Ze Note TEAM

There are many issues regarding the subject of cyber-security awareness that our group aims to bring to the attention of the American populace. This especially includes cyber-information that most of the general public are not aware of. What people do not know is that with enough information, one can control a major portion of our perceptions of the real world, such as bank accounts, medical records, and even identities. As a multitude of people are now part of the myriad of networks, thus exposing any private records ever placed on their computer, the need to spread awareness about cyber-security escalates to a pinnacle.

Many people are unaware of how much we rely on networks every day. A lot of our information is stored on networks, from trivial text messages to our criminal records. For individual systems, storing massive amounts of information is tedious work. Thus, we input the data into networks to store large volumes through collective memory while still being organized. However, if someone were to break into a network, they would have access to all of the information stored on the network, and freely browse or change details, such as social security numbers.

Privacy is a big concern especially on the internet. Think about it, most people have their information on the internet like their bank information and medical information, and even their birth certificate. If one were to hack into all of this personal information one could potentially make a person non-existent or a “Most Wanted” criminal, they would be able to control people. There have been many examples to show the amount of control someone could have over another person by using electronics, such as someone hacking into an electric car, disabling the braking system, and taking control of the steering wheel or someone hacking into a pacer and changing the rate of blood flow or turning it off completely. It is risks like these relating to network storage that require the work of cyber security engineers, who aim to develop encryption to reduce information theft.

So we have a plan, a plan that will raise awareness of the issues and flaws of cyber-security. We hope to raise public awareness of these issues by releasing informative articles on popular websites and by demonstrating the control and power that one could potentially have. Our plan to raise awareness includes among other things, widespread distribution throughout various media, such as newspapers, television, and internet resources. Our articles would aim to personify this threat through the portrayal of ordinary middle-class victims. In addition, we would highlight the primary detriments of cyber-attacks, and the need to not engage in such activity. Taking our arguments of the bandwagon of potential victims, and the magnitude of the potential dangers, our marketing strategy would encourage the average citizen of their duty to equip themselves to handle cyber-threats. Finally, our informative text would release a list of motives for such crime amalgamated into a list of names that we would label such criminals.