

## ABSTRACT

### Study on Cyber Security Concerns of Social Media Networking in Sri Lanka

Social media plays a vital role in the modern society, empowering people to be better connected to each other and creating new prospects for business world. Social networking has changed the way we interact with our friends and associates. While social networks, like Facebook, Twitter, YouTube, FourSquare, and Google+, play a significant role in our lives, they also create a high risk for security threats. Simultaneously, social networking sites have become key targets for Cyber Security attacks due to their enormous user base. Several studies investigated the prevailing privacy issues and security vulnerabilities of social networking sites and made endorsements on how to mitigate security risks while enjoying social media as a powerful tool in modern socio-economic life styles. Today the concept of a Cyber Village is a reality and Sri Lanka is one of the destinations of that village with interconnected people using internet in numerous ways without any barriers. There are many advantages and disadvantages in terms of Social Values, Ethics and Privacy of the people. This research is carried out to find out how Cyber Security concerns are risen up with the use of social media networking and the scope will narrow down to Sri Lankan society as we rarely find a study carried out on this and most of the facts that could refer is probably findings of a research or extensive study carried out in the Western society. Outcome of this research would be to find out protective measures to mitigate Cyber Security threats that related to Social Media Networking in a Sri Lankan context. The research results will be highlighting the negative impact on Social Networking and the research work presents new trends in Cyber Threats in Social Media, and it also quantifies user awareness of web threats and attacks. The survey showed that many users lack an adequate understanding of what to do and what not to do in order to remain safe on the internet and social media site. Therefore, it is crucial that training and awareness be given to all individuals, especially at a young age.