

THE OBSERVER



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Reporting Accurate and Objective Information Based on Facts, not Agenda-Setting Theories

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The Network Trap - The Tentacles of Social Networking

Google CEO Eric Schmidt commented in a [recent interview](#) that due to in depth documentation by photos and comments on media social sites, eventually a name change option will become the norm for youth to mask their background.

In 1932, long before Facebook and other web-based social networks began, a Romanian psychiatrist named [Jacob L. Moreno](#) who didn't accept Freud's theories based on the libido and socio-economics, had a theory of his own about interpersonal relations called '**sociometrics**'. He evaluated mental health issues **based on a person's social relationships** and wrote about the work in his 1934 book called *Who Shall Survive*. The psychiatrist whose epitaph reads "*the man who brought laughter to psychiatry*" and was known for introducing group psychotherapy to the American Psychiatric Association understood the value of social networking.

A New York Company named [ScuttlePad](#) recently launched the first social network for children ages 8-12 years old. Founder Chad Perry emphasized that his site exceeds the guidelines of the [Children's Online Privacy Protection Act](#), but given the fact that it's an internet mental playground for children, how many 'undesirables' are lurking?

The Australian education system has incorporated social networking into selected programs. [SNAPP](#) (Social Networks Adapting Pedagogical Practice) analyzes school students' interactions and documents using a Social Network Diagram. This diagram reveals all interactions between the students and staff and identifies those students who are key to disseminating information. It also identifies the socially disconnected students and provides peer comparisons, but could this labeling be detrimental to the students' future?

[Socialmedia.biz](#) brags that they are the #1 site "*covering the business of social media and the social Web.*" Conversational marketing and sales dialogue both positive and negative are publicly available to customers.

The escalation of legal issues contributed to social networking reflects a reality and not just for the public, but attorneys. John Schwartz NY Times article titled *A Legal Battle: [Online Attitudes vs. Rules of the Bar](#) highlights Attorney Sean Conway venting about a Ft. Lauderdale judge on a social network*. He obviously forgot about [The Codes of Conduct](#).

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Too Much Information: [Blogging Lawyers Face Ethical and Legal Problems](#) by Debra Cassens Weiss is another article of interest. Even judges are using the social network called [LinkedIn](#).

A recent Forbes magazine headline highlighted a 2010 Nielsen report titled *Internet & Social Media Consumer Insights* [Nielsen and McKinsey form Joint Venture to Help Companies Use Social Media Intelligence](#) that revealed online consumer behavior.

- 148.2 mil visited a social media website spending an average of 6 hrs. and 13 min. per month; (May 2010)
- 55% of US adults have one or more social sites;
- The average U.S. worker (while at the office) spent 5.5 hrs. a month visiting social network sites;
- Twitter's audience of 19.1 mil visitors reflects a two year increase of more than 1520% between May 2008-2010.
- Two-thirds of consumers worldwide use the internet for product review;

Because one is exposed to strangers, [criminal activity](#) on the internet is expected and safety must be addressed.

Nefarious programs with ads directed at the internet user to buy fake antivirus software or requests by various websites to submit personal information fuel identity fraud. The public's browsers of choice are Internet Explorer and Foxfire, thus making it the target by criminals. *Protect your browser!* Nearly half of all computer attacks come gift-wrapped in PDF files associated with the flaws in Adobe Reader and Flash Player. The PDF Reader uses the Adobe Flash Player. *Install Adobe Updates! Avoid the malicious virus alert that directs you to purchase software!* Online criminals are working diligently to manipulate search engines [McAfee's SiteAdvisor](#) and the Firefox add-on can help.

Avoid installing the fake multimedia-player codec on your Facebook. For the past year the [Kooface worm](#) has used this avenue to infect the PC with malware and using the PC as part of a group of computers (zombies/botnets) as distributors of spam and malware.

["Obtaining and Using Evidence from Social Networking Sites."](#) is an ongoing activity used by Law Enforcement. "Obtaining and Using Evidence from Social Networking Sites." is an ongoing activity used by Law Enforcement. Page 17 of this 35 page report explains how your Facebook data is analyzed. **Word of Caution:** The social data released by you has the potential to be used against you, also. Post responsibly!

[Anyone can become a victim of social networking Identity Fraud - even Interpol Chief Ronald K. Noble](#)