Attention

Need

* Facebook
  + There are nearly 1 billion active facebook users
    - Source: <http://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/>
  + Everything you list as public is viewed by anyone
    - Can also be viewed by government officials with no need of a search warrant
  + This could be complete strangers to the hiring manager you just spoke with
  + In fact facebook proved to be a great source for information gathering by the SIC
* Social Intelligence Corporation (Database)
  + Consists of images and all personal information you posted on any social media
  + Data gathering: one of its services involves employment background screenings
  + According to SIC, 43% of hiring managers were dissuaded to hire someone because of what they found of their applicant through this database
  + You are always being watched and your words are being recorded
  + The information in these databases are available to anyone including the government
  + Source: <http://www.consumerreports.org/cro/news/2014/03/how-to-beat-facebook-s-biggest-privacy-risk/index.htm>
* NSA Prism Program
  + Information Gathering agency gets together bulks of personal information just like SIC but much worse
* ICloud
  + Autosave feature took personal data from encrypted hard drive and stored that information in icloud without user’s permission.
  + This information is susceptible to be stolen

Satisfaction

* Make people more aware through classes. Includes:
  + Identity theft
  + Facebook privacy settings
  + Avoiding scams
  + Avoiding giving information to websites when you don’t need to
  + Learn about spyware and malware
* People need to be more aware of how sensitive the information they share online is.
  + One obvious example was when the CEO of lifelock has fallen victim to identity theft 13 times when he revealed his social security number to the world
    - Source: <http://www.wired.com/2010/05/lifelock-identity-theft/>
* Access to resources like the classes will raise awareness to the issue
  + If people are aware of the dangers then they will begin to care. When they care, they begin to act.

Visualization

Call to Action