

Cyber Security and Laws in Information Technology Era : Challenges and Implications

**Editor in Chief
Dr. Ashok Kumar**

**Editor
Dr. Anand Kumar**

**Joint Editor
B.P. Singh**

**ASSOCIATED
PUBLISHING HOUSE**

Edition-2021

ISBN 978-93-81778-97-5

© Author

All rights reserved by the Publishers. This book or the part thereof may not be reproduced in any form or translated without the written permission of the Author.

Published by:

Associated Publishing House
Block No. 77, Sanjay Place,
Agra.

9. CYBER CRIME AGAINST CHILDREN Udit Agnihotri	108-116
10. WHEN THE CONTRACT GOES DIGITAL Aishwarya Deshmukh	117-137
11. TRUST AND PRIVACY IN SOCIALMEDIA Rajwant Singh Rao, Pravin Singh Yadav and Seema Dewangan	138-147
12. ICT AND NEW EDUCATION POLICY: IT'S IMPACT ON HIGHER EDUCATION Mayuri Singh and Dr. Ashok Kumar	148-165
13. ARTIFICIAL INTELLIGENCE AND THE MODERN MARKET: A LEGAL ASSESSMENT Mansi Shukla	166-177
14. RIGHT TO PRIVACY IN INDIA AND CLOSEDCIRCUIT TELEVISION CAMERA: ISSUES AND CHALLENGES Ms. Kanchan Mala	178-186
15. INFORMTION TECHNOLOGY ACT: AMENDMENTS TO CERTAIN STATUTES Dr. Vatsla Sharma	187-198

TRUST AND PRIVACY IN SOCIAL MEDIA

**Rajwant Singh Rao, Pravin Singh Yadav
and Seema Dewangan**

Dept. of CSIT,
Guru Ghasidas Vishwavidyalaya,
Central University Bilaspur
Email: rajwantrao@gmail.com,
pravinsingh1110@gmail.com,
sskd501@gmail.com

ABSTRACT

In this Information Technology Era data plays a most important role without data we do not think about the digital world. In the social media platform where we are providing data from morning to night, the concern about the truth and privacy of the data increases. There is a lot of misuse of data, fraud happens on this platform daily basis. This paper discusses some of the security-related problems in social media and prevention. We also discussed how Machine learning algorithms are used for truth detection. This paper will give a clear understanding of security-related issues and make awareness.

Keywords: Information Technology, Social Media, Data, Privacy, Fraud, Machine Learning.

INTRODUCTION

In this digital era, we spend a large part of our daily life on social media. Social media are virtual networks where we share our thoughts, media contents, etc. using computers, mobiles, tablets. We get news, videos, images from social media, through which we receive information, entertainment, etc. It is mainly used by people for gaming, marketing, making friends, communication, surfing [1]. Some popular

social media examples are Facebook, Twitter, Instagram, YouTube, LinkedIn, etc., each one has its facilities like Facebook is used for making friends you can also share media content you can chat with your friends. Twitter is famous for trends, in this platform we can write short content, follow someone's content. In this platform, we have the limitation of 140 characters in content YouTube is famous for video content sharing like educational informative video, entertainment video, news, etc. and we can like dislike this content we can also write comments for a video. LinkedIn is used for professional services. Through this, we stay connected with our friends, colleague, family members, etc. Billions of messages, videos, pictures, etc. spread on social media daily. As the number of users is increasing, the number of shared data is also increasing This data contains information that may a particular type of event or supports a person or misinformation can happen, etc. [5]. This data also contains our personal information which we do not want to share with everyone. Due to this fake content, roomer, wrong information, there are huge changes in the share market may come. We share our current location on social media, we share some pictures, from which our location is known from the background as to where we work, we are at which place right now.

CATEGORIES OF DATA IN SOCIAL MEDIA

There are six types [2] of data that are shared in social media they are-

- 1 **Disclosed-** data that are shared by the user by its own account are called disclosed data.
- 2 **Incidental-** data that are not shared by the user directly this data is shared by users' friends or relatives or colleague etc., is called incidental data. In this case, if users want to delete their account still this type of data will be shared.
- 3 **Service-** data that is shared by users are called service data. For example, his name, date of birth, mobile number, etc.
- 4 **Behavioral-** data that are created from users' action, containing users like/ dislike information is called behavioral data. For example, while using social media users like or dislike something or any type of content that is shared many times etc.
- 5 **Entrusted-** data that are shared by the user to someone else account is called entrusted data. This type of user has no control over that data.