

Exploiting Social Media



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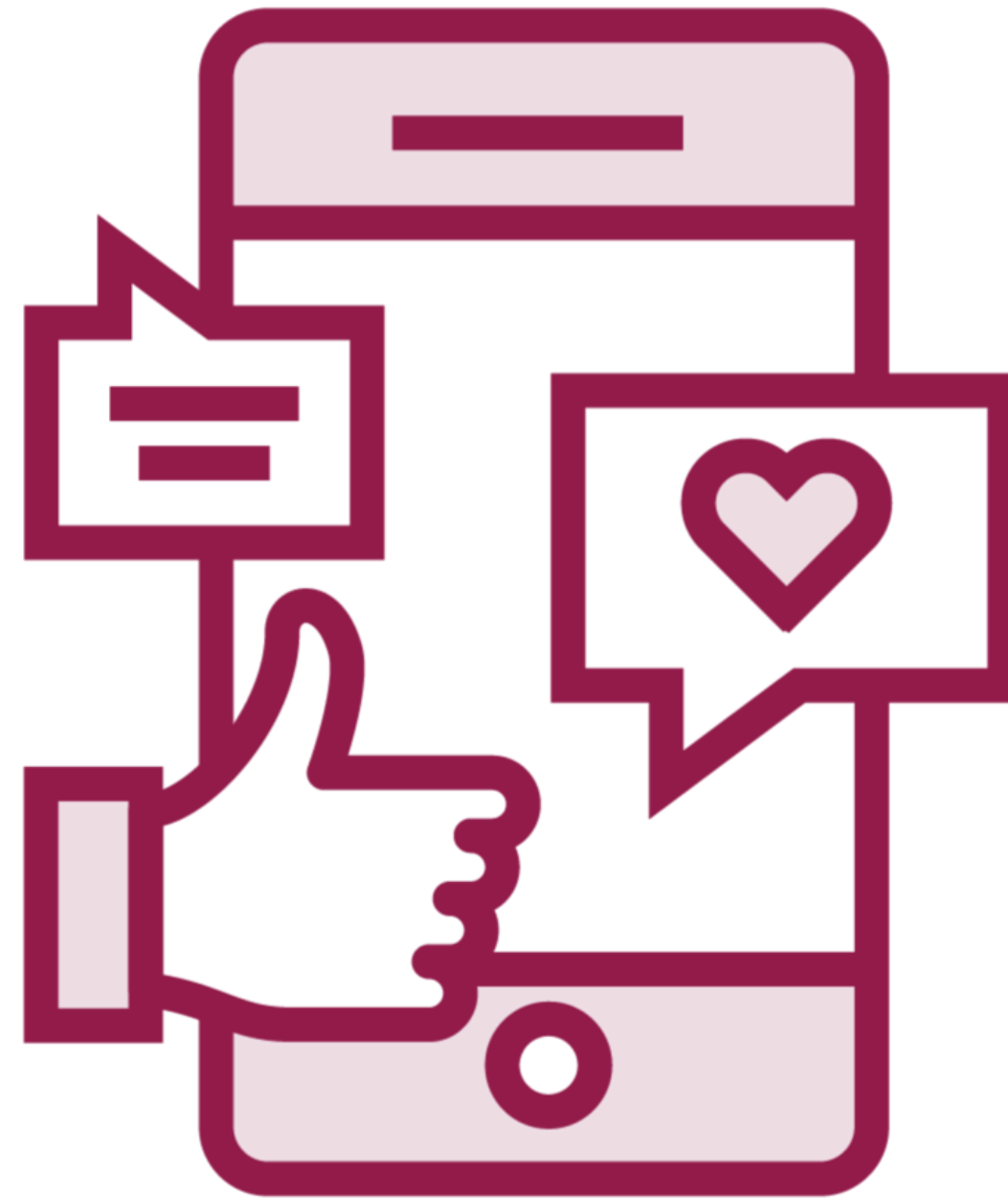
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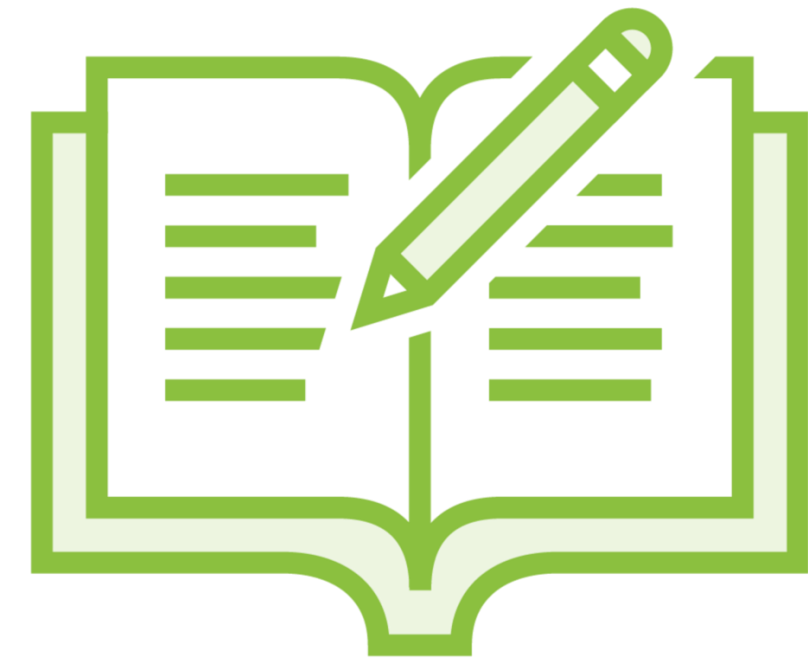
Methods of Data Mining Social Sites



Simply...look



Fake ID



Personal info



Company: What Can Be Learned

Recruitment

Platforms and
technology
data

User support

Social
engineering

User surveys

Business
strategies

Promote products

Product specs



Employees: What Can Be Learned

Play games

Interests

Share photos

**ID family
members**

**Connect with
friends**

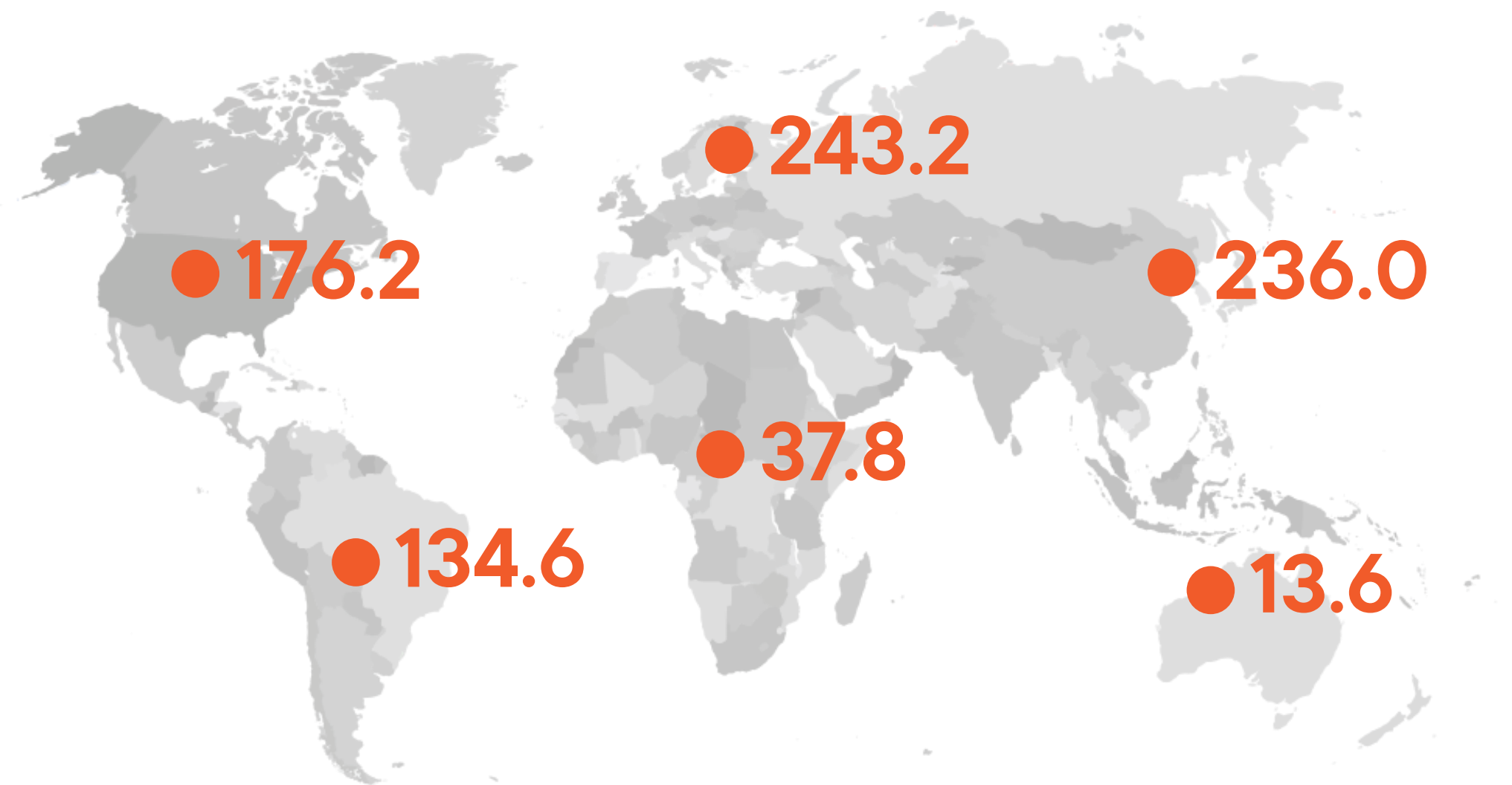
**List of
friends,
friend info**

Maintain profile

**Contact info,
where you
are, etc.**



Facebook



- 1.3 billion monthly users**
- 890 million daily users**
- 280 million photos uploaded**
- 21 min spent per visit**
- Over 100 billion connections**
- Almost 85 million are fake**



Demo

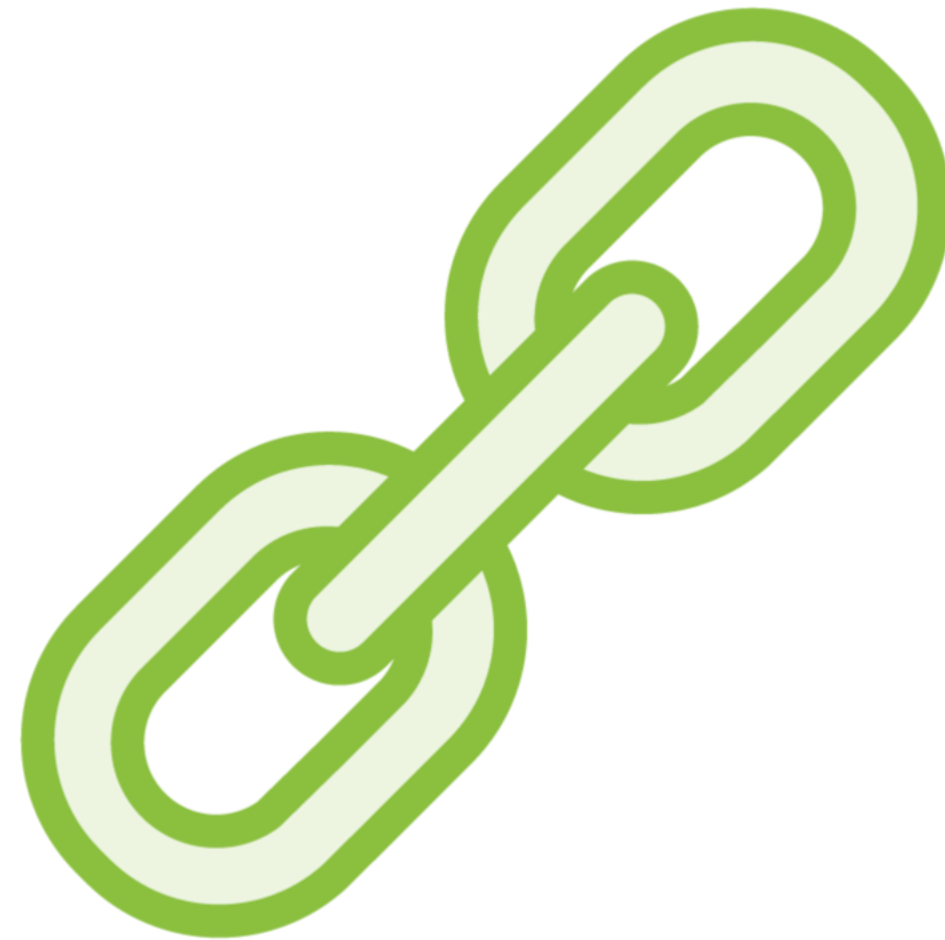


Facebook

- About a person
- Photos
- Likes



LinkedIn



Over 2 million companies listed

Over 165 million members

2 new members join every second

Members in over 200 countries

Over 2,500 employees worldwide



Demo



LinkedIn

- **Past employment information**
- **Current employment information**
- **Education information**
- **Contact Information**



Demo



Followerkonk

Sherlock



Up Next:
Acquiring Intel from Websites

