

The background is a vibrant orange gradient. In the center, a large, dark, gnarled tree branch reaches across the frame. Several black pumpkins with glowing yellow faces are scattered throughout: two are hanging from thin lines on the left and right sides, and a row of five is at the bottom. A small black bat is flying in the top left corner.

Tik or Treat: Staying Safe on Social Media

Oct. 31, 2023
Noon - 1 p.m.
Online via Zoom

The University of Calgary, located in the heart of Southern Alberta, both acknowledges and pays tribute to the traditional territories of the peoples of Treaty 7, which include the Blackfoot Confederacy (comprised of the Siksika, the Piikani, and the Kainai First Nations), the Tsuut'ina First Nation, and the Stoney Nakoda (including Chiniki, Bearspaw, and Goodstoney First Nations). The City of Calgary is also home to the Métis Nation of Alberta Region 3.





Reference 2017 Gartner, Inc.



Reporting Cybersecurity Incidents

- **Phishing emails**

- Preferred Method - Report the Email using the "Report Message >> Phishing" functionality of Microsoft Outlook
- Alternate Method - Report Phishing emails to reportphishing@ucalgary.ca. For more information see knowledge base article KB0032888 in ServiceNow at ucalgary.ca/it

- **All other cybersecurity incidents, contact one of the following:**

1. Submit a request to the cybersecurity operation team through the ServiceNow portal at ucalgary.ca/it
2. Contact UService at 403.210.9300
3. Contact your local IT Zone support manager

***At any point you can have UService or the zone team escalate to the Cyber Security Operations Team. It will be assessed and if necessary, the team will execute the Cybersecurity Incident Response Process.

***Always keep your devices up to date with the latest software updates from the manufacture

Misinformation Disinformation & Malinformation


- **Misinformation:** Refers to false information that is not intended to cause harm.
- **Disinformation:** Refers to false information that is intended to manipulate, cause damage, or guide people, organizations, and countries in the wrong direction.
- **Malinformation:** Refers to information that stems from the truth but is often exaggerated in a way that misleads and causes potential harm.



Cyberbullying

- **Cyberbullying** - The sending, posting, or sharing of negative, harmful, false, or mean content about another person. It can include sharing personal or private information that can embarrass or humiliate. Many cyberbullying activities can have legal and criminal consequences.
- **Cyberstalking** - A form of cyberbullying where there is repeated and deliberate use of the Internet and electronic communication tools to frighten, intimidate or harass someone.
- **Online Harassment** - A form of cyberbullying where there is threatening behaviour or unwanted advances.
- **Doxing** - (or doxxing) is the Internet-based practice of broadcasting private or identifying information about an individual or organization online. Information is found through searching publicly available databases and social media websites, hacking and social engineering.
- **Swatting** - Swatting is the dangerous and illegal act of reporting a false crime or emergency to evoke an aggressive response from a law enforcement agency (such as a SWAT team), to a targeted location. Examples include hostage situations or active shooters.





Phishing, Smishing, Vishing & Quishing

- **Phishing** – Phishing is an impersonation of a person, corporation or other trusted institution with the intent to extract passwords or other sensitive information from the victim. It is a criminal activity utilizing social engineering techniques and is usually done through email or instant messaging.
- **Smishing** – Another term for phishing used specifically for activities done over instant messaging.
- **Vishing** – Another term for phishing used specifically for activities done over the phone or through VOIP services
- **Quishing** – Another term for phishing used specifically for activities using QR codes



MFA Fatigue Attack

- A multi-factor authentication fatigue attack (MFA Fatigue Attack) is when criminals use a flood of MFA requests to trick users into clicking "Accept" at least once on the app on their mobile devices.
- Voice calls to your telephone asking the user to push a number which authorizes the MFA authentication
- People get so overwhelmed that they accidentally verify the request and then the criminal gets access to their accounts.

Useful Cybersecurity Links

- UCalgary IT: ucalgary.ca/it
- UCalgary IT Security: it.ucalgary.ca/it-security
- Top 10 Cybersecurity Tips: it.ucalgary.ca/it-security/top-10-cybersecurity-tips
- Staying Cybersafe: it.ucalgary.ca/it-security/staying-cybersafe
- Social Media Safety: <https://it.ucalgary.ca/it-security/social-media-safety>
- The Internet of Things: <https://it.ucalgary.ca/it-security/internet-things-iot>
- Cybersecurity Awareness & Training: <https://it.ucalgary.ca/it-security/cybersecurity-awareness-training>
- Password Best Practices: <https://it.ucalgary.ca/it-security/passwords-best-practices>
- Phishing and Social Engineering: <https://it.ucalgary.ca/it-security/phishing>
- Cybersecurity Tips for Travel: www.ucalgary.ca/risk/cybersecurity-travel
- International Travel Loaner Device Program: www.ucalgary.ca/risk/risk-management-insurance/travel/international-travel-loaner-device-program
- UCalgary Research Computing Services: it.ucalgary.ca/research-computing-services
- UCalgary guidance on adding weblinks in emails: ucalgary.service-now.com/kb_view.do?sysparm_article=KB0033851
- UCalgary Research Security: <https://research.ucalgary.ca/conduct-research/safeguarding-your-research>



How to back up to OneDrive:

ucalgary.service-now.com/kb_view.do?sysparm_article=KB0032351

UCalgary How to connect to VPN:

ucalgary.service-now.com/it?id=search&t=kb&q=vpn

Get CyberSafe Canada: www.getcybersafe.gc.ca

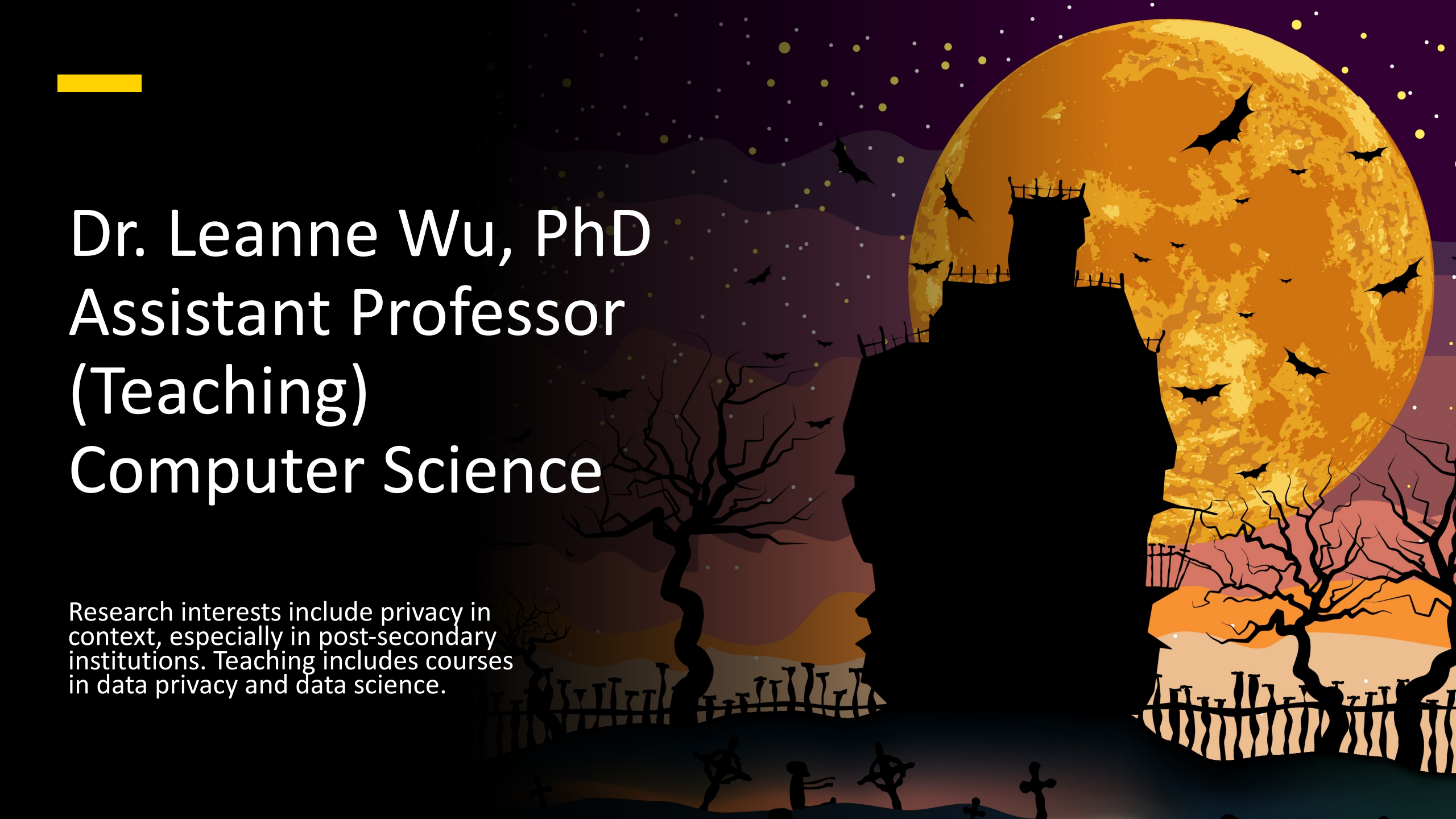
RCMP Internet Safety Site: www.rcmp-grc.gc.ca/is-si/index-eng.htm

National Cybersecurity Site: www.canada.ca/en/services/defence/cybersecurity.html

Check if your email has been compromised : <https://haveibeenpwned.com/>

Canada Antifraud Centre: www.antifraudcentre-centreantifraude.ca/

Cyberbullying : <https://www.canada.ca/en/public-safety-canada/campaigns/cyberbullying/cyberbullying-against-law.html>

A Halloween-themed background illustration featuring a large, bright orange full moon in a dark purple night sky filled with stars. Silhouettes of a castle with crenellated towers, several flying bats, and a graveyard with tombstones and bare trees are visible. The overall color palette is dark with orange and yellow highlights from the moon and stars.

Dr. Leanne Wu, PhD Assistant Professor (Teaching) Computer Science

Research interests include privacy in context, especially in post-secondary institutions. Teaching includes courses in data privacy and data science.

About me

- Data privacy in context, especially in post-secondary institutions
- Privacy attitudes and behaviours of students
- Teaching: Computer science (introductory), data science (data systems)

- ICQ
- Friendster
- LiveJournal
- tumblr
- Foursquare
- LinkedIn
- Twitter/X
- Pinterest
- Facebook
- Whatsapp

- Google+
- flickr
- Instagram
- Signal
- Mastodon
- Bluesky
- post.news
- Discord
- *And others*



Social media: It's a zoo



Content creation
and sharing




Messaging
(communicating
between contacts)



General purpose
and purpose-built



The background is a vibrant orange with stylized, rounded clouds in various shades of orange. Several black silhouettes of bats are scattered across the scene. In the bottom left corner, there is a silhouette of a haunted house with multiple towers and lit windows. Bare, black trees and several black crosses are also visible in the lower portion of the image. A large, bright yellow circle is positioned on the right side, containing the text.

Remember
the goal is
monetization
(of you)

Evaluating platforms

- **Format**: What kind of content can you create, share, or consume?
 - Can you control what you see?
 - Does the platform use an “algorithm”?
- **User base**: Who do you think the users on this platform are?
 - How are they verified? Are they real?
- **Privacy**: Who gets your data? Who owns your content?
- **Moderation and Safety**: What happens when something goes wrong?
- **Control**: Who decides what the platform does?





When to share content

- **What is the goal** of your message and what is your audience?
- **Can your content send inadvertent cues** or be used in an unexpected way?
 - (For example) birthdays, pictures of close friends and family, pets
 - Messages intended to be private or for a group of personal connections
 - Can you protect yourself from these harms?
- **Would this be worth sharing later?**
 - Would you post the content in a half an hour? Would you post it more publicly, or more privately?

Dark patterns: Boo!

- Platforms and apps are **designed to maximize something from you**
 - Engagement
 - Creation and amplification of content
 - Time
- Look for:
 - **Disincentives** for leaving the platform or using the platform in certain ways
 - **Incentives** for certain kinds of content
 - **Rewards** for daily or regular use
 - **Ways in which mal-, dis- or misinformation are not penalized**, not removed, or even sometimes promoted

The background is a vibrant orange with stylized, rounded clouds in various shades of orange. Several black silhouettes of bats are scattered across the scene. In the bottom left corner, there is a silhouette of a haunted house with multiple towers and lit windows. Bare, black trees and several black crosses are also visible at the bottom. A large, bright yellow circle is positioned on the right side of the image, containing the text.

Watch for
what the
platforms do,
not what they
say

Questions?

Resources

- <https://www.priv.gc.ca/en/privacy-topics/technology/online-privacy-tracking-cookies/online-privacy/social-media/>
- <https://www.mozilla.org/en-US/firefox/privacy/book/>
- <https://staysafeonline.org/resources/social-media/>

Expertise on campus

We have many scholars and researchers, including:

- Faculty of Arts
- Faculty of Law
- Faculty of Science
 - lewu@ucalgary.ca