

Cybersecurity & Social Engineering

MATERIALS TEAM

12 JANUARY 2021

SUPERVISOR: CATLYN KIRNA

MEMBERS

Alexander



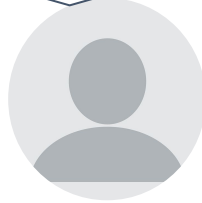
Presentation, Tutorials, GM

Anna



Chats, Translations (RU), GM

Ahmad



Tutorials

Crislyn



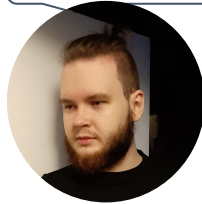
Scripts, Translations

Karin



PR, Media Manager

Martin



Tutorials

Ricco-Karol



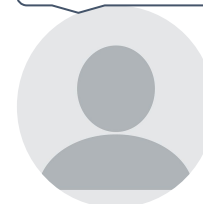
Research, Scripts

Raili



Translator, Chats (EE)

Sadat



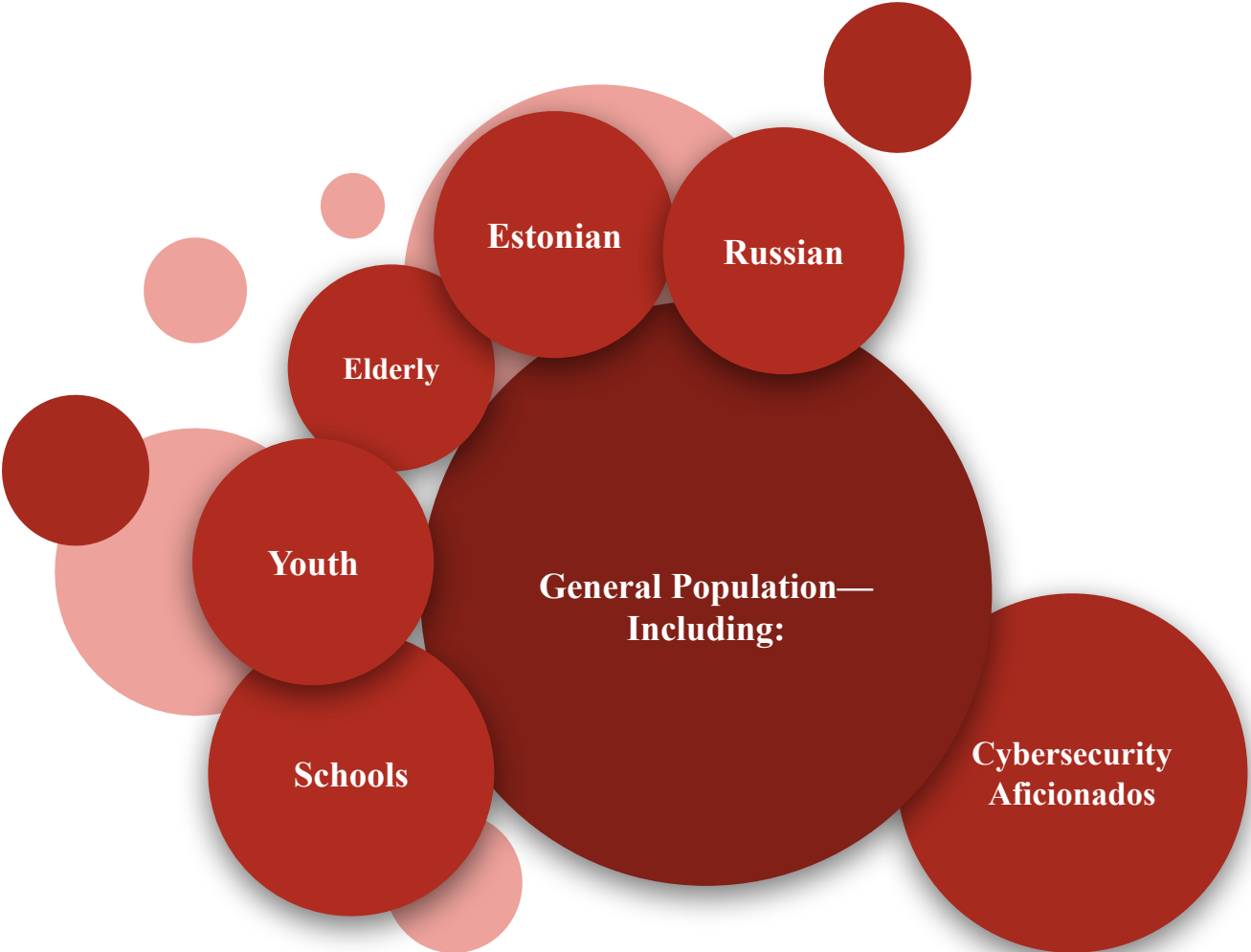
Chats, Translations,

1

- GOAL:

The teaching of cyber security and safety through the creation and distribution of materials using social networking platforms.

Demographics



2

- Main Methods
- Main Categories
- Content Type
- Teams

Methods

We have covered our demographic groups through content that specifically targeted them using a user friendly interface and by paying for targeted advertising.

The way in which we have decided to approach this user friendly interface is through the usage of “*Instagram Stories*” covering: various issues in cybersecurity, as well as, “posting” tips and tricks.

We have created this “Pilot Project” to see which “cohort” respond best to our media and sharing platform.

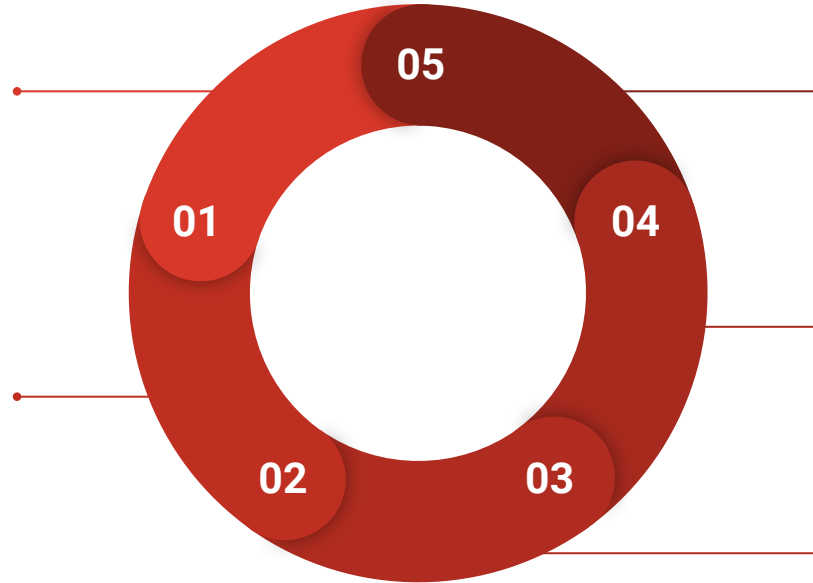
Main Categories

Scamming

An illegal plan for making money that involves tricking people.

Oversharing

Addressing the disclosure of an inappropriate amount of detail about one's personal life which has now often found in Social media platforms.



Passwords and Security

The creation of a string of characters that allows access to a computer system or services

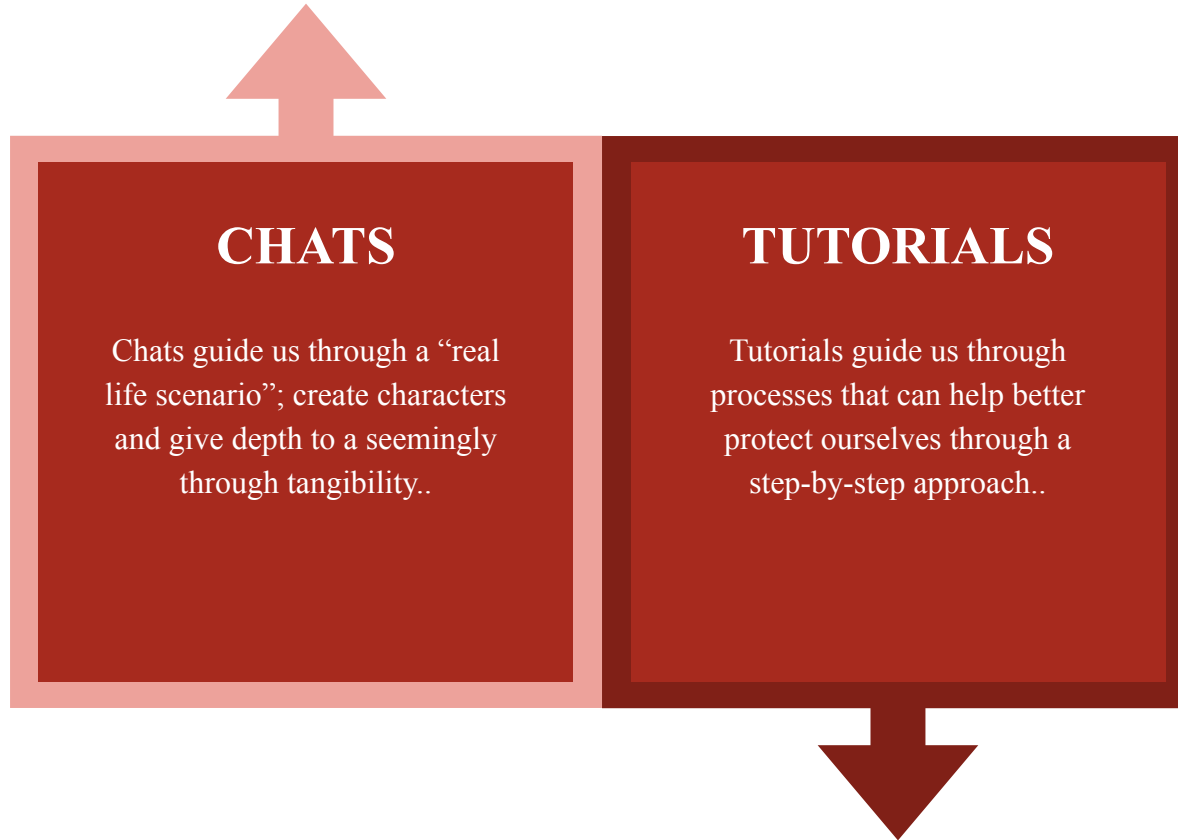
Phishing

Is a type of social engineering attack often used to steal user data, including login credentials and credit card numbers

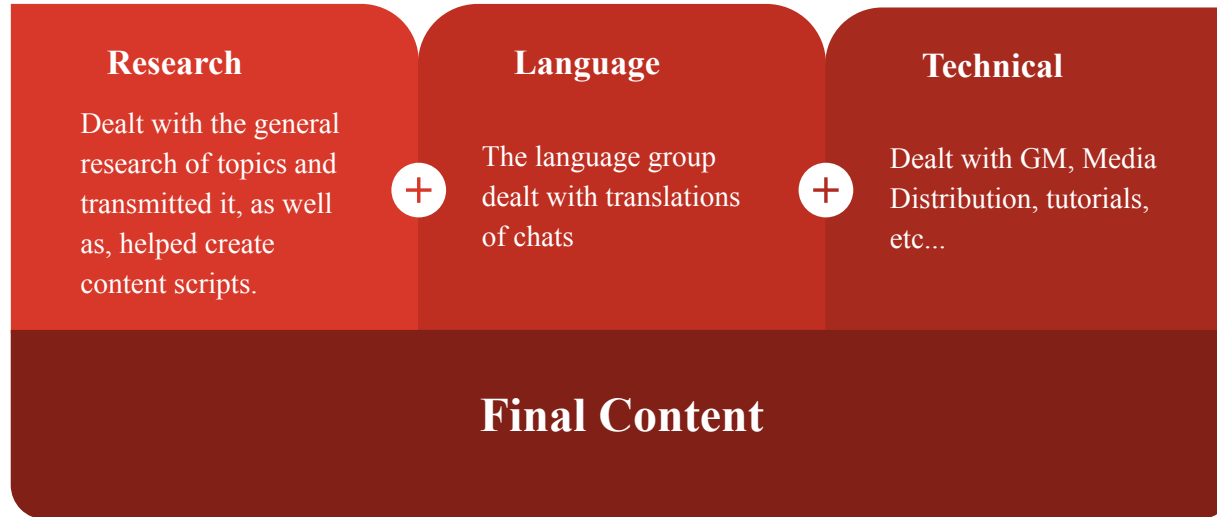
Grooming

Action by a pedophile of preparing a child for a meeting, via an Internet chat room, with the intention of committing a sexual offense:

CONTENT TYPE



Teams



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- Timeline
- Refining Process

TIMELINE

September

Grouping and Coordination

Our first meeting was on the 9th of September and we were given two weeks to do our own research to understand what cybersecurity and social engineering are and how they relate to our own fields of research and to finally organize and group ourselves so to come up with ideas of what we would like to approach in this project.

October

Research and Demo

We found ourselves in one of the three proposed groups, and we officially became the materials team, within this we decided to allocate different research topics to every member, that involved one of the aforementioned 5 categories as well as created our first video example and presentation for the mid-term week.

TIMELINE

November

Main Production

Research was created and we split into three teams: Research, Language, and Technical. These each team played a significant part in the handling of the final production process, of which the translations, chats, and configuration of final video content was made and prepared for final distribution.

December

Distribution and Analysis

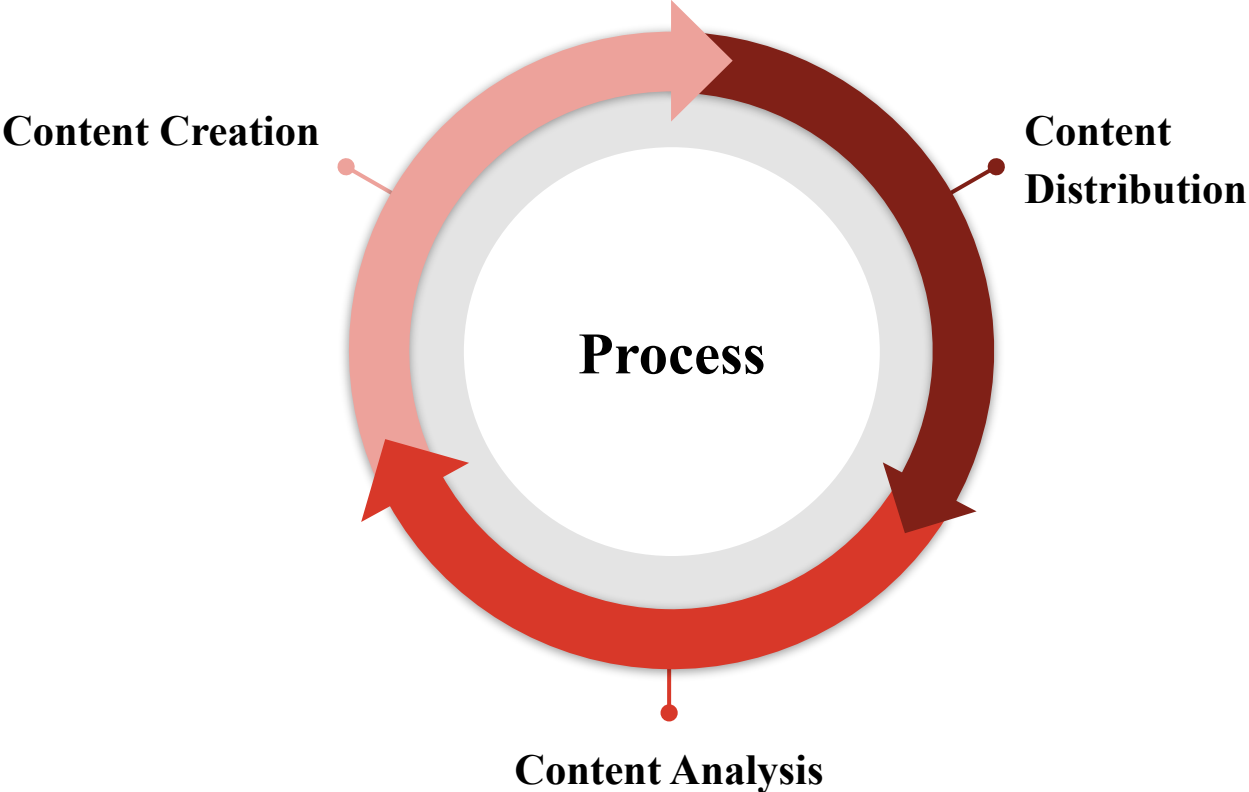
December was our slowest month, the fact that christmas and final exams overlapped meant less communication and initiative for the whole team, as well as needing to wait for viewer content statistics from the already released videos would require patience.

January

Presentation and Defense

To be continued...

Process

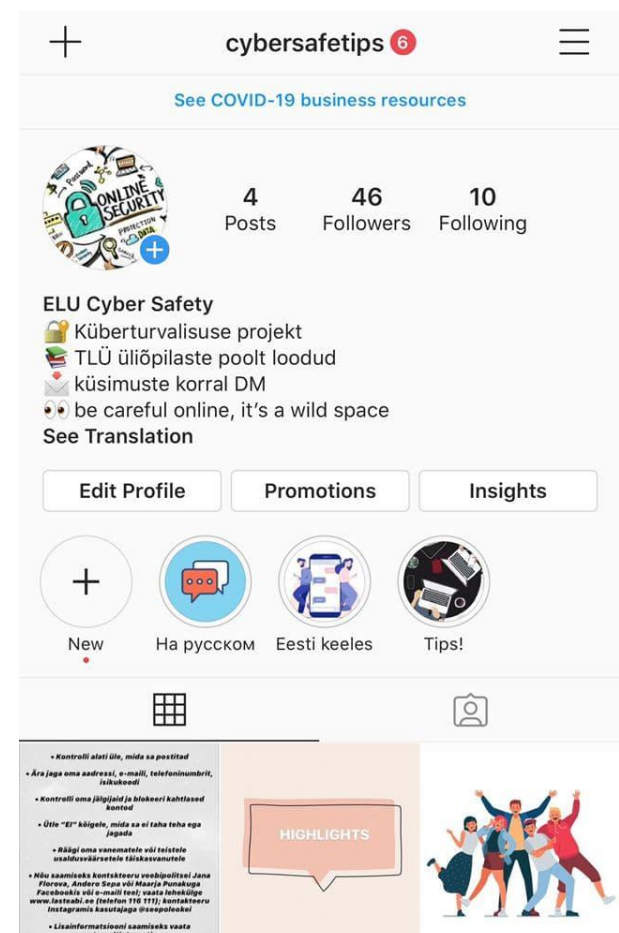


4

- #Cybersafetips
- Examples
- Results
- Issues

#Cybersafetips


Our Instagram Account: @cybersafetips
—Make Sure You follow Us!



+

cybersafetips 6

See COVID-19 business resources



4 Posts 46 Followers 10 Following

ELU Cyber Safety
Küberturvalisuse projekt
TLÜ üliõpilaste poolt loodud
küsimuste korral DM
be careful online, it's a wild space
See Translation


Edit Profile Promotions Insights

New Ha pycckom Eesti keeles Tips!

Grid of posts:

- Kontrolli alati üle, mida sa postitad
- Ära jaga oma aadressi, e-maali, telefoninumbrit, isikukoodi
- Kontrolli oma jälgijaid ja hõlgueri kahtlased kontod
- Õte "EI" kõigele, mida sa ei taha teha ega jagada
- Räägi oma vanematele või teistele usaldusväärsetele täiskasvanutele
- Nõu saamiseks kontakteeru veebisõpradega: Jana Põrsen, Andreo Saue või Maarja Põrnakaaga
Facebookile või e-maali teel; vastsõpradele
www.instagram.com/estonianstudents
Instagramis kasutajaga @estpoleloke!
- Lisainformatsiooni saamiseks vaata

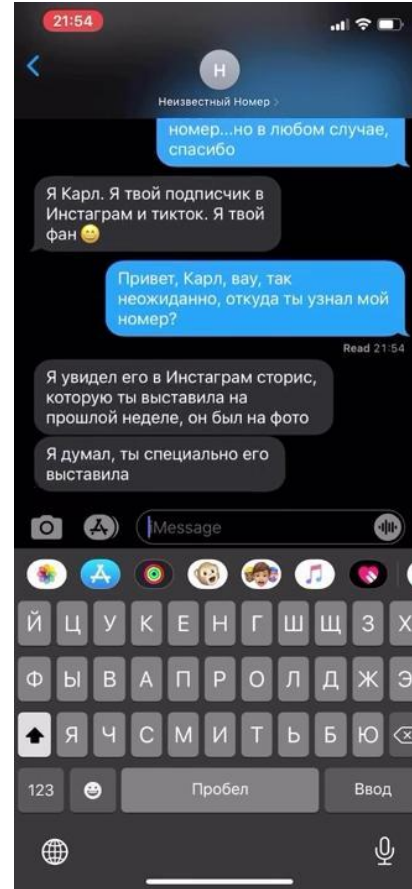
HIGHLIGHTS



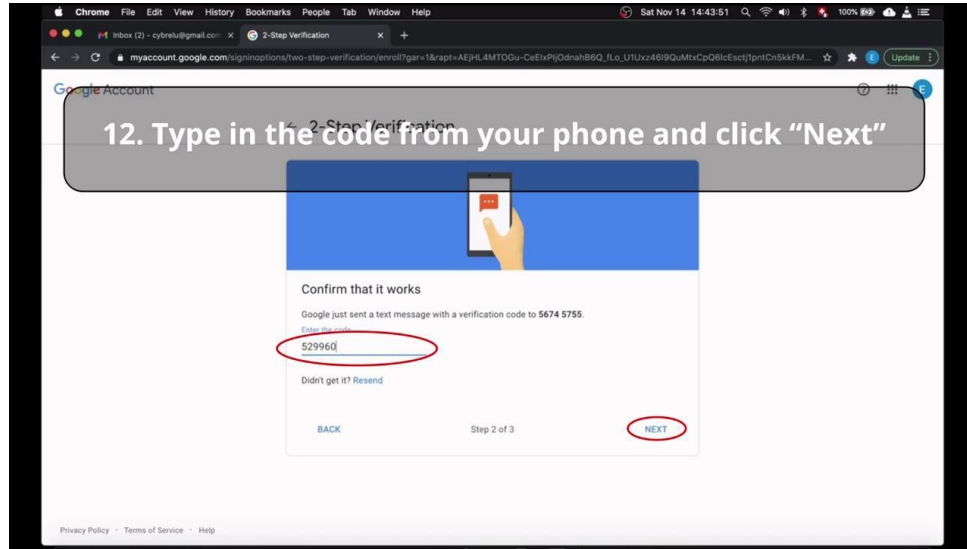
Example Videos

CHATS

Chats guide us through a “real life scenario”; create characters and give depth to a seemingly through tangibility..



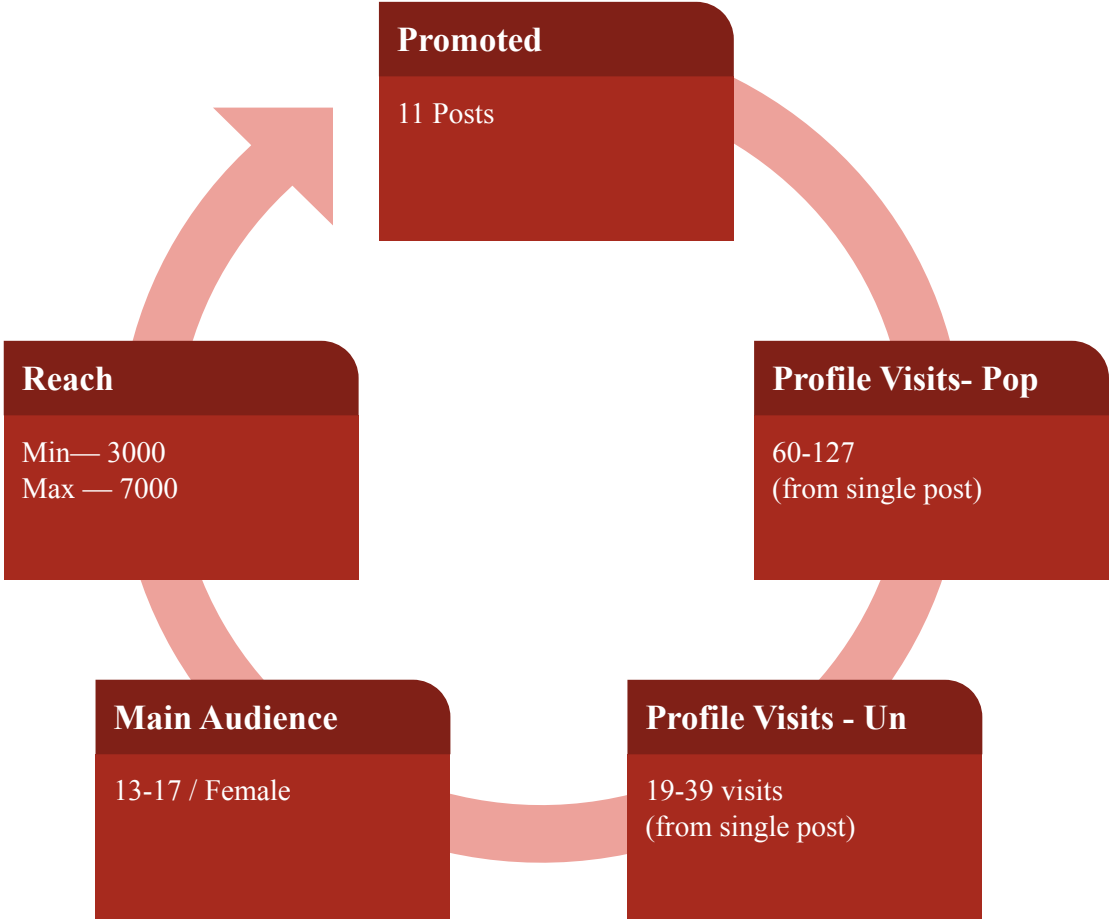
Example Videos



TUTORIALS

Tutorials guide us through processes that can help better protect ourselves through a step-by-step approach..

Analytics



Interactions

61

Promotion Clicks

Visit Profile

88% from promotion

69

Discovery

3,732

People reached

99% weren't following you

97% came from your promotion

Impressions

95% from promotion

3,891

Skips

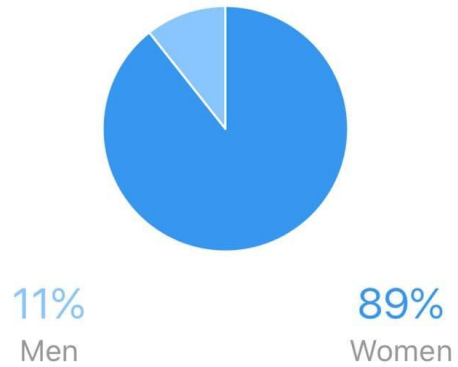
579

Follows

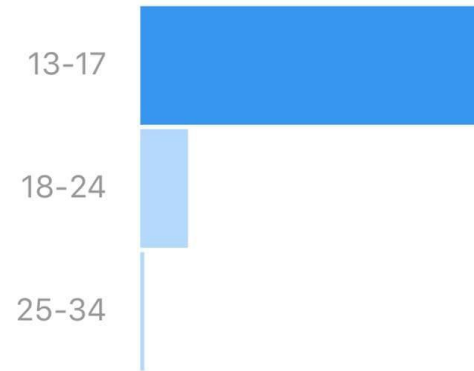
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Analytics- Gender/Age

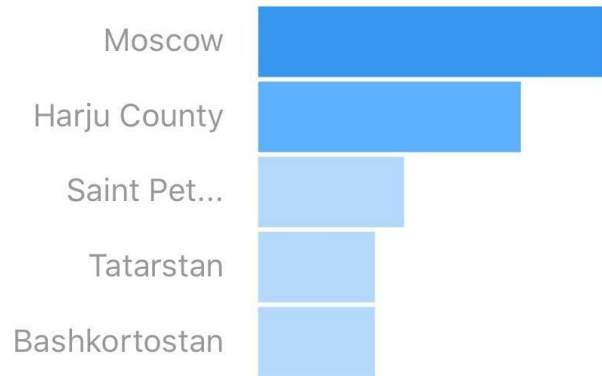
Gender



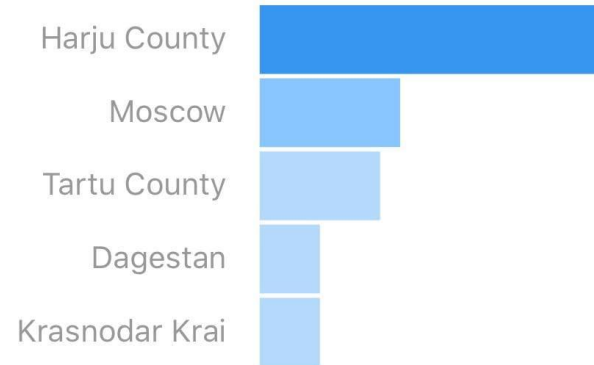
Age Range



Top Locations



Top Locations



Issues

Every step from beginning to the very end was followed by several problems that we had to manage on-the-spot. Despite our attempt to predict the issues that might occur, most of the time we were dealing with ... :

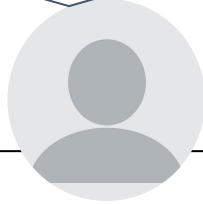
- Complexities with communication
- Complexities with self-management
- Acquiring new skills in a short term
- Issues with target advertising

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- Confessionals
- Thank You!
- Questions

Confessionals

Sadat



What did you do?

- My task for the ELU project was on the research part to research and write about fake news.
- On the technical part I was in a team with Anna and our task was to edit the videos in Russian concerning password, scamming, oversharing and screen addiction

What were some difficulties?

- My most difficult task was editing the videos especially adding sounds to the videos because it had to be precise. It took long hours and was very stressful

Karin



What did you do?

- I suggested to present our work on Instagram so I made our gmail and Instagram account.
- I did a research about personal information and helped to present our ideas in midweek presentation.
- I made scripts and translated them to Estonian.
- I have made the Instagram postings and I am the one who is responsible for adding the videos to our Instagram stories. Also I contacted the ELU for funding request.

What were some difficulties?

- The hardest part was to find ideas for the scripts and for the Instagram posts. Also I think we struggled the most with communication as we had such a big group.

Confessionals

Crislyn



What did you do?

- Research, scripts, translation to Estonian
- Contacting the stakeholder

What were some difficulties?

- The most complicated part has been probably the start of this project, so many different people with different ideas and different views. At the beginning it was a bit hard for me to understand 100% and follow but as the time past it has been an interesting experience and taught me a lot.

Ricco-Karol



What did you do?

- I researched information about screen addiction and passwords. I wrote 3 scripts. I also contacted Tamsalu Gymnasium to send our videos to them to show in classes.

What were some difficulties?

- The hardest part was to find ideas for the scripts and for the Instagram posts. Also I think we struggled the most with communication as we had such a big group.

Confessionals

Martin



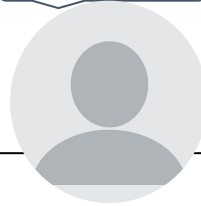
What did you do?

- I did research and suggested ideas for the project.
- Worked on tutorial idea formation and video creation process.
- Did focus group research for tutorial videos as well as tutorial video editing based on feedback.

What were some difficulties?

- Video editing for education purposes was something I had never done before.

Ahmad



What did you do?

My contribution was in research and creating tutorial videos and their edit also with other tutorial member.

What were some difficulties?

- Creating Contents for educational purpose and rising the awareness through these contents was something precious and unique experience.

Confessionals

Co- Group Leaders

Alexander



What did you do?

- I came up with the format for the ideas, researched, participated in an ELU workshop, meeting with the Police, worked on and edited tutorial videos, prepared the presentation, and helped Anna in general project management.

What were some difficulties?

- Overall group flow, synergy, and communication were difficult to coordinate. Deciding when it is time to take action yourself versus waiting for someone to proactively partake can be unnerving.

Anna



What did you do?

- I researched; made ideas for three scripts; participated in the meeting with TTU, participated in ELU workshop; translated all the scripts from Eng- Ru; created the videos in Russian language; did some Instagram management

What were some difficulties?

- To create ideas, to plan, to organize other people
- Writing scripts, since we had to engage viewers in the simple conversation that they can relate to and learn from
- The cultural adaptation of the dialogues, (but according to other native Russian speakers, I managed to do a good job with translations)

THANK YOU!

Alexander Scott - Law

Anna Kabanets - Liberal Arts in Social Sciences

Ahmad Mohammadi - Digital Learning Games

Crislyn Saviste - Political Science

Martin Pedak - Informatics

Karin Toom - Political Science

Raili Krusta - Political Science

Ricco-Karol Klemmer - Political Science

Sadat Awudu - International Relations

Questions?