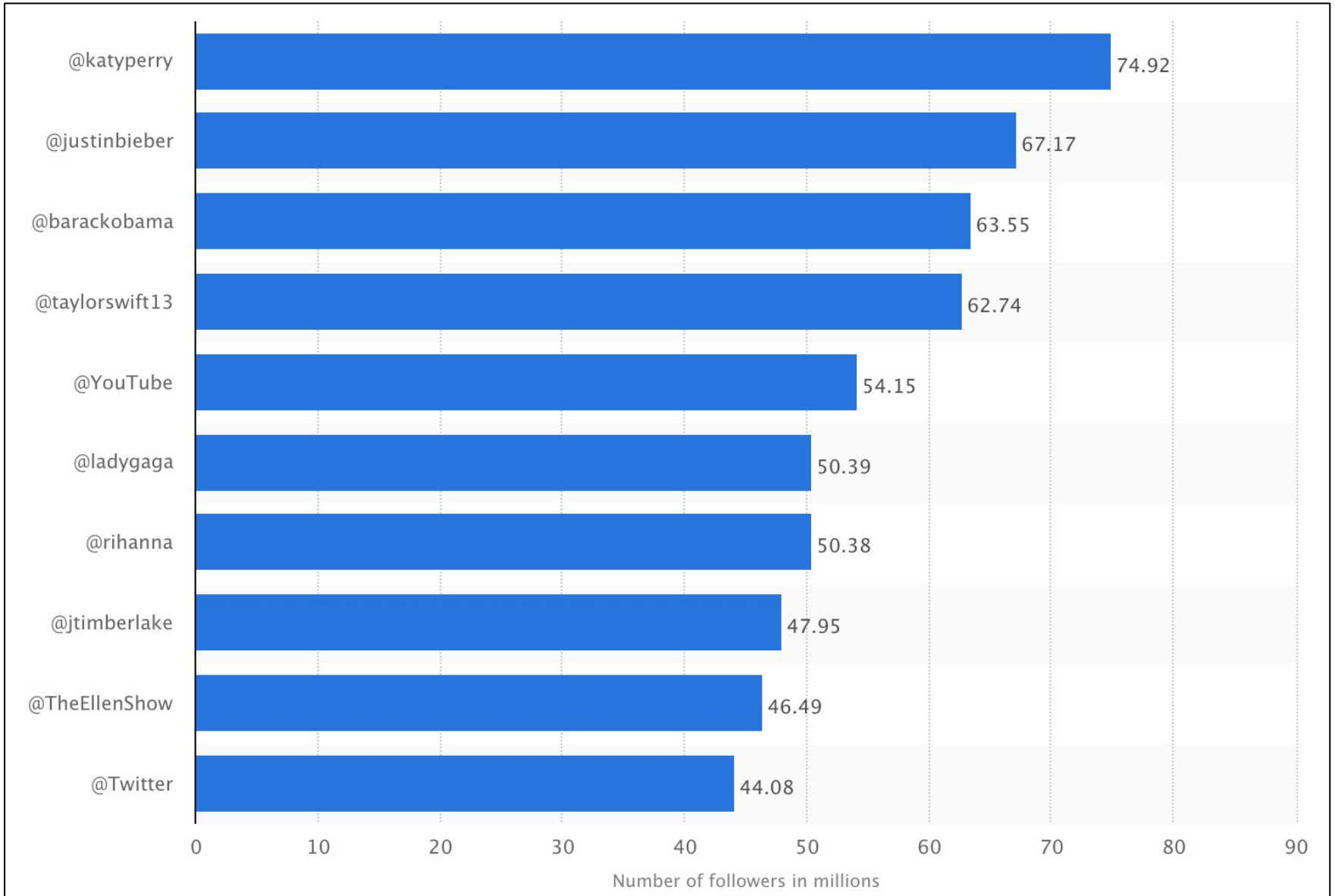


Justin Bieber

 Like  Follow

 73,645,951





Terminology

- Tweet
- Retweet
- Mention
- Like
- Hashtag
- Replies

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

v/
s

The Twitter logo, consisting of the word "twitter" in white lowercase letters followed by a white bird icon, all on a light blue rectangular background.

Private	Public
Bidirectional Links	Unidirectional Links
5000 Characters	140 Characters
Like	Retweet / Favorite

YouTube

★ Popular on YouTube

Music

Sports

Gaming

Movies

TV Shows

CHANNELS FOR YOU

Zee TV

euronews knowledge

Colors TV

BabyTV Channel

Indiatimes presents Peps...

+

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YouTube ^{IN}

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Priyanka Chopra - Exotic ft. Pitbull
by PriyankaChopraVEVO 4,320,841 views 6 days ago

Atharintiki Daredi Song Teaser - Pawan Kalyan,
231,208 views 3 days ago

Varuthapadatha Vaalibar Sangam - Official Theatrical
237,725 views 3 days ago

Official Theatrical Trailer - Shuddh Desi Romance -
1,312,719 views 1 week ago

Jadoo Ki Jhappi - Latest Song I Jacqueline,
by Tips Music ✓

Jeene Laga Hoon - Ramalya Vastavaia -
by Tips Music ✓

Chennai Express Song - Kashmir Mein Tu
by ChennaiExp2013

Sanjoy Deb ft.

Entertainment

Movies

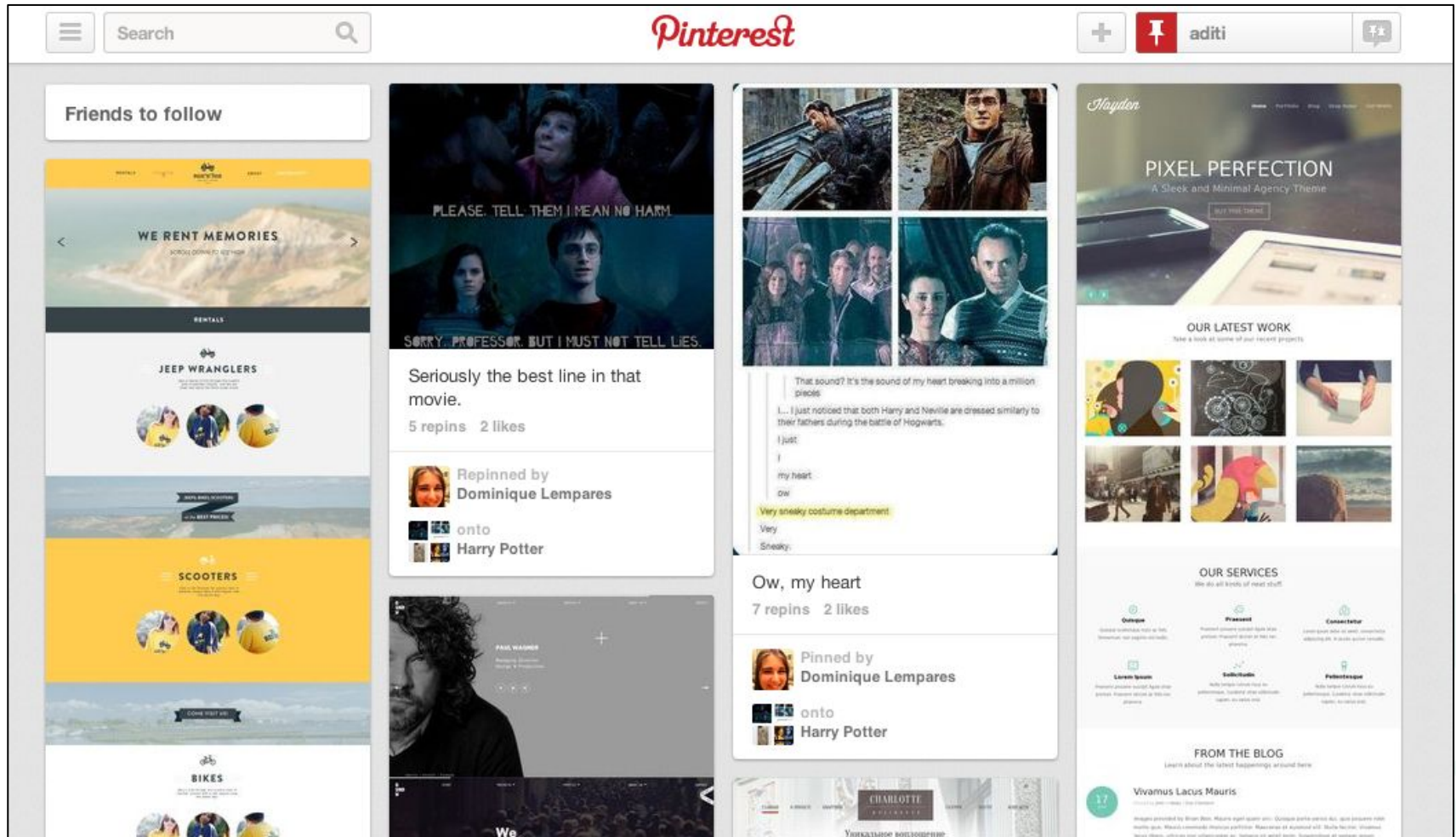
Music

MTV India

Vijay TV

14

Pinterest





Ponnurangam Kumaraguru (PK)

Founding Head, Cybersecurity Education and Research Centre (CERC)

New Delhi Area, India | Higher Education

Current Cybersecurity Education and Research Centre (CERC) @ IIIT Delhi, Backpack Labs, MixOrg

Previous Carnegie Mellon University, National Association of Software and Service Companies (NASSCOM), International Institute of Information Technology, Hyderabad

Education Carnegie Mellon University

View profile as



500+
connections

 in.linkedin.com/in/ponguru/



Contact Info

Add a section to your profile to be discovered for your next career step

Foursquare

foursquare

Current Map View

Sign up

Suggestions for Top Picks

TOP PICKS

Show me places ...


☐ I haven't been to
 ☐ My friends have been to
 ☐ I have been to before
 ☐ With Foursquare specials

Apple Store

8.8

767 5th Ave. (btwn 58th & 59th St.)

Electronics · 22 here now



The Apple Store flagship is underground, but you can't miss the 32-foot glass cube atop it. Open 24/365, so Mac fans can shop for computers, software and accessories forever. [Racked 38 Member] - Racked

Lots of people like this place


Save Like

Macy's

8.3

151 W 34th St. (btwn 6th & 7th Ave.)

Department Store · 15 here now



The largest store in the world, it has just about everything you need. I love their perfume department. -Tamesha Warren, Top Chef - Bravo

Over 10000 people have checked in here


Save Like

Uniqlo

8.9

546 Broadway (btwn Spring & Prince St.)

Apparel · 2 here now

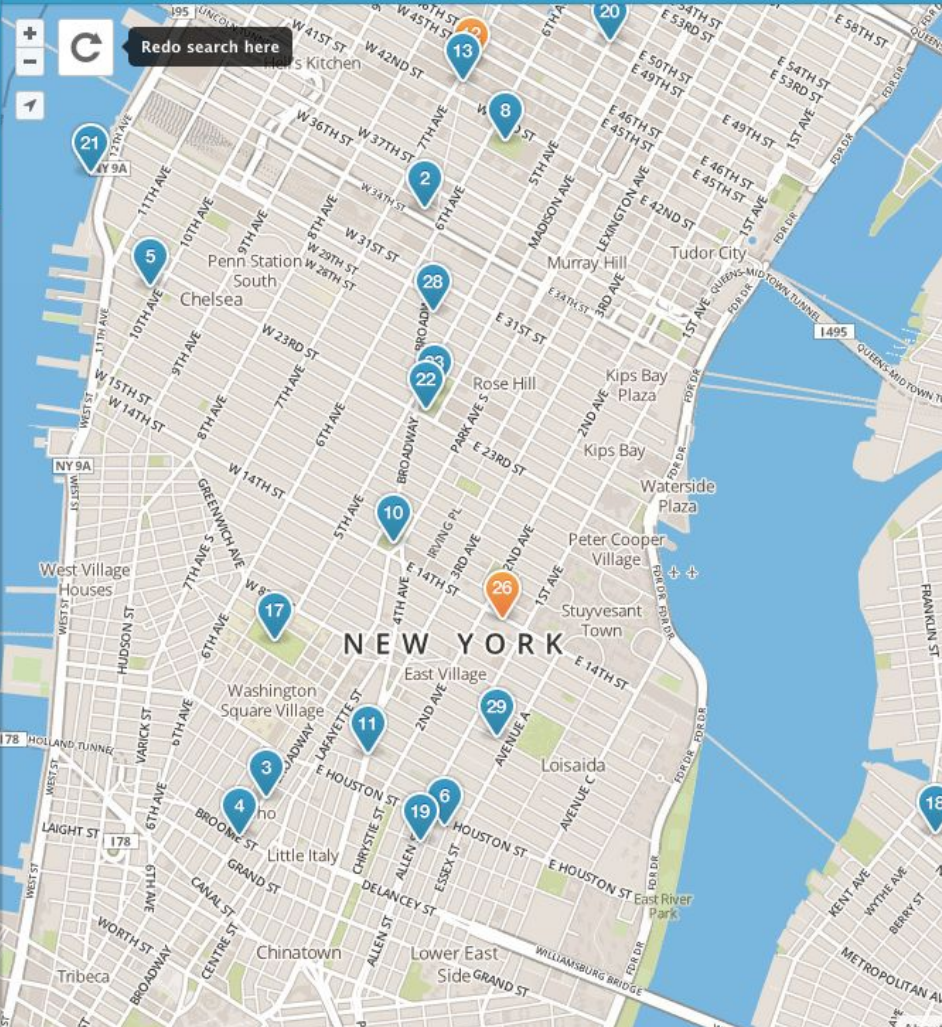



Combines comfort, trend, technology (as seen in their Heat Tech collection) and affordability to turn its three-story flagship into the spot for skinny jeans and colorful basics. [Racked 38 Member] - Racked

This spot is popular on Foursquare

Save Like

Redo search here





Kristi Hines

Bloggng and social media enthusiast who loves photography, tennis, and salsa dancing.

[Edit Profile](#)

Posts **About** Photos Videos +1's Buzz

Introduction

Work

Links

Along with my full time job as an Web Strategist, I also enjoy blogging, social media, and freelance writing.

My main blog is Kikolani, which focuses on [blog marketing](#), blogging tips and social networking strategies. I am also a regular contributor on several sites including:

- [Search Engine Journal](#)
- [Social Media Examiner](#)
- [Search Engine Watch](#)















Personal


When I'm not working, I enjoy spending time with my wonderful husband and our pets. We both enjoy hiking and playing tennis together and in local leagues (singles and doubles).

Our favorite hobby together is [photography](#). I find it is a great stress reliever, focusing on nothing but the subject in front of my camera lens. I also enjoy scrapbooking, and hope to get back to it soon once I get a large enough workspace.





Contact Info





- Email info@kristihines.com
- [kristi.hines](#) on Skype

-  [Freelance](#)
-  [Blog Marketing](#)
-  [Photography](#)
-  [DoFollow](#)
-  [LinkedIn](#)
-  [Facebook](#)
-  [Twitter](#)
-  [Twitter](#)
-  [Kristi Hines](#)
-  [Youtube](#)
-  [Sarukura](#)
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In Kristi's circles (12)









[View all >](#)

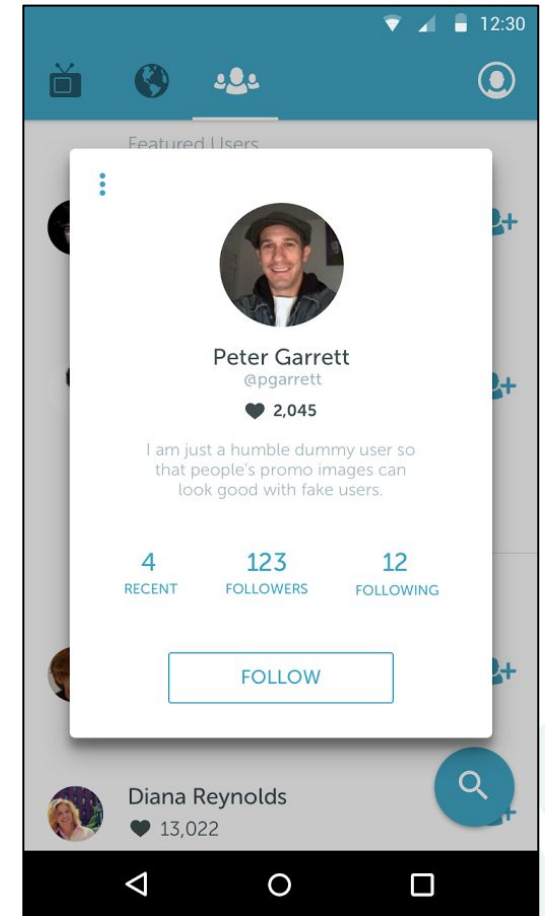
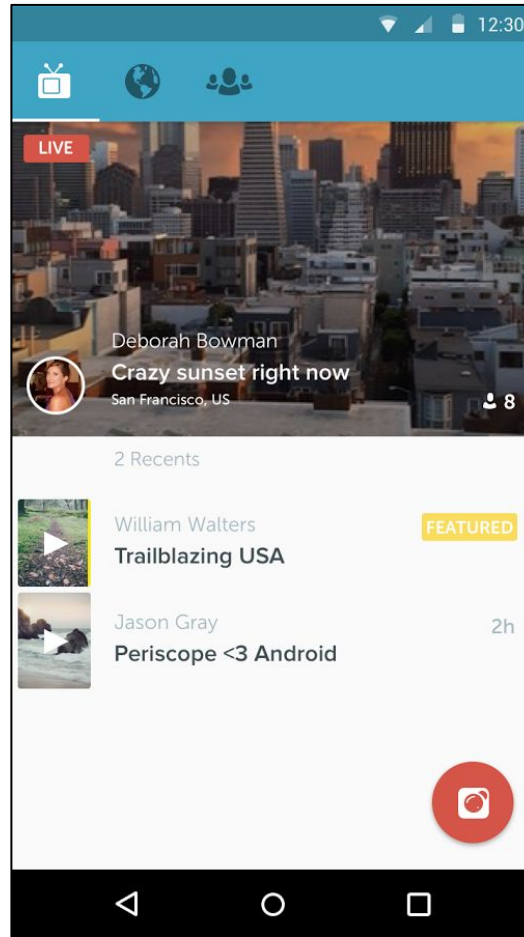
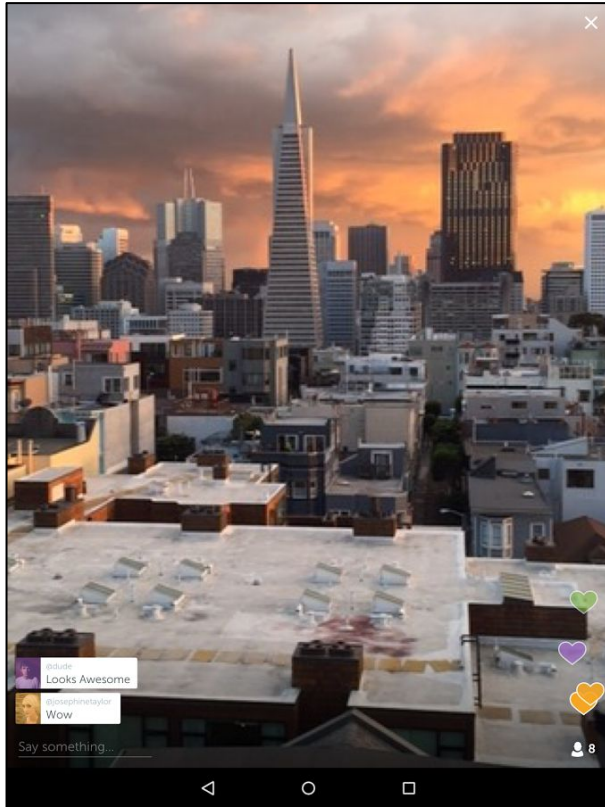
Have Kristi in circles (15)





[View all >](#)

Periscope

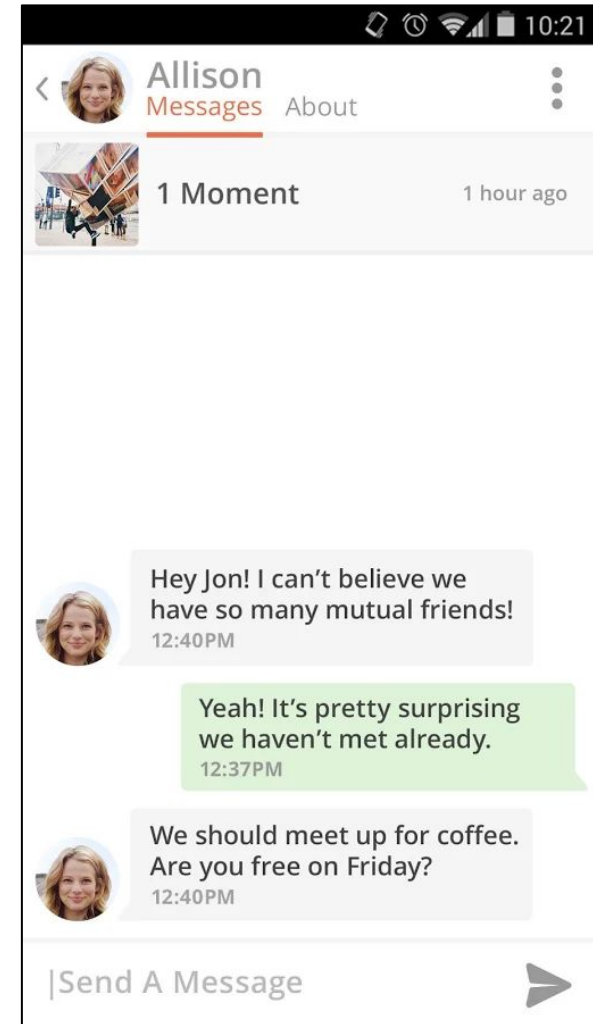
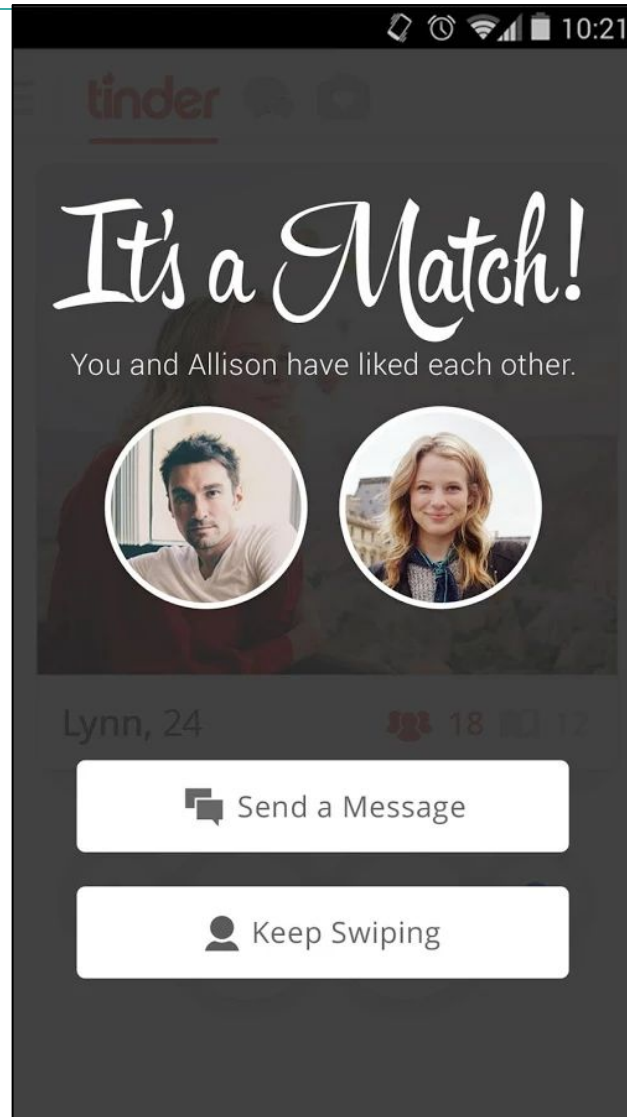
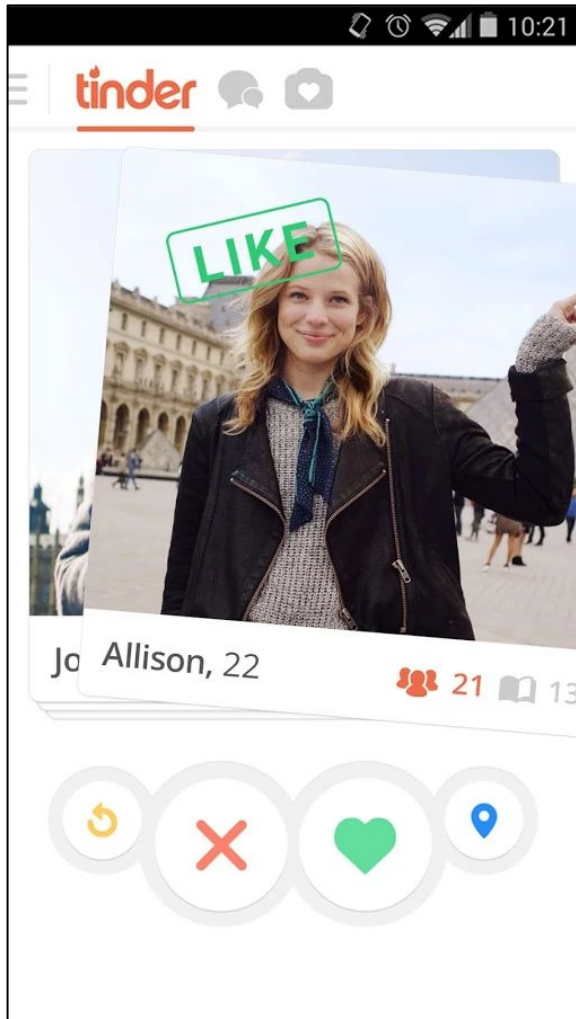


<https://www.periscope.tv/>

Periscope



Tinder



Popular

Latest

LOL

Confessions

Relationships

OMG

Military

Faith

LGBTQ

Animals

Trending Stories



21 Wild Stories About Black Friday Shopping

Forget about keeping the peace



This Is What People Secretly Love About Their Families

#blessed



14 Funny Thanksgiving Stories That Need To Be Outdone This Year

"So... who believes in evolution?"



15 Honest Reactions About Dealing

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Google Play

Or we can send it to your phone

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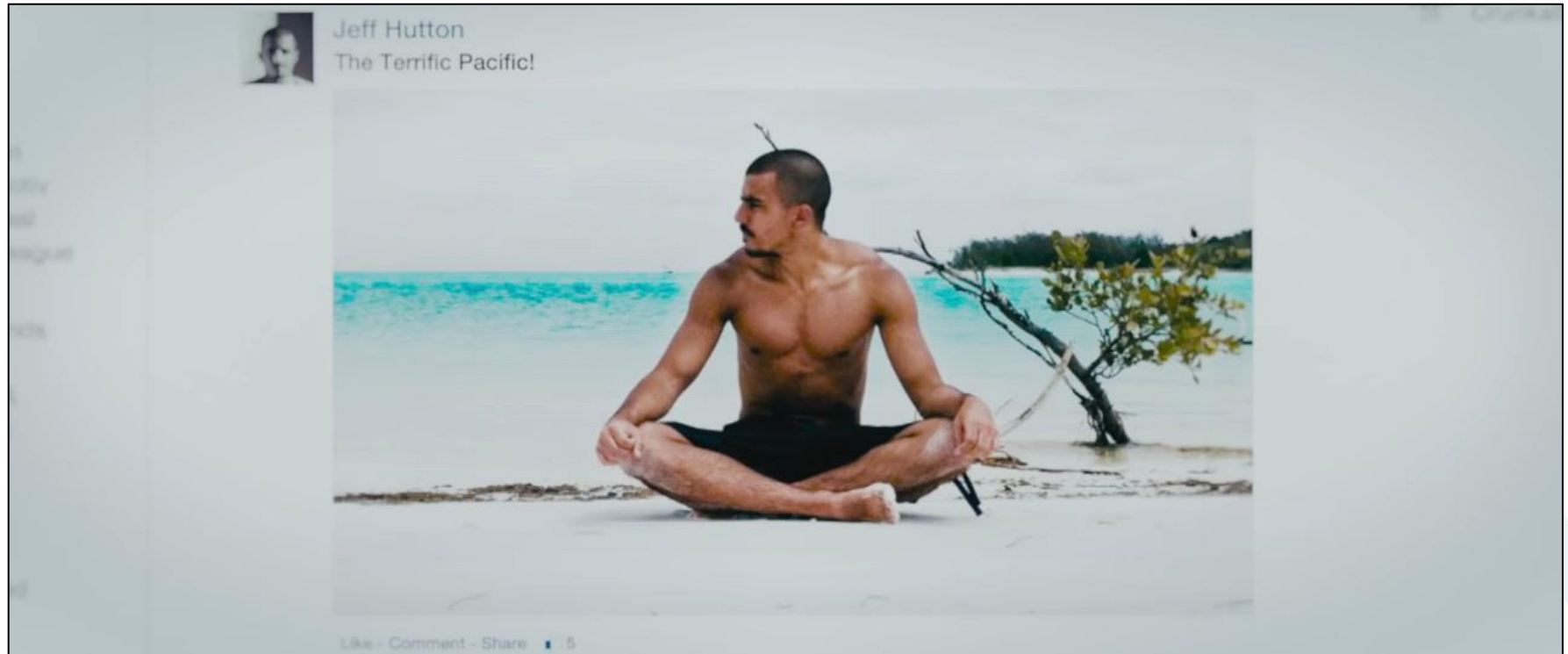
Send

Trending Searches

thanksgiving

family

Perceptions!



Thank you

pk@iiitd.ac.in

precog.iiitd.edu.in

fb/ponnurangam.kumaraguru