SPECIFICITY

OF

I N T E R N E T

BUILDING SECURITY

NEED FOR SECURITY

- A functional relationship/ interaction

  - is an exchange perceived as fair
  - requires a favorable "ground"
  - this ground usually consists of
    - mutual trust
    - common basic rules of "sharing"

- Security builds this ground

SECURITY AND INTERNET

- Security means one's knowledge of the fact that
    - one's self and
    - one's goals are being protected
- Security is the keyword for a good interaction
- Everyone seeks secure relationships

- Applied in internet interactions
    - both users and webmasters need security
    - users and webmasters offer each other security

SECURITY FOR THE USERS

ANONYMITY

– invisibility

– one can just surf the net…

– one gets to be whoever one desires
- the feeling of power
- sincerity, going straight to the point
    » in forums
    » while commenting on articles
    » flirting

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SECURITY FOR THE USERS

"TO CLICK OR NOT TO CLICK"

– control

– choice

– freedom to back up whenever

– easy access

– one can develop clicking habits

SECURITY FOR THE USERS

"IMMIGRANT" WEBSITES

– language (the old website's first page; "ACASA")

– familiarity

- tradition
- common roots or routs
- shared symbols, symbolic events/characters
- news about the mother country

– help and info about the host country

– people in the same situation

SECURITY FOR THE WEBMASTERS

- Anonymity
- Legitimacy, authority (users should trust them)
- Public expression of opinions (users should listen)
- Controlling the "clicking maze" gives them power and security
- They have goals. They need the users' trust and collaboration in order to achieve these goals. A high probability to achieve them turns the wm. secure

JUST ONE CONCLUSION

In order to build functional internet interactions, the users and the webmasters need to render each other's state of security complementary

QUESTIONS

- If one is seeking mostly internet interactions could it mean that this person perceives face-to-face interactions as not being safe?

- How do ethnic websites offer security? Is it a general method?

- Do immigrants seek security only on ethnic websites or they also use other websites?

- Do people usually need ethnic familiarity in order to feel secure?

- Will this new website maintain the secure relationships now existing on the old one? How?