


# Chapter 14

## Cyber Security Concerns in Social Media and Online Interactions

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### **ABSTRACT**

*Along with human evolution, communication has continued to change. Social media has surfaced as yet another revolution in the vast spheres of mass media and communication in general in the modern day. Social media has completely changed how people connect and communicate with each other. It has brought the diversity of the world onto one platform, transcending time, national boundaries, racial and cultural divides, and more. Nevertheless, the other aspect of this information society's development—its insatiable thirst for knowledge—cannot be ignored. The risk of social engineering is one of the main weaknesses of social media. The practice of influencing someone's thoughts through deft communication techniques are known as social engineering or social manipulation, and it has existed for as long as communication itself. It combines creativity and science. The primary issue with social media is that people tend to overshare. This, however, simply makes it easier for a social engineer to prepare an assault.*

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## 1. INTRODUCTION

Social media platforms give users the opportunity to make friends online with an array of people who might have similar interests, backgrounds, or are open to pursue a long-term relationship. There has never been a simpler way to increase your social network and find new acquaintances. Thanks to internet interactions, friendship can now flourish beyond national boundaries. The convenience and accessibility offered by electronic handheld devices have revolutionized the way we communicate and access information. Whether you're at work, relaxing at home, or even on the go, these devices empower you to stay connected and informed with just a few taps or clicks. From instant messaging and video calls to file transfers and browsing the internet, the capabilities of modern handheld devices make it easier than ever to stay productive and connected from virtually anywhere. The Internet of Things as a whole would make it easier for Social media platforms to grow much more widely. Social networking refers to the act of broadening connections with others, primarily through online platforms such as Facebook, Twitter, Instagram, LinkedIn, and others Brain, J. (2021). It serves both personal and professional purposes, facilitating communication, idea sharing, and friendship formation. Essentially, it enables individuals from diverse locations to interact and collaborate. Social networking sites are generally known for their user-friendly interfaces. As depicted in Figure 1, social networks encompass fundamental components and have significant impact across various domains. The illustration highlights their versatility, illustrating their utility in entertainment, fostering business prospects, career advancement, enhancing social aptitude, and cultivating interpersonal connections with others Bright, L et al. (2021). With a considerable portion of the online populace engaging with social media platforms, these channels have emerged as vital mediums for promoting businesses and conducting awareness campaigns. As individuals tend to perceive social media primarily as a tool for personal communication, the significance of safeguarding the information stored on these platforms is frequently underestimated.

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