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PRELIMINARY STUDY ON SECURITY ASPECTS OF GENERIC SOCIAL NETWORKING PLATFORMS

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ABSTRACT
A Social network is a public structure made up of people and associations nodes. They provide a virtual environment for people to share their information with their family, friends or even unknown. Social networking sites are a powerful and fun way to communicate with the world. As sharing have become easy the privacy of our data is major concern. This paper discusses the importance of "Security" in social network, analyzes security risks and adopts the mechanism to protect privacy.

Keyword: Security network, social networking sites, security issues, privacy.

INRODUCTION
The internet technology brings people together to exchange messages with one another. Internet is the easiest way to stay connected with people and it is the cheapest communication medium for quickest communication. The growth of internet technology found social networks to exchange ideas, thoughts, interests, activities, etc. There are many social networking websites such as Facebook, Twitter, Whatsapp, Instagram, Snapchat, exist but very few are mostly used by the people all over the world. Users of online social networks must need an E-Mail address to create the profile to start the communication process. Once the user profile is activated the users will be provided with the communication interface to start the communication with one another.

As sharing of Information have become easy the security have become a major concern. Information security should be at the forefront of everyone's mind since so much of our personal information is out there on the Internet. Information security is necessary because of the risk generated when technology is used to process information because information may be disclosed in the wrong way or to the wrong person. Information security is broken up into three major areas, which are called the CIA of information security. These areas are confidentiality, integrity, and availability. Confidentiality deals with authorized access. Integrity deals with making sure that the information is not tampered with or corrupted in any way. And finally, availability is just making sure the information can be accessed and where it is supposed to be.

Even though the use of social network sites and applications is increasing day by day but users are not aware of the risks associated with uploading sensitive information. The reason why cyber-attack on these networks is because users upload their personal information that commonly include their interests, social relationships, pictures, confidential information and other media content, and share this information to the whole world. Employees at work place too, unknowingly share information putting their corporate infrastructure and data at a risk. The volume and ease of accessibility of personal information available on these sites have attracted malicious people who seek to exploit this information.

The rise in attacks in the last few years tell us that social networks and their millions of users have to do a lot more to protect themselves cybercrime attacks. It is important to understand the risks and challenges in order to avoid loss of privacy.

SECURITY ISSUES
Inessential to say, social networking is not without its security risks. The major concern is the data privacy. The desired information is available to the government and various agencies because the social networking sites have its central repository which stores the information of the users using that particular application. Teenagers and many users being unaware about the fact make their sensitive data available to them and get into trouble.