

CYBER INTERNET

IoT cyber security definition

IoT stands for "Internet of Things." This refers to physical devices that connect wirelessly to a network. The scale of these devices varies between consumer level devices like smart home appliances to Industrial IoT (IIoT) devices that are part of manufacturing processes. Securing IoT devices is essential for safety, especially with medical IoT and IIoT, but it can be difficult to manage given that they are separate from traditional network monitoring, can come in large numbers from different manufacturers, and may generate large volumes of data.

How does IoT cyber security work?

The goal of IoT devices is to transmit data from the physical world to other devices in order to power applications, services, or process data. For example, a home thermometer will monitor the temperature and transmit this data to another device or cloud environment for visibility, analysis, or management.

While IoT devices can be harmless access points to corporate environments, they can also provide attackers with an initial access point to launch an attack, IoT devices can also be blind spots for many security teams. They can be a critical access point for attackers because of their small size, low signature, and position outside the network, making them a powerful tool to evade traditional security defenses.

If a hacker can breach an IoT device, they may have the opportunity to move laterally throughout a network. Ultimately compromising more critical and important devices.

What is IoT in simple words?

In simple terms, IoT stands for Internet of Things, which means connecting everyday objects to the internet. These connected objects, like smartwatches, appliances, or sensors in cars, can then collect, share, and act on data, making them "smarter" and more responsive.

Elaboration:

Cyberspace:

The term "cyberspace" is often used in conjunction with "cyber internet" to refer to the virtual environment created by the internet and other digital networks.

This virtual space encompasses everything from websites to online services, social media, and digital communication.

Online activities:

"Cyber internet" is often used when discussing various online activities, such as cybercrime (criminal activities using the internet), cyber law (legal regulations governing online activities), and online security.

Metaphorical usage:

The term "cyberspace" can also be used metaphorically to refer to the online world and the objects and identities that exist within it. For example, a website could be said to "exist in cyberspace".

Cyber internet"

is a term that refers to the internet, but with a focus on its digital and often virtual aspects, particularly within the context of cyberspace and online activities.

The term "cyber" in this context means related to computers, information technology, and virtual reality, while "internet" refers to the actual global network of interconnected computers.



DIGITAL WORLD

How important is the digital world?

The critical services that support development -like hospitals, schools, energy infrastructure, and agriculture-all run on connectivity and data. Without access to the internet and the skills to use digital technologies effectively, too many, unfortunately, are essentially locked out of the modern world.

The "digital world" refers to the realm of electronic devices, the internet, and online platforms that shape how we interact with information and each other.

It encompasses everything from computers and smartphones to websites, social media, and online services. Essentially, it's the virtual environment where much of our communication, commerce, and entertainment takes place.

The digital revolution has transformed the way we live and work.

But with every technological advancement comes a new wave of lurking threats in the vast online landscape. Cybersecurity, once a niche concern, has become the cornerstone of protecting your business's most valuable assets: data, reputation, and financial well-being.

FAQs: Cybersecurity

1. What is a data breach, and how can it be prevented?

A data breach is when someone accesses sensitive information without permission. Prevent it by using encryption, limiting access, and conducting regular security checks.

2. What are the types of denial of service attacks?

Denial of service attacks can flood networks with traffic, target specific protocols, or focus on applications. Each type disrupts services differently.

3. What are the basics of network security?

Network security includes firewalls, encryption, and access controls to stop unauthorized access to systems and data.

4. How does malware spread?

Malware spreads through email attachments, bad downloads, or infected websites. It can also move via USB drives.

5. Why is cybersecurity important for remote work?

Remote work increases security risks because home networks are less secure.

Tools like VPNs and antivirus software can help protect remote workers

Here's why the digital world is so important:

Communication and Connection:

The internet and digital technologies have enabled instant and global communication, connecting people across vast distances.

Education and Learning:

Digital platforms offer a wealth of educational resources, making learning accessible to anyone, anytime, anywhere.

Economic Growth:

E-commerce, online marketplaces, and the digital economy have created new opportunities for businesses to expand and thrive.

Healthcare:

Telemedicine, digital health tools, and online medical information have improved healthcare access and outcomes.

Innovation and Creativity:

The digital world fosters innovation and creativity, allowing individuals to explore new ideas and share their creations with the world.

Inclusion and Accessibility:

Digital technologies can help bridge divides and create more inclusive and accessible societies.

Social and Political Engagement:

The internet and social media platforms have empowered citizens to participate in social and political discourse. .

SOCIAL MEDIA

What is social media in simple words?

In simple terms, social media are websites and apps that allow people to connect with each other and share information online. They are like on-line communities where you can chat, share photos and videos, and interact with friends, family, and others who share your interests.

Social Media as a news source?

Social media as a news source is defined as the use of online social media platforms such as Instagram, TikTok, and Facebook rather than the use of traditional media platforms like the newspaper or live TV to obtain news. Television had just begun to turn a nation of people who once listened to media content into watchers of media content between the 1950s and the 1980s when the popularity of social media had also began creating a nation of media content creators. Content creators are currently some of the most wealthy people nowadays. Almost half of Americans use social media as a news source, according to the Pew Research Center. [1] As social media's role in news consumption grows, questions have emerged about its impact on knowledge, the formation of echo chambers, and the effectiveness of fact-checking efforts in combating misinformation.

Social media platforms allow user-generated content and sharing content within one's own virtual network. Using social media as a news source allows users to engage with news in a variety of ways including:

Consuming and discovering news

Sharing or reposting news

Posting one's own photos, videos, or reports of news
(i.e., engage in citizen or participatory Journalism)

Commenting on news posts



Here's why Facebook holds the "king" title:

Massive User Base:

Facebook has the largest number of monthly active users, reaching over 3 billion globally, according to various social media reports.

Global Reach:

This widespread user base allows businesses and individuals to connect with a vast audience, making it a valuable platform for marketing and social interaction.

Evolution and Adaptation:

According to some social media experts, Facebook has constantly adapted to user needs and evolving social trends.

Ad-Driven Revenue:

With a large user base, Facebook is able to generate substantial revenue through advertising, according to some reports.

Social Features:

Facebook offers a wide array of social features, including groups, pages, and event listings, allowing for various forms of connection and community building.

Which social media is king?

Facebook

After 20 years, Facebook is still the king of social media.

Ranking	Social Media Network	Monthly Organic Traffic
1	Facebook	9.14 billion
2	WhatsApp	2.69 billion
3	YouTube	48.82 billion
4	Instagram	5.38 billion