

INVITED SPEAKER

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Online Social Media: The Human Factor Cybersecurity Risks Impact on Individu, Organization and Critical National Information Infrastructure (CNII)

Social Digital Media become an effective platform for many cyber community to promote product and services to get reach greater potential market around the globe. However, Social Digital Media could lead to several critical cyber-security risk that might be difficult to manage and mitigate. Moreover, some the cybersecurity risk could cause severe impact of human factors especially if the risk affected the Critical National Information Infrastructure (CNII) that serve as backbone infrastructure of the country. Cybersecurity risks are the chances of electronic forms of threats action on core principles of information security such confidentiality, integrity, availability to cause impact contributed to security incidents. In a computing context, the term security implies cybersecurity from both aspect of technology and human factors. These both aspect of cybersecurity could also consider among challenging issues among Online Social Media users to manage and mitigate. Henceforth the main objective of the research are to de-termined the human factors related of social media cybersecurity risk and; to discuss their severity level impact on Critical National Information Infrastruc-ture (CNII). Other objectives of the study is to measure the severity level of cybersecurity risk impact on individu and the entire organization structure of the company. Questionnaires are distributed to various private and government agencies practitioners for the study. The finding of the research show that the top 5 most critical cybersecurity risk are Information Theft; Cyber Attacks; Cyber Crime; Information Manipulation; Productivity Loss. Another important Findings also had been discovered on the impact to individu and organization. This article also highlight top 5 least critical cybersecurity risks which are Attack of the Soft-ware; Cyber Assault/ Bullying; Espionage; Terrorisms; Risk of Losing the le-gal Battle. There are various cybersecurity risk severity impact on each classification of cynerspace eco-sphere. Through the findings, expert, management and practitioner would be able to identify critical cybersecurity risk and address them appropriately and effectively. Furthermore the findings could also open up another researcher to explore more about this emerging knowledge in the future.

Keywords: Cybersecurity risk · Human Factor · Social Media · Critical National Information Infrastructure · Severity Impact Level