

# HUMAN ASPECTS THAT AFFECTS THE PRIVACY AND SECURITY OF SOCIAL NETWORKING

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## ***Abstract:***

A social network is a social structure in which multiple individuals or organizations are connected by linkage such as friendship, common interest, sharing, relationships of beliefs, and prestige. Now a day's social sites are a platform to communicate with friends, family and sometimes strangers. On these social sites user can share his/her photos, videos and current location due to which they sometimes fall in trap which is laid down by hackers. A cyber threat can be accidental, deliberate and targeted as it can come from a variety of sources including foreign nations spammers engaged in spying the information, hackers, virus writers, displeased employees working within an organization. Security attacks continue to happen which is a major concern now a days. In this paper we will discuss the various human factors affecting the privacy and security. We go through the various human aspects which lead to concern privacy of social networking sites. These include the factors such as fascination towards social websites, experiment for publicity, shortcut mechanism to earn money and fame.

***Keywords:*** Human aspects, Cyber Threat, Social Network, Privacy and Security

## **Introduction:**

Today we live in the digital era. We use various digital mechanisms for communication that includes social networking sites such as Facebook, WhatsApp, Instagram, YouTube, Hi5, Twitter, LinkedIn and many more. We use Facebook to get updated and to keep in touch with friends across globe, family, share posts, photos, videos and links. We have twitter for micro blogging which is followed by millions of users. WhatsApp for instant messaging, status and forwards. Instagram to share pictures and promotions and You Tube for videos and promotional activities.

Social networking had started long way back in 1970-71 when first e-mail had exchanged. In 1987 the first copies of early web browsers were distributed through Usenet. In 1997, the America on Line (AOL) Instant Messenger was launched. In 2002, Friendster was launched and within three months more than 3 million users were using it. In 2003, MySpace was launched and in the subsequent years many more other social networking sites were launched such as Facebook in 2004, Twitter in 2006 etc.

Using social media we have instant access to millions of peoples and we have new ways of interaction. We can share our experiences with each other, be updated with our friends' statuses, support them when they need it, and read their statements. Within social networks we can read about people's recommendation on a product we want to buy or on a hotel in which we intend to spend our next holiday. People use social media for different reasons. According to the study "Why People Use Social Networking" (2009), 31% of social media users said that they want to get in contact with new people, 21% said that they want to keep in touch with their friends, and 14% mentioned general socializing as their reason.