



CYBER SECURITY SUPERHERO SERIES 2012

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Security, Privacy and Risk Considerations in a Social Networked World – Protecting Yourself from Yourself

Loh Uantchern

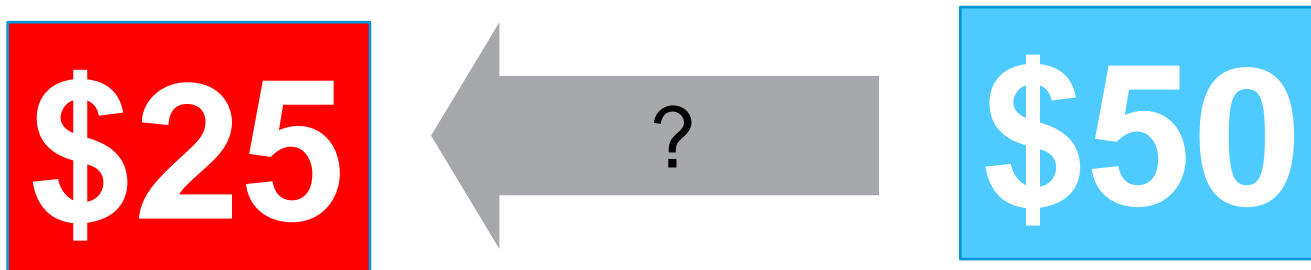
The Trust Experiment

- There are 2 participants in this experiment. They are kept in separate rooms and won't know each other's identity.
- Each participant is given \$10.
- The first participant will be asked – “Will you give your \$10 to the other participant?”
- If the answer is “**No**”, the experiment ends and the participants get to keep \$10 each.



The Trust Experiment

- If the answer is “**Yes**”, the \$10 will be quadrupled to \$40 and given to the second participant.
- The second participant will have \$50 (\$10 + \$40).
- The second participant will then be asked – “Will you give half of your \$50 to the first participant?”



What would most people do?

The Trust Experiment





“You can’t choose your family, but you can choose your friends”

The Trust Experiment

What would happen if the second participant kept the \$50, leaving the first participant with nothing?

“Revenge is best served cold.”

Anonymity

“I think anonymity on the Internet has to go away. People behave a lot better when they have their real names down.

I think people hide behind anonymity and they feel like they can say whatever they want behind closed doors.”

Randi Zuckerberg
Former Marketing Director, Facebook



Anonymity

6 May 2007

<http://www.asiaone.com/Digital/Features/Story/A1Story20070609-13336.html>

A newspaper reporter poses as a 13-year old girl on the Internet. An online chatter, claiming to be 19, arranged to meet her at a playground.

Actually a 28-year-old basketball coach, Josh wanted to 'cuddle for a bit' in his home.

When told that she was a reporter, Josh said he wanted only to walk around with her to 'pass the time'. He also claimed that he had set up the meeting to recruit female basketballers.

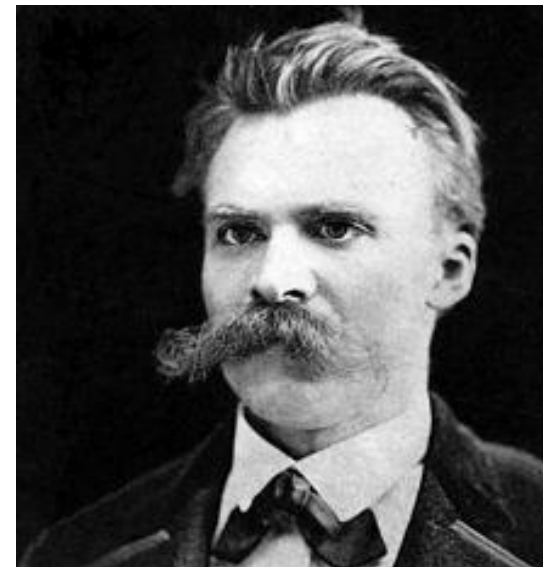




“Choose your friends carefully. Your enemies will choose you.”

Herd Mentality

- Herd mentality describes how people are influenced by their peers to adopt certain behaviors.
- First introduced by philosopher **Friedrich Nietzsche**, it suggests that people tend to follow what others do.



Herd Mentality

Gap Inc. announced that it will drop a new version of its logo after thousands of Facebook and Twitter users called for a return to the old logo that the clothing retailer has used for more than 20 years.



"We've learned a lot in this process," the company said in a press release. "And we are clear that we did not go about this in the right way. We recognize that we missed the opportunity to engage with the online community."

Herd Mentality

- This flaw had existed in earlier iPhones, as well as in competitors' phones, for years.
- That consumers had endured the performance issues for years without significant comment was not a sign of a successful strategy but of an **ongoing near miss**.
- When coupled with the right enabling conditions - Consumer Reports' widely quoted review and the expanding reach of social media - a crisis erupted.
- If Apple had recognized consumers' forbearance as an ongoing near miss and proactively fixed the phones' technical problems, it could have avoided the crisis.

- How to avoid catastrophe, Harvard Business Review, April 2011





“We cling to the idea that success is a simple function of individual merit and that the world in which we all grow up and the rules we choose to write as a society don't matter at all.”

Malcolm Gladwell, *Outliers: The Story of Success*

Delete doesn't mean deleted

Over 3 years later, "deleted" Facebook photos are still online - CNN.com

By Jacqui Cheng, Ars Technica
2012-02-06T17:29:28Z

CNN.com



Photos that users thought they "deleted" from Facebook months or even years ago remain accessible via direct link.

(Ars Technica) -- Facebook is still working on deleting photos from its servers in a timely manner nearly three years after Ars first brought attention to the topic.



“If I had an hour to save the world,
I would spend 59 minutes
defining the problem and one
minute finding solutions”

Albert Einstein (1879 – 1955)

What can you do?

- Be part of communities that can impact your organisations and look out for near misses. Continuous monitoring.
- Be prepared to respond quickly. It's always good to have a crisis management plan.
- Social media policies are good, but be prepared to engage rather than enforce them on staff.
- Implement sensible security measures such as data leakage prevention solutions.
- However, what can go wrong, will go wrong. It's just a matter of time. So be prepared with response team.



“If you don't know where you are going, any road will get you there”

Alice's Adventures in Wonderland

Thank you.

