Web 2.0: A Complex Balancing Act
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Web 2.0
A Complex Balancing Act
The First Global Study on Web 2.0
Usage, Risks and Best Practices

Survey (N=1055) CEO/CIO’s in 17 countries:
U.S., UK, Australia, Canada, Japan, Singapore, India, Germany, France, Italy, Spain, Poland, Benelux, Sweden, Brazil, Mexico, & UAE
June-July 2010 (99% response rate)

High Web 2.0 Adoption Rates
Web 2.0 Adoption Rates by Country

Drivers of Web 2.0 Adoption
1. New revenue streams (63%) (esp Brazil, India, UAE, Mexico)
2. Enhance productivity & marketing (40%)
3. Added value in client / customer relations

Web 2.0 Adoption: Uses
51% IT
34% Sales/Marketing
29% Customer Relations

RESULTS
70% organizations had security incidents in 2009
Average cost of security incidents in 2009 is USD 2 million

Web 2.0 Adoption Concerns
Primary Concern about Web 2.0

Employee Use of Web 2.0 Tools
Employees’ Value of Web 2.0 Tools

47% Webmail
42% Collaborative platforms
40% Content sharing
28% Streaming media
24% Social network sites

Security Threats: Employee Use of Web 2.0
Malware Introduction 35%
Virus Introduction 15%
Information Overexposure 11%
Spyware Increase 10%
Exposed Entry Points 6%
Data Leaks 7%
Botnet Introduction 5%
Spam Use Increase 4%

Employee Use of Web 2.0: Security Vulnerabilities

51% Social Network Sites
44% Webmail
24% Content sharing
21% Streaming media
10% Collaborative platforms

Successful organizational use of Web 2.0 is a complex balancing act that requires assessing challenges and opportunities, mitigating risks, and combining policy, employee education and technology solutions to ensure security.

BALANCING ACT
Multi-layered security approach recommended
Need to balance the value and characteristics of participation, openness, and even playfulness into organizational contexts in a way that protects assets and aligns with organizational goals.