CITY COLLEGE OF CALAMBA
Dalubhasaan ng Lungsod ng Calamba

ACTIVITY 1: Understanding IA and 5 terms shared by Bill Young.

Instruction:

- ✓ Kindly read the article **"The Philippines Shows the Highest Level of Concern Over Security Issues; One in Five Filipinos Have Stopped Dealing With an Organization After a Data Breach - New Unisys Security Index™"**, access here.
- ✓ After reading the article kindly answer the following questions below and answer them using three to five sentences.
- ✓ You can write your answer on a yellow paper then take an image of it (**make sure that your submitted image is clear and understandable)** or you can directly use this document thru downloading it and saving it using this format ACT1-LASTNAME-SECTION.pdf (**sample: ACT1-AUSTRIA-3IT100.pdf**).

1. Could you please discuss an information assurance issue highlighted in this article?

The article says, the Philippines ranked highest among 13 countries in terms of public concern over security issues, scoring 234 out of 300, well above the global average The study reveals that 90% of Filipinos are seriously concerned about unauthorized access to personal data, 87% worry about internet hacking or viruses, 84% fear bankcard fraud, 36% experienced a data breach in the past year, with common incident including (email hacking 16%, Social Engineering scams 13%, Social media account breaches 12%).

Filipino are proactive after breaches that 24% among them took legal action. 21% stopped dealing with the organization and 18% exposed the issue on social media. They're also highly cautious at public events, showing nearly equal concern for cyber threats via public Wi-Fi as for physical attacks. As an information assurance issue, data breach response where Filipinos hold organizations accountable, leading to legal, reputational, and financial consequences. Trust and Transparency, public support for data collection depends on trust, clear purpose, and perceived benefit. Privacy Control, citizens want control over who accesses their data especially financial and location-based info. Cybersecurity Readiness, the DICT is rolling out cybersecurity systems and youth education programs, but public concern remains high and lastly, Digital Service Adoption Risk, breaches discourage use of online services, slowing digital transformation efforts

Now a days many people are still experiencing the security issue or cyber threats. One of the example of this is GCash, recently I saw some of my friends on the social media such as Facebook who posting an awareness rewarding of GCash. They claim that their virtual money on GCash are took by some one or instantly vanish, or an unauthorized who uses their account unconsciousness. That Gcash reputation are being destroy that some of a user are loses their trust with it because of recently news and of-course I'm one of them that's why I don't store longer my money inside of GCash.

2. In our lesson we highlight the presentation of Bill Young which states “IA involves: actions taken that protect and defend information and information systems by ensuring their **availability**, **integrity**, **authentication**, **confidentiality** and **non-repudiation**.”
   State or discuss the highlighted issue in the article in relation to;
   a. Availability.

      Filipinos expressed concern about internet hacking and viruses 87%, which can distrupt access to online sevices. If systems are compromised or taken offline due to cyberattacks, users lose access to essential services like banking, education platforms, or government portals violating availability. For the implication organizations must implement redundancy, backups, and robust cybersecurity to maintain service uptime and ensure users can rely on digital platforms.

   b. Integrity.

      Concerns about email hacking and social media breaches suggest risks to data integrity. If attackers alter personal information, financial records, or communication logs, it undermines trust and system reliability. For the implication systems must include checksums, audit trails, and validation mechanism to detect and prevent unauthorizzed changes to data

   c. Authentication.

      The prevalance of social engineering scams 13% and account breaches highlights weak or easily bypassed authentication. Attackers impersonate users or trick them into revealing credentials. For the implication strong multi-factor authentication (MFA) and user education are essential to prevent unauthorized access and impersonate

   d. Confidentiality.

      90% of Fillipino are deeply concerned about unauthorized access to personal ata, especially financial and location-based information. This is a direct breach of confidentiality. For the implication organization must enforce encryption, access controls, and privacy policies to safeguard user data and maintain trust.

   e. Non-repudiation.

      Filipinos who took legal action 24% or exposed breaches on social media 18% demonstrate the need for accountability. Without proper logging and verification, organizations could deny responsibility for breaches. For the implication systems should maintain secure logs, digital signatures, and traceable records to prove who accessed what, when, and how supporting legal and ethical accountability.

3. As you read the article and answer the two numbers above, can you say that Information Assurance is needed and important? If yes, no, or maybe, explain your claim.

Yes! Information Assurance is absolutely needed and critically important. The articles shows that Filipinos are deeply concerned about cyber threats like data breaches, hacking and fraud. These aren't hypothetical risks they're real, frequent, and damaging. IA provides the framework to defend systems and protect users, ensuring that digital services remain trustworthy and resilient. Without IA, users lose confidence in online platforms. The article reveals that many Filipinos stop using services or even take legal action after breaches. IA principles like confidentiality, integrity and non-repudiation help build trust by ensuring that data is handled ethically, securely, and transparently. As Bill Young's definition emphasizes, IA isn't just about technical defense, its about responsible stewardship of information. In a world where data is constantly collected, shared and stored, IA ensures that organizations are accountable for how they manage that data, especially in public-facing systems like education, banking, and government. Availability and authentication are key IA pillars. Without them, users can't access services when needed, or worse, unauthorized users might gain access. The article's concern over service disruption and identity theft shows how vital these protections are for everyday digital life.

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This Activity will be graded according to these criteria.

No.	Criteria	Scoring			
		Excellent (6pts)	**Very Good(4-5 pts)**	**Good (2-3 pts)**	**Fair(0-1 pt)**
1	**Content and Relevance**	Fully addresses the topic with depth, insight, and accurate information.	Addresses the topic well; mostly relevant and accurate.	Covers the topic but lacks depth or includes some irrelevant points.	Topic is poorly addressed; many ideas are off-topic or unclear.
2	**Organization**	Clear structure with logical flow; strong intro, body, and conclusion.	Mostly well-organized; minor issues with flow or transitions.	Basic structure present but lacks coherence or smooth transitions.	Disorganized; lacks clear structure or logical progression.
3	**Evidence and Support**	Strong, well-integrated examples or data; sources are cited appropriately.	Good use of examples or data; some integration or citation issues.	Limited or weak examples; citation may be inconsistent.	Little to no evidence; unsupported claims; citations missing or incorrect.
4	**Language and Style**	Sophisticated vocabulary; tone suits the purpose; sentences are varied and clear.	Appropriate language; mostly clear and varied sentence structure.	Basic vocabulary; some awkward phrasing or repetitive sentence patterns.	Poor language use; unclear or inappropriate tone; frequent errors.
5	**Mechanics**	Virtually no errors in grammar, spelling, punctuation, or formatting.	Few minor errors that don't hinder understanding.	Noticeable errors that occasionally affect clarity.	Frequent errors that interfere with readability and understanding.