I: Hello Artem!

A: Hi Ivan, nice to meet you!

I: Hey, listen I’ve heard a new word stenography, what do you know about it?

A: Sure, it’s a science about data hiding.

I: I though it`s a cryptography`s work.

A: No, the difference between those terms is that cryptography is trying to make your data unable to read, but the stenography is hiding the existence of your secret data. Also stenography is partly connected with fractals.

I: Oh, I know about fractals! It’s a geometric figure which consist of smaller copies of itself.

A: Yes, they are used in economy to analyze and predict crisis and in stenography they are used for studying the users network activity in the internet.

I: I heard that Facebook used fractal analysis for preventing cyber threats in some groups of the social network.

A: Yes, they choose two groups with more than 20000 subscribers. After that they gathered information about likes, commentaries in groups. The results helped to analyze social activity of people and correlations between likes, comments and general interactions.

I: Wow, that’s interesting. I`ve got to go, Bye.

A:Bye.