

IT-Security and the Next User Generation

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How we think about the younger generation and the Internet:



But we should also consider this:

Slate

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HOME / TECHNOLOGY : THE FUTURE AND WHAT TO DO ABOUT IT.

The Death of E-Mail

Teenagers are abandoning their Yahoo! and Hotmail accounts. Do the rest of us have to?

By Chad Lorenz

Wednesday, Nov. 14, 2007, at 12:32 PM ET



By 2002, everyone in my family had become an Internet convert. For the technophobic older generation, signing up for an e-mail account was a concession to us youngsters—if the kids don't call home, they thought, we'll just reach them through the computer. Everyone was especially eager to send messages to my niece, a kid who wasn't all that chatty on the phone but was almost always glued to her PC. But while the rest of us

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Updated Nov. 28, 2004 23:27 KST

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New Forms of Online Communication Spell End of Email Era in Korea

The email era is coming to an end because replacement communication means such as Internet messengers, mini-homepages (dubbed "one-man media"), and SMS are wielding their power. As a consequence, the stronghold of email, once the favorite of the Internet, is being shaken from its roots.

The ebbing of email is a phenomenon peculiar to Korea, an IT power. Leading the big change, unprecedented in the world, are our teens and those in their 20's. The perception that "email is an old and formal communication means" is rapidly spreading among them. "I use email when I send messages to elders," said a college student by the name of Park. For 22-year-old office worker Kim, "I use email only for receiving cellphone and credit card invoices."

Rank	Sector	Global ¹ Active Reach Dec 08	Global ¹ Active Reach Dec 07	% Point Increase in Active Reach
1	Search	85.9%	84.0%	1.9%
2	General Interest Portals & Communities	85.2%	83.4%	1.9%
3	Software Manufacturers	73.4%	72.0%	1.4%
4	Member Communities	66.8%	61.4%	5.4%
5	E-mail	65.1%	62.5%	2.7%

Nielsen Report 2009


... and this ...

facebook



... which inevitably leads to ...

The screenshot shows a web browser window with the following content:

- Browser Tab:** Ban Facebook and Myspace from Wo...
- Page Header:** Internet Safety | How to Filter, Block, Monitor the World Wide Web
- Main Article:**
 - Title:** Ban Facebook and Myspace from Work?
 - Date:** December 13, 2008 — benjaminwright
 - Section:** Social Network Security Risks
 - Sub-section:** Human Resources (HR) Meets Generation Y
 - Text:** Update: The US [Marines](#) are banning social network sites like Facebook, Myspace and [Twitter](#).
 - Text:** Does banning employees from Facebook, Myspace, Bebo and Hi5 stifle the younger generation? Web 2.0 economist Don Tapscott argues that bosses should not block social network sites. He says that by [blocking](#) them managers alienate young workers, denigrate the technology that defines them and prevents them from collaborating productively. Tapscott (author of the book *Grown Up Digital*) almost makes the [prohibition](#) of social media sound like the violation of a civil right.
- Left Sidebar:**
 - Professional Training**
[SANS bootcamp on law of IT security, e-records and investigations.](#)
 - [In-house workshop on development of e-mail and other e-records policy.](#)
 - Data Loss Prevention**
[Complying with laws that require notice to people when security of credit card numbers or social security numbers have been compromised](#)
 - Benjamin Wright**

- Right Sidebar:**
 - * Custom Professional Training**
 - [1 hour, 2 hours or more](#)
 - * IT Administrators**
 - [Learn How to Avoid Going to Jail](#)
 - * Online Seminar | IT Security Law | Learn from Home or Office**
 - [Law of eDiscovery, eInvestigations, Data Leakage & Tech Contracts](#)
 - Hottest Topics**
 - [Banish Twitter?](#)

So why the debate?

- Unsure and scared of the unknown
 - Who are the younger generation?
- Unsure about the younger generation's usage of the Internet
 - language
 - culture
 - demands / expectations
 - speed of learning
 - risk awareness & appetite
- Older generation (usually in charge of security) defaulting to banning access instead of seizing an opportunity
 - pushing our boundaries
 - or just benefiting from the younger generation?

Who are gen 'Y'?

- **Generation Y** refers to a specific cohort of individuals born from 1978 to 1994 others mark the beginning of Generation Y in 1982*

- Means the majority of their free time is online living this lifestyle.

Gen Y: example key statistics

In a survey of college students in the US by Junco and Mastrodicasa (2007):

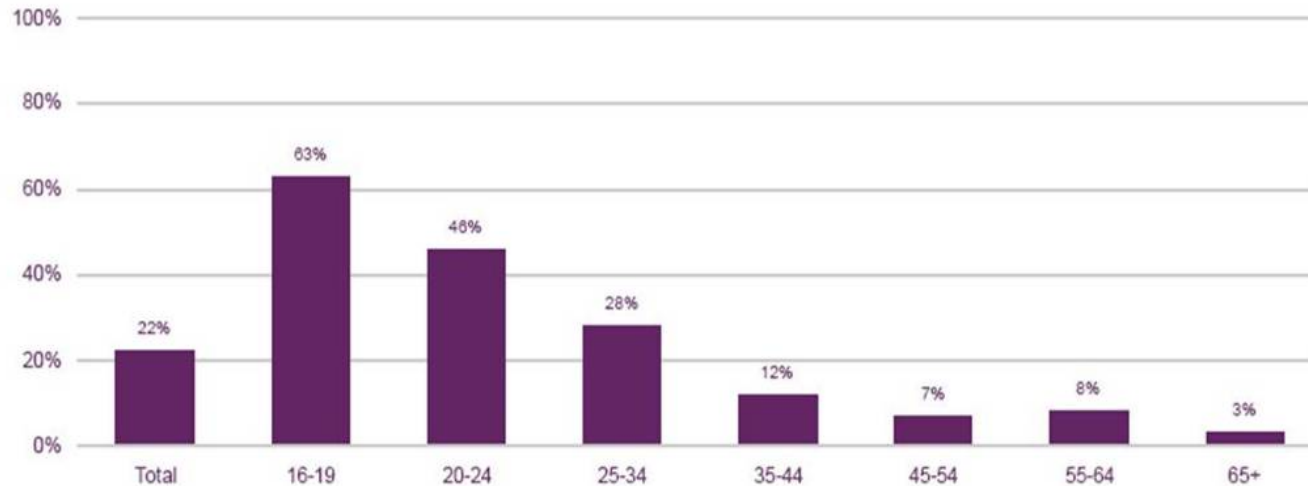
- 97% own a computer
- 94% own a mobile phone
- 76% use Instant Messaging (15% logged on 24/7)
- 34% use websites as their primary source of news
- 28% author a blog and 44% read blogs
- 49% download music using peer-to-peer file sharing
- 75% of college students have a Facebook account
- 60% own some type of portable music and/or video device such as an iPod

Gen Y is the first of its kind

MEDIA LITERACY

Nearly two in three 16-19 year old internet users have a profile on a social networking site

Age profile of adults who have set up a profile on a social networking site



IN28A – I'd like to read out a number of things people might do using the types of technologies we've been talking about. For each one, could you please tell me if you've done it, or you'd be interested in doing it, or you're not interested in doing it?

Base: All who use the internet at home or elsewhere (1723)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to December 2007

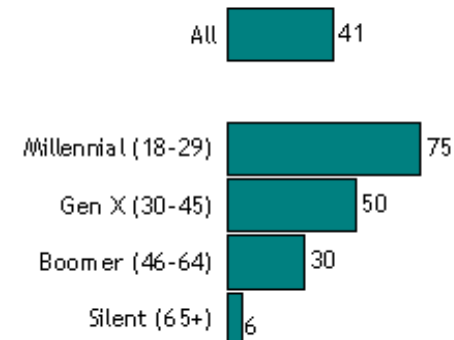
And now: The Millennials

- American teens and twenty-somethings who are making the passage into adulthood at the start of a new millennium
- Millennials are on course to become the most educated generation in American history, a trend driven largely by the demands of a modern knowledge-based economy, but most likely accelerated in recent years by the millions of 20-somethings enrolling in graduate schools, colleges or community colleges in part because they can't find a job. Among 18 to 24 year olds a record share -- 39.6% -- was enrolled in college as of 2008, according to census data.

Source: PEW Research Center: The Millennials: Confident. Connected. Open to Change.

Do You Have a Profile on a Social Networking Site?

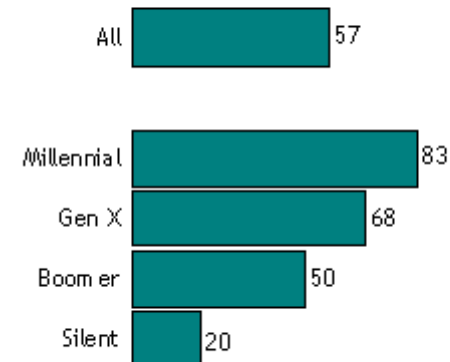
% saying "yes"



PewResearchCenter

Do You Sleep with Your Cell Phone?

% who have ever placed their cell phone on or right next to their bed while sleeping



PewResearchCenter

Should this scare us? Some examples...

- ICT tools to communicate / collaborate (usually outside our circle of control and influence):
 - Blogs
 - Wikis
 - Social networks
 - Instant Messenger
 - Facebook
 - MySpace
 - Second Life
 - etc

Fuzzy boundaries

Public

Private

Personal

**Political/
Professional**

Declarative living and ambient intimacy

“The mundane is powerful, the quotidian defines us. Do I care that you ate peas for dinner? Not really. But if you share a quick recipe I might appreciate it.

Does anyone really want to live in a world where all we talk about is work? Where the only language we speak is that of the MBA?

Me - I prefer a little monkey business, because play drives productivity. That’s ambient intimacy.”

James Governor

<http://redmonk.com/jgovernor/2007/06/14/ambient-intimacy-from-picking-fleas-to-eating-peas/>

Where Gen Y lives ...



Ewan McIntosh
(<http://edu.blogs.com/>)

A simple test: do you know ANY / ALL of these
(if not, try asking your kids)?



Some observations on current situation

- Our agility and ability to keep up is poor
- We are behind the curve in exploiting opportunities while debating the threats
- Disappearance of boundaries accelerating at an alarming pace
- Convergence of external and internal applications, appliances, devices etc. (who has got > 2 cell phones/PDA's?)
- Data leakage threat / loss of control over data is high
- Personal (physical and virtual) threats increased
- Online communities have their own definitions of acceptable use

The (painful) learning curve of Gen Y

FaceBook In Reality - idiotsofants.com and BBC's The Wall



<http://www.youtube.com/watch?v=nrISkU0TFLs>

But what about us? Aren't we hypocrites?

■ We:

- exploit Facebook, Xing, LinkedIn etc. for recruitment and looking at individuals (but mostly with a negative expectation)
- advertise in online communities to sell to the younger generation
- research to determine trends and social patterns to exploit for marketing opportunities.

Open issues

- Should access to these platforms be forbidden, restricted or open?
- How do you enforce blocking or restrictions?
- How do companies remain attractive as employers, if access is forbidden or restricted?
- Will such restrictions be valid for employee's spare time activities as well?
- How will this influence our current policies, best practices etc?
- How can we use Gen Y's creative potential without giving up control?

Pro: exploiting the benefits of Gen Y

“The simple truth is that the most adaptive, agile, and responsive companies are almost always the most in touch.

The companies that are the most in touch tend to be the most collaborative.

And the most collaborative – the companies that are the best at creating, finding, and reapplying great ideas – are those that sustain growth over the long term”

A. G. Lafley, Procter and Gamble CEO

(Wikinomics, p.110)

Con: our assets (as well as Gen Y) needs to be protected

“Spare me the sermon – if any of my people claim that they need “always on” connectivity to YouTube or Facebook, they’re in the wrong company. They get paid to get a job done, not to fool around on a social network, consume bandwidth and leak all of my company secrets.

I am at least partially responsible for my user’s behaviour on the Internet, so will make sure they don’t misbehave and damage much more than their own reputation.

Our acceptable use policy is very specific about these issues and any deviations will be dealt with accordingly.”

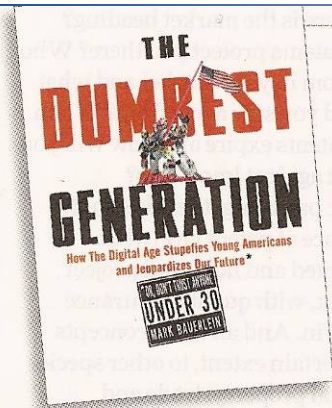
Conversation with an undisclosed CIO

Opinion

- The debate has only just begun – both sides have valuable views
- Blocking access does not work in the long run - we must educate our users – back to basics!
- We must embrace the younger generation needs – it will accelerate innovation (at a price/risk)!
- It is a challenge, not necessarily a threat!
- To retain talent, we must listen to their expectations, recognise them, help them grow!

- We must embrace change, instead of blocking it at router level!
- Controls must more adaptive and agile

But ...



THE DUMBEST GENERATION: HOW THE DIGITAL AGE STUPEFIES YOUNG AMERICANS AND JEOPARDIZES OUR FUTURE (OR, DON'T TRUST ANYONE UNDER 30)

By Mark Bauerlein; Tarcher/Penguin, 2008; 272 pp; US \$24.95; ISBN: 978-1-585-42639-3

WWW.SPECTRUM.IEEE.ORG

DUMB AND DUMBER

Are smart technologies making us stupid?

REMEMBER when technology was supposed to make us smarter? Not so fast. Emory University professor Mark Bauerlein argues in his book *The Dumbest Generation: How the Digital Age Stupefies Young Americans and Jeopardizes Our Future*. Bauerlein argues that e-mail, blogging, e-

and gaming have produced a culture of young people more agile with images but with fewer critical thinking skills and underdeveloped cognitive habits. Their lack of curiosity endangers the

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TECH BIZ : MEDIA

How Madison Avenue Is Wasting Millions on a Deserted Second Life

Frank Rose 07.24.07

For months, Michael Donnelly had been hearing all about the fantastic opportunities in Second Life.

As worldwide head of interactive marketing at Coca-Cola, Donnelly was fascinated by its commercial potential, the way its users could wander through a computer-generated 3-D environment that mimics the mundane world of the flesh. So one day last fall, he downloaded the Second Life software, created an avatar, and set off in search of other brands like his own. American Apparel, Reebok, Scion — the big ones were easy to find, yet something felt wrong: "There was nobody else around." He teleported over to the Aloft Hotel, a virtual prototype for a real world chain