

Relearning trust in a Web 2.0 world

Web 2.0 has spawned a new generation of Internet scams - let's call them "Cons 2.0." It's not as easy to dupe users as it used to be, but increasingly sophisticated social engineering strategies coupled with a growing acceptance of loss of control over one's personal data - has made the Web a more dangerous neighbourhood than ever. Still, there are steps you can take to protect yourself.

Social networking sites such as Facebook and MySpace rely on the trusted nature of the relationship between friends, colleagues, associates and followers. Unfortunately, the level of trust that end-users invest in each other is also being applied to the makers of applications and is perhaps a little over-optimistic. Increasingly, cybercriminals are being drawn by the possibilities opened up by application development on popular Web 2.0 Web sites with the promise of more money, which results in more infections and more potential for something to go horribly wrong with computers being used both at home and in a corporate environment.

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