

# HOW THE ADVANCEMENT IN TECHNOLOGY HAS CAUSED AN INCREASING NEED FOR DATA PROTECTION OVER THE INTERNET

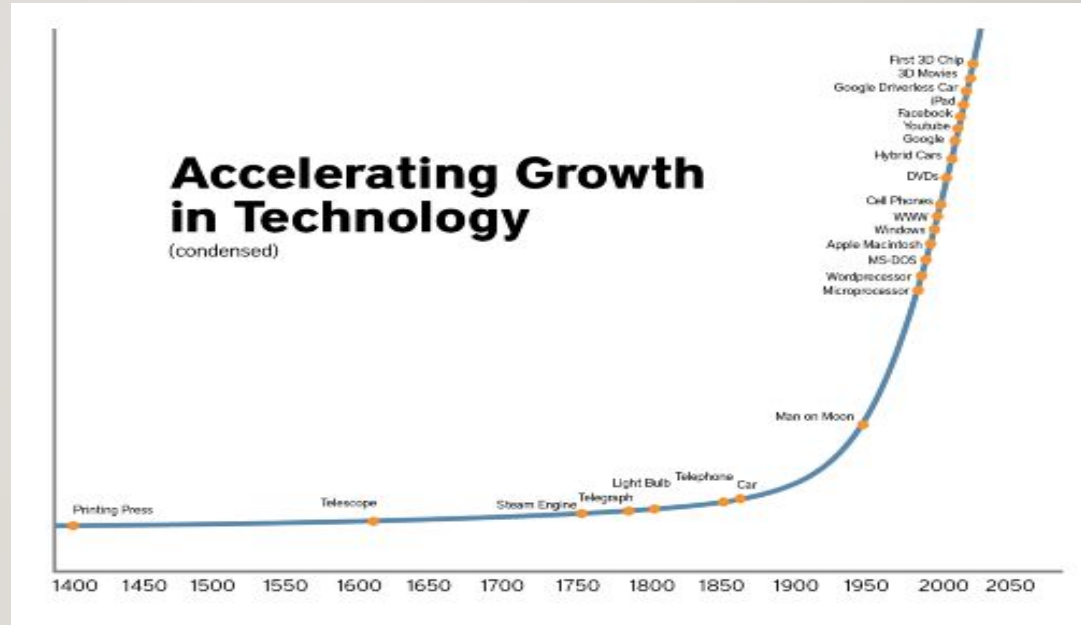


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PRESENTATION BY ANTHONY WALDNER

## TECHNOLOGY THROUGH THE DECADES

- Improving or Obsolete
- Rapid Improvements
- Protection and Security.



## POSITIVES OF A TECHNOLOGICALLY ADVANCED SOCIETY

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- Tools
  - Photoshop, GPS, Uber
- Connecting People
  - Internet, Social Media
- Living improvements
  - Smart Appliances



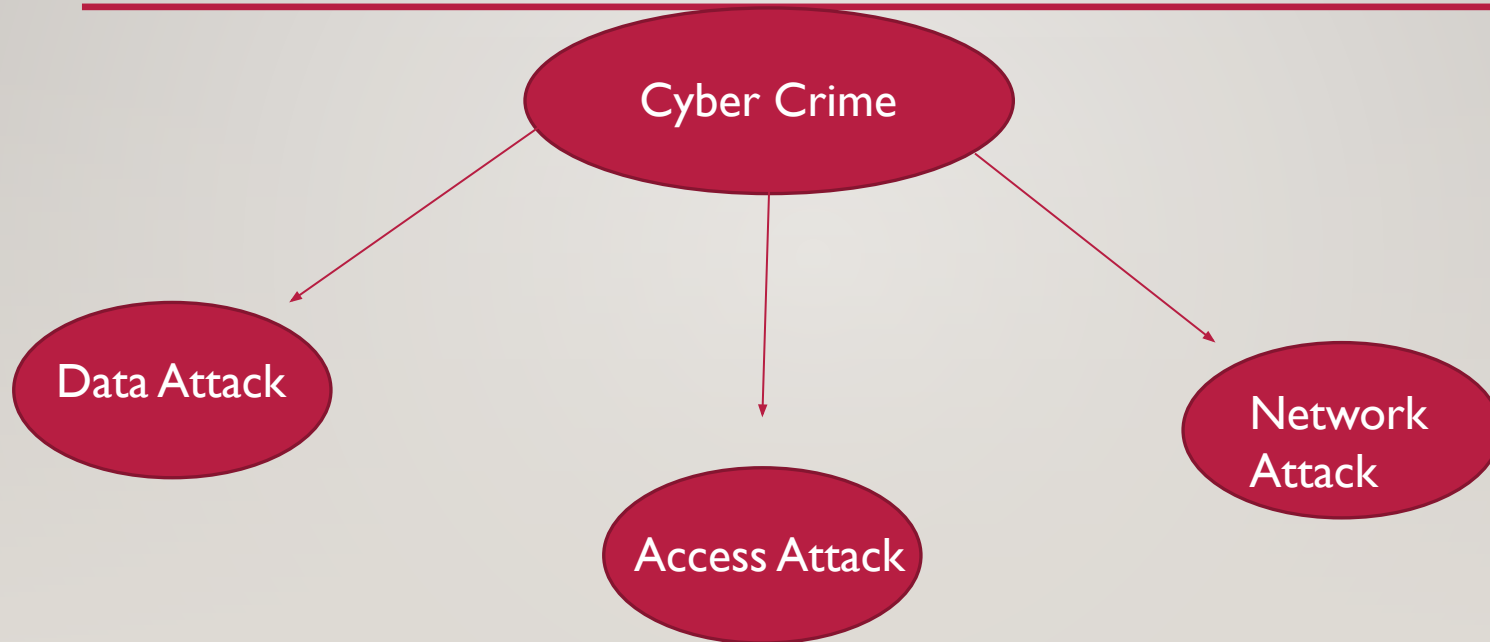


## NEGATIVES OF A TECHNOLOGICALLY ADVANCED SOCIETY

- Cyber Crime
  - Data, Network, or Access Attack
- Unregulated Access
  - Accessibility to anonymity
- Organized Crime
  - Mafia, Extortion, Drug trafficking
- Data Harvesting
  - Unethical



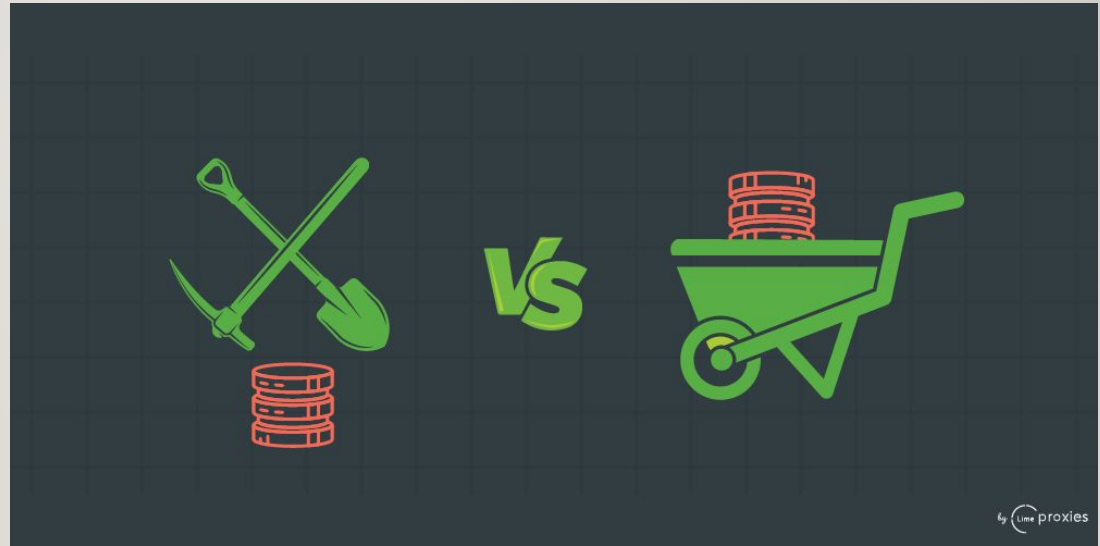
## THREE CATEGORIES OF CYBER CRIMES



## VALUE OF DATA

- Company to Criminal

- Who has it?



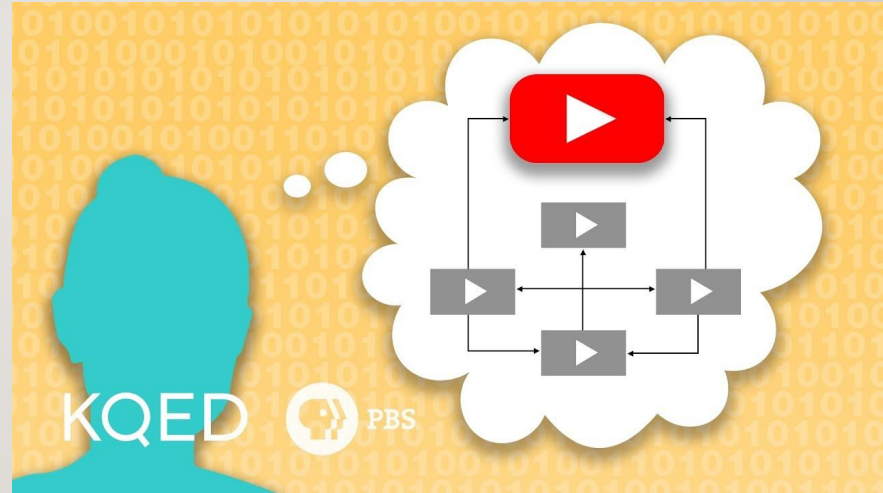
## WHAT CAN BE DONE WITH DATA

- Social Media Networks
  - Facebook, Twitter, Instagram
- Targeted Ads
- Addictive interface
  - May also Like, Recommended
- Propaganda
  - Cambridge analytica



## NURTURE TO ADDICTION

- Recommended for you
- Infinite scroll
- Notifications
- Slot Machine Refresh
- Location based Search Results
- You Are The Product!





# SOCIAL MEDIA EFFECTS ON MENTAL HEALTH

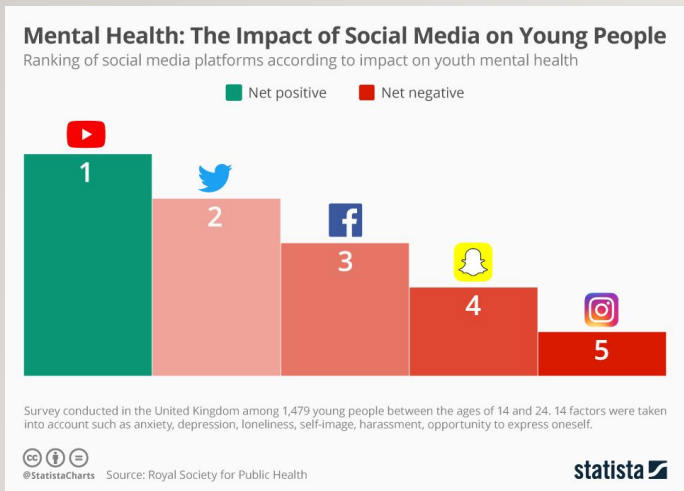


Fig 1

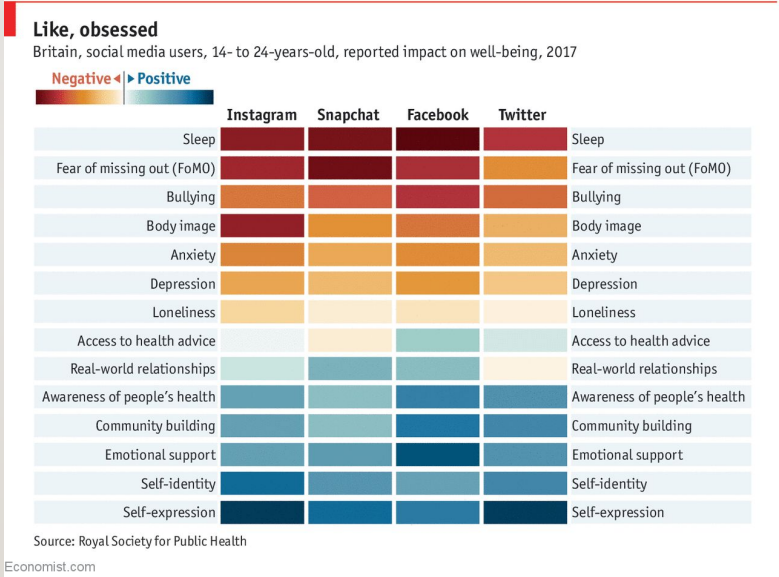


Fig 2

## EDUCATION AND GOVERNMENT INTERVENTION

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## PROTECT YOURSELF AGAINST CYBER CRIME

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- Cyber Security
  - VPN, Virus Detection
- Education
  - Public, Company Departments
- Government implemented Laws
- Up to Date on the Internet



## LIMITS TO BIG TECH

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- Limit Data collection
- Implement laws Against False Advertisement
- Improve Data Rights
- Evolve With Technology

