7 Conclusions

Security of data is a major concern in this work-a-day world of information technology and communication systems. Unintended use and encroachment of data often lead to breach in the security of the underlying data. As a result, the integrity of data gets compromised, which leads to unsolicited system outcomes. With the advent of digital media technologies, a huge volume of data explosion has happened. Digital data content includes audio, video, and image media, which can be easily stored and manipulated. The superficial transmission and manipulation of digital content constitute an authentic threat to multimedia content engenderers and traders. Thus, the issue of security of data has become imminent.

Several approaches are in vogue for thwarting unwanted attacks on the integrity of data under consideration. The basic approach is based on ensuring a privacy policy of the intended users. The different authentication apparatuses help to launch the proof of identity of the end users. Access control regulations also add to the mechanism of data handling to a great extent.

Big data refers to datasets that are enormous in size as compared to normal databases. Big data generally consists of unstructured, semistructured, or structured datasets. Several algorithms as well as tools are in existence for processing these data within reasonable finite amount of time. The most prominent type of big data that has attached much attention is the unstructured form of data [1].

Big data is mainly characterized by the 4Vs (volume, velocity, variety, and veracity) [2–5]. Volume is a key characteristic of big data, which decides whether the information is a normal dataset or not. Velocity is the speed with a direction, which means the throughput or the speed of the data processing. It indicates as to how fast the information can be generated in real time to meet the requirements. Variety is important in this literature because it stands for quality and the type of data required in order to process it successfully.

This book is targeted to discuss the fundamental concepts of big data forms and the security concerns associated therein [7]. The first contributory chapter explains the common business models/platforms that use block chain as a platform for developing their processes based on digital identity. Each and every big data source or big database needs a security metric monitoring. The monitoring software collects various metrics with the help of custom codes, plugging, and so on. The next chapter describes the approach of modifying the normal metric thresholding to anomaly detection. The third contributory chapter deals with the social

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engineering aspect of big data hacking along with other hacking methodologies that can be used for big data and how to secure the systems from the same. The fifth chapter describes the information hiding and data consumption techniques in big data domain. The next chapter discusses some of the big data security issues with reference to some solution mechanisms.

Given the varied content of the book, the book would surely serve as a good treatise on the subject and would benefit the readers to grasp the inherent ideas of big data manifestation and security mechanisms involved therein.

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