

INFORMATION LEAKING THROUGH SOCIAL NETWORKING IN ORGANIZATION

*Asmida Sudarmadi, Mohamad Fauzulazeem Mohd,
Nur Nadzariah Mohamad Nazar and Nurain Mohd Fariq Subramaniam

*Faculty of Information Management,
Universiti Teknologi MARA (UiTM)
Puncak Perdana Campus,
Selangor, Malaysia*

Abstract

Today, the risks related to information security become a major challenge for many organizations. The organization should provide a training on relevant security tools such as confidential file, appropriate use of email and the internet. The employees in organization need to protect data or information in order to prevent information leaking. As a result, it could reveal the personal or financial information. The aim of this paper is to study on information leaking through online social networking.

Keywords: *information leaking; information security; social networking*

INTRODUCTION

Leakage or data leakages referred to as data or information that could not be seen to lose either owned by the organization or individual. It is the problem today is noteworthy because of theft involving information that is considered as a personal right of individuals or organizations. Information Leakage is an application of weakness where an application reveals sensitive data, such as technical details of the web application, environment, or user-specific data.

Sensitive data may be used by an attacker to exploit the target such as web application, its hosting network, or its users itself. In this paper, we measure the awareness of the people about the information leaking through online social networking in the organization. The method of the study for this research will be use in order to find the result by use the appropriate method and refer to our objective of our study.

ISSUES

For the study that will be conducted which are focused on the user awareness on information leakage through online social networking towards organization. Several of the past study that discussing on this topic are still in vogue and blur..

*Corresponding author: Asmida Sudarmadi
Address: Faculty of Information Management, Universiti Teknologi MARA, Malaysia
Email: as_eda92@yahoo.com

The scenario that occurs in today world related to online social networking can be said that the level of usage of online social networking is becoming more and bigger. The gap in the study from another study are discussing only on the problem occur and not the way or scientifically investigate the main factors that contributed to the information leakage in today's world.

- **Information leak through others application**

Information in can go anywhere and can spread widely without people know their movement. Based on this study, the leaking of the data and information can be from various sources and application. Another different study discussed that the information can move freely if people cannot control. For example, the information can be leak from the used of email, Facebook and so on. Many applications that we have in this world are in virtual form and intangible. It is not an easy task for human to control it.

- **Level of the awareness**

This study have come out with the issue that involving the level of awareness among the organization about the information leakage, the movement of unknown data linkage and how company or organization can do to prevent the data from being stole and leak. According to Kosta et al. (2010), growth and development of the internet and the emergence of Web 2.0 introduced people to the new era in the communication of the internet users and the exchange of user generated content. Awareness is the important tools that people need to understand because through the awareness we can know and learn something new that occurred.

- **Securities and the privacy of the information**

As we can see today, many people just knowing how to use their social media without considering any others factors that may become threats in the future. Another study were discussing about the usage of the online social networking related to the issue of securities and privacy. Organizations today are more tend to allow their employee to use the online social networking as a medium to improve their reputation and

collect more profit. Frankly said, many businesses today are being done using the social media such as Lazada and Trivago. From there people are not known whether their online business level in term of securities and privacy is secure that can keep their data safely. According to Shirky (2008), Tapscott & Williams (2006) the popularity of electronic social networking amongst office workers is because of the availability of laptops, low cost internet access, working from home, and the increasing erosion of traditional concepts of office hours. Scenario for today world involving the organization is not the unique topic to discuss about the company that did not use any online social networking for the businesses.

RESEARCH QUESTIONS

- What is the effects of information leakage in the organization
- How this information leakage will affect people?
- Which group was probably involved with the issue of information leakage?
- How can we prevent the information leakage from happen?

RESEARCH OBJECTIVES

The aim of this paper is to discover awareness among the organization about the information leaking and security. In order to achive this aim, we will evaluate the awareness of information leaking in order:

- To protect the company information from being stole and leak that could happen over social networking.
- To give the information about the information leaking in the organization
- To prevent an unknown data leakage movement from stolen organization information privacy.

FRAMEWORK AND EXPECTED OUTCOMES

The expected outcome from this research is to give user knowledge and make them understand what is information leaking through online social networking in organization. As we know, information can leaks from any media. Therefore, as a knowledgeable user, they need to understand the concept and function of social media and what the purpose of having it.

The expected outcome from this research is to give awareness to user. This is because, social networking has influenced by many groups of people and they do not know the function of it. By simply giving personal information, it might make him/herself in danger. By this research, it can give awareness and help them to decide either to give personal information through social media or not.

Besides that, from this research is to protect the company from being stolen or leaking of privacy information. Usually, in

a company there are thousands of documents that been created day by day. In order to make all these information secure, they need to know the procedure of keeping personal information and keep it safely.

For the last expected outcome from this research is to prevent an unknown data leakage movement within the organization. We do not know when problems will occurs. Prevention of leakage in data movement is very necessary. We do not know what will happen to the organization. In that case, we need to be careful and always prompt in doing anything.

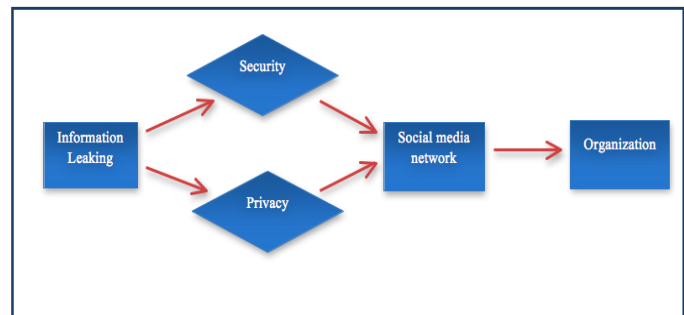


Figure 1. Research Framework.

Based on the framework above, we discover a few variable of the study which is the privacy, security and social media network. Information leaking occurs in term of security and privacy that involving social media network in the organization. In this research, we want to find how the information leaking often occurs whether in term of the security of the information is in low control and the privacy of the information is not private. Furthermore, in measuring how the security and privacy effect information leaking, we measured it by how often user use social media network. By this information leaking happen always in social media network, we want to know how the information leak in the organization.

CONCLUSIONS

In conclusion, this study need all of this elements such as operations variables, sample selection, data collection, analysis methods and expected outcome in order to complete this study regarding to information leaking through online social networking towards the organization. Awareness about information leaking is very important since the main core of the organization involved data and information. Security in term of information is vital whether the information is in printed form or non-printed form. Employees do not clearly understand or feel accountable for the protection of sensitive data because many employees are still unaware that online social networking may also give them a threat that led them to the information leaking whether involving the details such as personal traits or organization traits.

Today the risks related to information security are a major challenge for many organizations. So that, the organization should give training, awareness and the use of appropriate security tools such as confidential file, appropriate use of email and the internet and so on. The employees in organization need to know on how to protect data or information in order to prevent from leaking that could happen over the Internet, telephone or via fax of regular mail that could reveal the personal or financial information such as junk or unrequested emails, telephone calls or mail attempting. In this study, the questionnaires have been made in order to gather the information about percentage of information leaking in organization.

REFERENCES

- Kosta, E., Kalloniatis, Mitrou, L. & Gritzali, S. (2010). Data protection issues pertaining to social networking under EU law. *Transforming Government: People, Process and Policy*, 4(2), 193-201. doi.org/10.1108/17506161011047406
- Shirky, C. (2008). *Here comes everybody: the power of organising without organisations*. New York, NY: Penguin Books.
- Tapscott, D. & Williams, A. D. (2006). *Wikinomics: how mass collaboration changes everything*. New York, NY: Portfolio.