



**PARVATHANENI BRAHMAYYA
SIDDHARTHA COLLEGE OF ARTS &
SCIENCE**

Autonomous

Siddhartha Nagar, Vijayawada-520010

Re-accredited at 'A+' by the NAAC

Offered to: M.Sc. (Computational Data Science)

CourseName	Privacy And Security In Online Social Media	L	T	P	C	CIA	SEE	TM
CourseCode	22DS4M1	4	0	0	4	30	70	100
Year of Introduction: 2022	Year of Offering: 2022	Year of Revision: Nil		Percentage of Revision: Nil				
L-Lecture, T-Tutorial, P-Practical, C-Credits, CIA-InternalMarks, SEE-ExternalMarks, TM-TotalMarks								

Course Description and Purpose: Privacy and Security in Online Social Media is a course that illustrates concepts of incidents, Trust and credibility, Misinformation, Pictures in online Social Media, policing and e-crimes, link Farming, Semantic attacks, Privacy in Location based Networks, Dynamics of username change.

Course Objective: To understand the importance of Privacy and Security in Online Social Media incidents, Trust and credibility, Misinformation, Pictures in online Social Media, policing and e-crimes, link Farming, Semantic attacks, Privacy in Location based Networks, Dynamics of username change.

Course Outcomes:

CO1: Recall Key Incidents, Data Collection Techniques.

CO2: Understand Dynamics of Social Media, Privacy Concerns.

CO3: Apply Policing Strategies, Detection of eCrime.

CO4: Analyze Misinformation Spread, Trustworthiness of Information.

CO5: Evaluate Effectiveness of Tools and APIs, Credibility of Sources.

CO-PO MATRIX								
COURSE CODE	CO-PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
	CO1	H	H	H	M	M	M	H
	CO2	H		H		M	H	M
	CO3		H		H		H	M
	CO4		H	H			H	
	CO5	H	H			M		M

UNIT-I (12 Hours)

Introduction-Incidents-OSM APIs and tools for data collection-Trust and Credibility on OSM.

UNIT-II (12 Hours)

Misinformation on Social Media-Privacy and Social Media-Privacy and Pictures on Online Social Media.

UNIT-III (12 Hours)

Policing and Online Social Media Part-I-Policing and Online Social Media Part-II-Policing and Online Social Media Part-III-eCrime on Online Social Media Part-I-eCrime on Online Social Media Part-II.

UNIT-IV (12 Hours)

Link Farming in Online Social Media-Nudges-Semantic attacks: Spear phishing-Profile Linking on Online Social Media-Anonymous Networks.

UNIT-V (12 Hours)

Privacy in Location Based Social Networks Part-I-Privacy in Location Based Social Networks Part-II- Beware of What You Share Inferring Home Location in Social Networks-On the dynamics of username change behavior on Twitter.

Prescribed Text Book			
	Author	Title	Publisher
1	Prof.Ponnurangam Kumara Guru	Privacy and Security in Online-Book Social Media	



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MOOCs

Semester:IV

Course Code:22DS4M1 Course Name:Privacy and Security in Online Social Media

Time: 3 Hours

Max Marks: 70

SECTION-A

Answer the following questions. (5×4=20Marks)

1. a) What is an *API*?(CO1,L1)
(OR)
b) Explain *Data*.(CO4,L1)
2. a) Write about *Privacy*. (CO2,L1)
(OR)
b) What is impact of misinformation? (CO2,L1)
3. a) What is *Policy*? (CO3,L1)
(OR)
b) What is *eCrime*? (CO3,L1)
4. a) What is *Nudge*?.(CO4,L1)
(OR)
b) Explain *Farming in Social Media*. (CO4,L1)
5. a) Write about *Privacy Preserving*. (CO5,L1)
(OR)
b) What is *Inferring Home Location*? (CO5,L1)

SECTION-B

Answer the following questions. (5×10=50Marks)

6. a) Categorize various incidents in *Online Social Media*. (CO1,L4)
(OR)
b) Compare and contrast *Trust* and *Credibility* on OSM. (CO1,L4)
7. a) Explain misinformation in *Social Media* and its disadvantages. (CO2,L2)
(OR)
b) Explain *Privacy and Pictures* on *Online Social Media*. (CO2 ,L2)
8. a) Summarize *Policing* in *Social Media*. (CO3, L2)
(OR)
b) Explain various *e-crimes* in *Social Media*. (CO3,L2)
9. a) Explain the *Link farming* in *Online Social Media*. (CO4, L5)
(OR)
b) Explain *Anonymous Networks*. (CO4, L5) 10 M

10. a) Elaborate *dynamics of username change behavior on Twitter*(CO5, L6)
(OR)
b) Elaborate *LocationBased Social Networks Impacts Privacy*(CO5,L6)