

## **Abstract**

### **Cyber-security Challenge: What is to Follow the Social Network?**

Since the discovery of fire, new technology and malevolent human imagination have combined to create security challenges. Information Technology is no different. Today, social and technological trends are exacerbating the threat: ubiquitous computing, IPv6, platform convergence and virtualization, cloud data management, and rising system complexity create vulnerabilities and exponentially increase the consequences of failure. These trends will continue as productivity, communication, and convenience benefits are perceived to outweigh the dangers. These dangers are significant, as the expansion of interconnected online tools into the physical domain enables new threats from transnational crime, extremists, and rogue states.

However, the blurring lines between 'online behavior' and 'behavior', in addition to creating new threats, also enable us to identify, track, and ultimately affect the intent of the enemy and friendly actors. Applying intention awareness research approach in analyzing the vast amounts of information collected from the emerging 'behavioral media networks' will allow our security forces to better respond to a wide variety of trends and to secure our future.