Chapter 11
Social Implications of IT
Dear Subscriber,
We noticed your account was viewed on another computer yesterday, we placed a hold on your account. Please kindly verify your account through our secured link below.

VERIFYHERE

We apologize for the inconveniences that this may cause you

©2013 Web mail verification Center.

------------------------------------

<a target="_blank" href="http://ansome001live.coffeecup.com/forms/web/"
On Thu, Oct 17, 2013 at 5:01 PM, University California San Diego adminweb@ucsd.edu> wrote:

Subject: **##Regularly Scheduled Upgrade##**

Support Faculty/Staff: Information Technology University California, San Diego

Dear Valued User,

This Email is from the University California, San Diego, we will be making some vital E-mail account Upgrade maintenance to ensure high quality in Internet connectivity in the 2013–2014, Click or Copy the below link to upgrade your email account: [http://7858ucsd.jimdo.com/](http://7858ucsd.jimdo.com/)

And All Mail–Hub Systems Will Undergo Regularly Scheduled Upgrade.


University California, San Diego

9500 Gilman Dr, La Jolla, CA 92093
From: UC San Diego <ucsd.edu@cip.telemar.cu>
Date: Sun, May 15, 2011 at 9:06 PM
Subject: Routine Maintainance
To:
Dear Account Subscriber,

Account Server: https://acs-webmail.ucsd.edu/squirrelmail/src/login.php

UC San Diego

This Email is from the Squirrelmail administrative unit and we are sending it to every ucsd.edu accounts user for maintenance/upgrade of User security systems. We are having congestions due to the anonymous registration of ucsd.edu accounts so we are shutting down some ucsd.edu accounts so your account needs to be re-updated due to this condition.

We are sending you this email so that you can verify and in order for safety and maintainance of your account. If you are still interested in being a ucsd.edu account user please confirm your account by filling the space below.

Information would be needed to verify your account.
* Username: (....................... ) (Compulsory)
* Password: (.................) (Compulsory)
* Date of Birth: (......................) (optional)
* Country Or Territory: (..................) (optional)
* Security Question: (....................) (Compulsory)
* Security Answer: (......................) (Compulsory)

Before sending your account details to us, you are advise to Login into this Link below:
https://acs-webmail.ucsd.edu/squirrelmail/src/login.php

NOTE: If your account do Login, Send us the details, if otherwise it means it has already been deleted from our main server. Sorry for the inconvenience this might have caused you we are only trying to make sure you surf the net perfectly well with our accounts.

All you have to do is Click, Reply and supply the information above, your account will not be interrupted but only upgraded. Thanks for your attention to this request. Once again We apologize for any inconveniences.

WARNING ****************************
Account Users that refuses to update his/her account after 7 Days of receiving this warning message will lose his or her account permanently.

Unauthorized access to this computer is in violation of the Annotated Code, Criminal Law Article 8-606 and 7-302 and the Computer Fraud and Abuse Act, 18 U.S.C. ? 1030 et seq. This office may monitor use of its computing resources as permitted by state and federal law, including the Electronic Communications Privacy Act, 18 U.S.C. ? 2510-2521 and the Md. Annotated Code, Courts and Judicial Proceedings Article, Section 10,Subtitle 4. Anyone using this system acknowledges that all use is subject to (ucsd.edu) Policy on the Acceptable Use of Information Technology Resources available at:
https://acs-webmail.ucsd.edu/squirrelmail/src/login.php

Webmail Unit/ UC San Diego (ucsd.edu)
Netiquette

• Civilized Internet social behavior (and email)
  – One topic at a time
  – Context (question with answer)
  – Automated reply (unable to answer for awhile)
  – Answer backlog in reverse order
  – Get sender's permission before forwarding
  – Targeted distribution lists (not everyone)
  – Offensensitivity
  – Emoticons (smilies)
<table>
<thead>
<tr>
<th>Guidelines</th>
<th>Responsible Behaviors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Act as if you are there in person</td>
<td>Display your best side: In online interactions don’t say or do things that you wouldn’t say or do to the person face-to-face.</td>
</tr>
<tr>
<td>Remember that you aren’t there in person</td>
<td>In face-to-face conversation, facial expressions, pauses, volume, emphasis, body language, and so on convey meaning that is not available in email or messaging. Explain yourself more completely. Avoid writing that can be misunderstood—“I can’t praise her cooking enough”—and use notations like smilies—emoticons—to flag humor. Before sending or posting very emotional content, sleep on it.</td>
</tr>
<tr>
<td>One-on-one talks</td>
<td>Never forward email without the sender’s permission.</td>
</tr>
<tr>
<td>Email isn’t private</td>
<td>Your school, company, or email provider may have access to your email. Email can be subpoenaed for court; only put in an email what you’d write on a postcard.</td>
</tr>
<tr>
<td>Delete doesn’t remove content</td>
<td>Because copies are kept (to recover from crashes), most Web content is still accessible after it has been deleted. Watch what you post—your boss or your future boss may see it. Think carefully about Facebook and Twitter posts.</td>
</tr>
<tr>
<td>Don’t waste your friend’s resources</td>
<td>Sending long rambling “musings” or huge image files wastes your friend’s time and slows network connections or possibly server space. Be thoughtful. Don’t send, or at least warn about the file size in the subject line.</td>
</tr>
<tr>
<td>Avoid flame wars</td>
<td><strong>Flame wars</strong> are nasty email exchanges in which a few people fight, but cc a group of others. Don’t continue a flame war; contact a flamer separately.</td>
</tr>
<tr>
<td>Confirm addressees</td>
<td>Before clicking Send when emailing, check that the “To” list is correct. If you accidentally send a personal reply to a group—by clicking Reply All when you meant to click Reply—follow up immediately with an apology.</td>
</tr>
<tr>
<td>Consider the time</td>
<td>Don’t expect immediate responses; the recipient may live in another time zone and may be busy with other activities, like sleeping. When reading email, remember that the sender might have sent several messages. Check the message list before replying; there may be a “forget it” message.</td>
</tr>
</tbody>
</table>
Selecting a Password (1-way cipher)

- Not easily guessed (easy to remember)
- Minimum 6 characters (good: 8+)
- Mixed case letters, numbers, punctuation
- Not in dictionaries
- No personal association (i.e. name)
- Interesting topic
- From a phrase rather than a word
- Encode password phrase (abbreviate with alternate characters)
Managing Passwords

- Changed periodically
- Single password for everything is risky; Different password is hard to remember
- Passwords can be recycled
  - Slight changes to good passwords
  - Rotate passwords
Be a Martian

• Crowdsourcing
• Build a database of all knowledge through volunteer global effort
• Help NASA tag images from Mars rovers

Figure 11.1 Cockpit image from NASA’s Be a Martian welcome page, beamartian.jpl.nasa.gov/welcome.
Foldit

- Game program works on proteins
- Important to AIDS, cancer, and Alzheimer's research
- Protein structure associated with AIDS virus solved in 3 weeks
Freerice

• Vocabulary game:
• Player - given an English word and 4 possible definitions
• Picking right answer donates 10 grains of rice
Kickstarter

- People pitch creative project ideas:
  - What they’ll do
  - How much money needed
  - Why it’s important, etc.
- Donors contribute toward goal
- If goal achieved, project is funded, else donors get money back
Subject: Bank of America Alert: Update Your Account
From: Bank Of America <update@boa.com>
Reply-To: no-reply@boa.com
Date: 12/29/2006 5:40 AM

Online Banking Alert

Your Online Banking is Blocked

We recently reviewed your account, and suspect that your Bank Of America account may have been accessed by an unauthorized third party. Protecting the security of your account and the Bank Of America network is our primary concern. Therefore, as a preventative measure, we have temporarily limited access to sensitive account features.

To restore your account access, please take the following steps to ensure that your account has not been compromised:

https://www.bankofamerica.com/cgi-bin/ias/GotoReset

We apologize for any inconvenience this may cause, and appreciate your assistance in helping us maintain the integrity of the entire Bank Of America system.

Thank you.

Because your reply will not be transmitted via secure e-mail, the e-mail address that generated this alert will not accept replies. If you would like to contact Bank of America with questions or comments, please sign in to Online Banking and visit the customer service section.

Bank of America, N.A. Member FDIC. Equal Housing Lender. © 2006 Bank of America Corporation. All rights reserved.

Figure 12.2 An example of a fraudulent email phishing attempt claiming to be from Bank of America.
Phishing

- **Password harvesting** - fishing
- Users sent **SPAM** emails asking for credit card or banking information
- Message **disguised** to appear to be from a bank
  - Reports a security problem user needs to address
  - Clicks legitimate looking link, linked to **bogus** sites set up to steal information input
What to do about Phishing?

- **Never** respond to requests for **personal** information like passwords via email; legitimate businesses do not request information this way.
- **Do not click** on links or pre-typed addresses because they can be spoofed; type URL yourself.
- Check to make sure website is using **encryption**.
- Routinely **review** credit card and bank statements for **unusual activity**.
- **Report** suspected abuses to proper authorities.
How Spam Filters Work

- **Spam** – **UCE** (unsolicited commercial email)
- Spam score
  - Forged message headers
  - **Suspicious** text - “lottery” or “mortgage”
  - Only image (foil text checks)
  - Foreign language text
  - Fonts – all caps, large font size, bright colors
- **Quarantined** (spam folder)
- Set threshold

<table>
<thead>
<tr>
<th>Change Threshold</th>
<th>Effect on Legitimate Messages</th>
<th>Effect on Spam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher</td>
<td>Fewer legitimate messages</td>
<td>More spam gets</td>
</tr>
<tr>
<td></td>
<td>quarantined</td>
<td>through to inbox</td>
</tr>
<tr>
<td>Lower</td>
<td>More legitimate messages</td>
<td>Less spam gets</td>
</tr>
<tr>
<td></td>
<td>quarantined</td>
<td>through to inbox</td>
</tr>
</tbody>
</table>
Protecting Intellectual Property

• **Intellectual property** - human creation (music, photograph, textbooks, cartoons, …)

• Licensing of SW
  – Lease SW (not buy)
  – Gives right to use personally and not sell nor give away (at least 1 computer, all owned, 1 @ time)

• Try before you buy
  – *Shareware* allows download and try SW for free, then pay person who built it if you like it (honor system)

• Open Source SW
  – Source code proprietary to vendor
© Copyright on the Web

• Free Personal Use
  – Free to read, view, or listen to protected work
  – Free to print/save for future personal enjoyment

• Need permission?
  – Information in public domain is free for anyone
  – Otherwise, must get permission from owner
    • Use for new work, distribute/publish, perform work publicly, make a copy

• Fair Use?
  – Planned use, nature to be used, how much, effect
**CC (Creative Commons) Summary**

- Creators keep copyright to work, can waive rights
- **CC**
  - Developed licenses for general “good”
  - Provides tools for tagging work with license link
  - Licenses allow copying, distributing, and performing
- Options for CC license
  - **Attribution** (most CC licenses) gives credit to creator
  - **Noncommercial** (not for sale)
  - No derivative work created from it
  - **Share Alike** (identical license)
The Challenge

• Accept software may contain bugs. Monitor usage, be alert to unusual behavior and be prepared to limit harm they can do

• Demand high-quality software, refuse buggy software, and be prepared to change to better software

• New Software
  – Any software is a potential source of infected code
  – Most software distributors are careful to avoid infection
Spam, Email, Phishing Checklist

• Skepticism
• Don’t download from untrusted sources; be suspicious of sites that want to send information
• Use strong passwords
• Don’t open email attachments from unknown sources