Chapter 7
Challenges to Multimedia Privacy and Security Over Social Media

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ABSTRACT

With the rise in usage of social media, large quantities of data like pictures, videos, audio, and computer graphics are created. As the data is shared over the network, security and privacy become important concerns. Social networks are most popular and have become a medium for instant information sharing. Facebook, Instagram, WhatsApp are the most popular social networks. There has been extreme increase in the usage of audiovisual data over the social network. When multimedia data are stored in a networked environment, billions of users get connected to it for different purposes. The privacy challenges are personification, harassment, password sharing, location-oriented services, and privacy vs. marketing. The other challenges are data semantics, content management rights, and false information. There has been significant contribution by the researchers in development of security systems against these threats; still, the problems of clickjacking, short URL, phishing remain unresolved for some network architectures.

INTRODUCTION

Social networks allows people to connect with the group. Social networks are also referred as relationship networks that helps people and organizations to connect online and allows to share information and ideas. Following are the key points that enables users of social media to interact over the network. The

most commonly used network is media sharing network allowing to share the images, audios, videos, and other form of multimedia. The forums likes discussion forums, Chabot, allows to share current affairs and current happenings. Bookmarking and content curation networks are the special network used to determine, include, and stake the new content over the network. Consumer review networks allows to find and review businesses strategies. Blogging and reproducing networks helps to publish content online. Interest-based networks are the one which shares interests and hobbies. Social shopping networks are in the scope of ecommerce and helps the users to shop online. Sharing economy networks is another category of the social network that helps in trading and services. Market research, brand awareness, lead generation, relationship building, customer services etc. are all dependent on social network. Most popular social networks over the internet are discussed here. Facebook indicates online social networking website where people creates profiles, share information such as photos and quotes about themselves, and respond or link to the information posted by others. Category of the Facebook is social networking service. Such types of Social Media are used to subordinate with people (and products) on the Internet. These network helps the businesses via brand promotion, community awareness, relationship building, consumer service, lead generation, and conversion. These network encourages the individuals and businesses to interact online and to share the data. Thus the mutual productive relationships are ensured by these networks. Media sharing networks and the social networks have set of common features. For example, the Facebook is the social network that allows to share media while linked in a social network focusing on the professional relationships.

Twitter is a micro-blogging site which used to indicate the current activities. Twitter allows to follow the people and let the people to follow individual. When an individual write a message on twitter, followers see it. If you want to communicate with people without it being public, you can send short private messages. Instagram is media sharing network, freely available supports online photo-sharing application. It is a social network platform acquired in 2012 by Facebook. Instagram works through a mobile application that allows users to upload, and edit the images as well as the videos. The live video is another feature of an Instagram. People can add a title (caption) to each post and can use hashtags for the posts. The Location-based geotags is the feature which is capable of doing indexing to the user's posts. This indexing further allows to search by other users within the application. The user's posts appears on the feeds (Instagram). The posts can be viewed by public with the help of hashtags and the geotags. The privacy concerns are maintained by the Instagram. Users can make their profile private so that only permitted set of users can view it. LinkedIn is a professional network owned by Microsoft that focuses on career development as well as professional networking. LinkedIn helps in the recruitment of employees for enterprise. It displays the resume of the users, lets the job search, and improves the professional reputation by interacting with other people and by posting the updates. Regardless of the professional attention, LinkedIn is fairly analogous to community networking like Facebook. It is developed with the ethics similar to connecting people, posting the updates, sharing and liking the media content, and messenger (instant messaging to other users). WhatsApp is the most popular social network. Now a days, the official information is being conveyed through this application. It is the strongest social media application associated with almost all the smart phone users. It is free to download application for the smart devices. This is an internet based application evolving day by day that allows easy sharing of the media like images, videos, text and audios. It is widespread among the teenagers because of the features like status, voice messaging, location sharing and group chatting. It is a low cost application. Online social networks has rapid growth in terms of users and are being used for different purposes like advertising, marketing, enhancing business reputation and to connect with professional groups. Because

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