Impersonate Affecting Users' Attitude toward Facebook in Egypt (Conference Paper)

Nobby M.H.M.E., Zaki A.M.
Department of Information Systems, International Islamic University Malaysia, Kuala Lumpur, Malaysia

Abstract
Social networking sites such as Facebook have mushroomed very rapidly. Anyone with an email address can make an account as long as he accepts the terms and conditions of the website regarding privacy. There are several pages of celebrities, public figures, and famous personalities being targeted by hackers on the Web. The real problem arises when a subscriber follows the wrong page thinking it as real. This study has been done to show the opinions of Facebook account holders. It intends to impart awareness regarding the phenomenon 'impersonation' on Facebook, which means the impostor sending a text message from another account which made as a real account. This study has been conducted to assess the impersonation on Facebook in the Egyptian context. This study proves that impersonation has a negative impact on the Egyptian society from a sample of 210 respondents by quantitative research. The study showed that the average education level in greater than awareness of the existence of impersonation. © 2013 IEEE.

Author keywords
Facebook, Impersonation, Privacy

Indexed keywords
Engineering controlled terms: Data privacy, Personal computing
E-mail address, Facebook, Higher education, Impersonation, Public figure, Quantitative research, Real problems, Social networking sites
Engineering main heading: Social networking (online)

References (24)

View in search results format

View in search results format