

Protecting User Privacy in Web Search Utilization

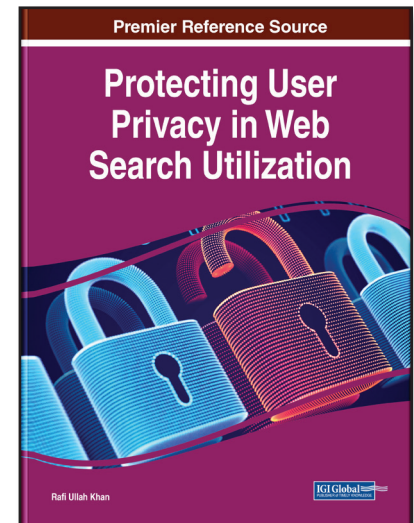
Part of the Advances in Information Security, Privacy, and Ethics Book Series

Rafi Ullah Khan (ICS&IT, The University of Agriculture Peshawar, Pakistan)

Description:

Online user privacy is a delicate issue that has been unfortunately overlooked by technology corporations and especially the public since the birth of the internet. Many online businesses and services such as web search engines, retailers, and social network sites exploit user data for profit. There is a misconception among people about the term “privacy.” Usually, people think that privacy is the ability of an individual to isolate themselves or that it is a person’s right to control access to their personal information. However, privacy is not just about revealing secret information; it also includes exploiting user personal data, as the exploitation of personal data may lead to disastrous consequences.

Protecting User Privacy in Web Search Utilization presents both multidisciplinary and interdisciplinary works on questions related to experiences and phenomena that can or could be covered by concepts regarding the protection and privacy of web service users. It further highlights the importance of web search privacy to the readers and educates them about recent developments in the field. Covering topics such as AI-based intrusion detection, desktop search engines, and privacy risks, this premier reference source is an essential resource for students and educators of higher education, data experts, privacy professionals and engineers, IT managers, software developers, government officials, archivists and librarians, privacy rights activists, researchers, and academicians.



ISBN: 9781668469149

Pages: 325

Copyright: 2023

Release Date: March, 2023

Hardcover: \$240.00

Softcover: \$180.00

E-Book: \$240.00

Hardcover + E-Book: \$290.00

Topics Covered:

AI-Based Intrusion Detection
Archives Privacy and Accessibility
Cloud-Based Manufacturing
Data Protection
Desktop Search Engines

EU Privacy Law
Home Security
Intruder and Crime Detection
IoT-Enabled Networks
Privacy Risks

Subject: Security and Forensics

Classification: Edited Reference

Readership Level: Advanced-Academic Level
(Research Recommended)

Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

Order Information

Phone: 717-533-8845 x100

Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115

Online Bookstore: www.igi-global.com

Mailing Address: 701 East Chocolate Avenue, Hershey, PA 17033, USA