



Seminar Talks, Titles, and Organizational Information HS 2022

Seminar: Internet Economics 16 (IntEco)

This seminar will be lead by Prof. Dr. B. Stiller. Topics will be presented, prepared, and discussed by students during this Spring term, while those are supported by the CSG team of C. Feng, M. Franco, K. Gogol, A. Huertas, C. Killer, K.O.E. Müller, Dr. B. Rodrigues, Dr. E. Scheid, Dr. E. Schiller, and J. von der Assen.

Intro	Outlining the Seminar’s Scope and Distribution of Talk Topics September 22, 2022	Burkhard Stiller
Talk 1:	“New Means of Communication — Sending Emotions through the Air?” October 13, 2022	Supervisor: Eryk Schiller
Talk 2:	“An Economic Analysis of Ransomware Attacks: Should Companies Pay Attackers or Not?” October 20, 2022	Supervisor: Muriel Franco
Talk 3:	“The Internet of the Battlefield of Things (IoBT): Novelties and Economic Impact” October 27, 2022	Supervisor: Alberto Huertas
Talk 4:	“Design Options for Decentralized Finance (DeFi) Protocols” November 3, 2022	Supervisor: Krzysztof Gogol
Talk 5:	“Cryptocurrency Scams: Overview and Classification” November 10, 2022	Supervisor: Eder Scheid
Talk 6:	“On the Security of Processes: An Overview of Business Process Compromise (BPC) Attacks” November 17, 2022	Supervisor: Jan von der Assen
Talk 7:	“Sustainable Cybersecurity: Toward a Secure and Sustainable Cyber Ecosystem” November 24, 2022	Supervisor: Chao Feng
Talk 8:	“An Overview into Pulse-Wave DDoS Attacks” December 1, 2022.....	Supervisor: Bruno Rodrigues
Talk 9:	“How does Public Trust Affect the Economic Value of IoT Products?” December 8, 2022.....	Supervisor: Katharina Müller
Talk 10:	“Cyber War: Economic Impacts, Attribution, and Past Incidents” December 15, 2022.....	Supervisor: Christian Killer



Procedure — Mandatory Dates and Deadlines

All written seminar reports and talks will be prepared by one/two/three students as a supervised home work — the preferred form of working in a seminar is a single student's seminar. A draft version of the presentation slides structure is prepared until latest **a week in advance of the talk date**. This includes a proposed set of slides and a written information of which topics will be addressed and which may not be addressed. An initial Table of Content (ToC) in the LaTeX layout is required to be completed for this first step, forming a good structural basis anyway. Furthermore, a bi-lateral meeting of app. 45 min will be set between the presenter and the supervisor to discuss the draft ToC.

In addition, the preparation of the written seminar report draft with a minimum of 10-12 pages (1 student), 20-24 pages (2 students), or 30-36 pages (3 students), excluding the title page, ToC, and bibliography of the LaTeX template, is required, from which the ToC is due on **October 13. 2022**. The draft shall include an almost complete summary in written or bullet form of one page, a full ToC, a full structure of sections, a list of more detailed bullet points per main section, and all literature read and used until now. It needs to be handed in by all students to the respective supervisor as a PDF file. A personal or mail-based feedback with an annotated PDF file of the draft will be returned to the student at a later stage.

The corrected and final versions of this report (covering a single homogenous work addressing the seminar topic clearly) have to be prepared until the end of the second month of the term, latest at **November 16. 2022**, for a final review, however, earlier final versions are encouraged. This will allow for a final iteration between the supervisor and the group of students. The finalized electronic version in LaTeX (all sources), mandatory following the style guidelines provided, and a PDF is to be sent by e-mail to cfeng@ifi.uzh.ch **and** the respective supervisor.

The very final camera-ready version of the report (PDF and all LaTeX sources and pictures) and the finalized slide set (Power Point, PDF) for the talk given have to be mailed latest to the supervisor by **December 14. 2022**. Failures to do so will result in the assignment of an unsuccessful mark.

In summary:

- A week in advance of your talk — provide your (a) slide set proposed and a (b) ToC of your talk and report to the supervisor.
- 3 weeks after term start — provide a report draft covering (a) a summary in written form, (b) a full ToC determining the full structure of all sections, (c) a list of more detailed bullet points for each of those sections and subsections, and (d) all literature read, compiled into the correct bibliographic reference format.
- 9 weeks after term start — the final, complete draft of the seminar report has to be handed in to the supervisor.
- Last week of term — the final camera-ready version of the report has to be with the supervisor.

1. Talk Information

The talk will last 30 min (one speaker) to 45 min (2 or 3 speakers) per presentation. Share the time equally for motivating/summarizing and presenting technical details as well. Do not run over, but do not undercut as well by more than 10% of the time, calculated in minutes.

After the talk and an optional short break, the questions and discussions part will begin and will last for 40-45 minutes. This includes the answering of questions coming from the audience on one hand, and the preparation of three (minimum) or more controversially discussable statements or hypothesis (each on a separate slide) put up by the presenter, on the other hand. It may encompass, *e.g.*, to which extent is the topic presented relevant to equipment providers, do they have to adapt their technologies in place? How will the introduction of the scheme presented make users shift their usage paradigms? Or, is the set of approaches available an opportunity for the new economy, where are their risks? It is highly recommended to read other talk titles and relate questions to them as well.

The talk needs to be backed by a set of slides prepared from the presenter. It shall be well orga-

nized, include a front slide with title, presenter, and outline, and a sum up of the talk after a clear and structured presentation of technical, systematic, and correct details. On average you can assume a 2-3 min talking time per slide, which makes a slide set of app. 18-22 slides necessary. Avoid too much text on the slide, but clearly entitle and identify pictures and graphs on them. Use a font larger than 16 pt in the general case of text.

2. Final Seminar Rating Guidelines

This seminar will be marked in numerical terms. The key for a successful finishing of this seminar will be based completely — without exceptions — on the following criteria:

- Writing the report in the LaTeX template with a length of minimal number of pages (as defined above and excluding the title page and Table of Content) and following those layouting instructions with respect to an abstract, sections, and references.
- In time hand-in of a proposed Table of Content, an initial set of presentation slides, a final slide set.
- In time hand-in of the finalized written report, covering and integrating all supervisor feedback in an appropriate manner and forming a homogenous and topic-dependent work.
- Giving a 30-45 minutes presentation on the seminar topic based on slides.
- Moderating a 40-45 minutes discussion and stating self-prepared a minimum of three discussion topics.
- Showing a significant effort to achieve the seminar's goals as defined in each topic description.
- Compliance with **all** deadlines named and stated above.
- To be present in all minus one seminar dates. WK, illness exceptions based on written evidences are excused.
- Following **all** of those instructions seen in those 2 pages within sections 1 to 7.
- In case of failures in any of the above items listed a reduction of the seminar's mark between 0.25 and 0.75 points is possible.

3. Background Material

Those bibliographic references as shown in the abstracts of each topic, which are not available publicly or on-line, are provided in paper copy. Further material may be obtained, and this is recommended strongly, in the departmental or UZH libraries.

Note that you must include a bibliographic reference section in your written report including all material used and provided in the talk descriptions. Web-pages and URLs need to be listed with the page title, a possible author, if available, as well as the month/year in which you have accessed the page. Just follow those style guidelines and information necessary for references as provided in the LaTeX template.

4. Publication

This set of these seminar reports will be published in an internal report and will be made available on the web for public use. Therefore, please be aware of all rules of scientific work, where a.o. all references used and cited will be part of the written report, all figures are readable, and the use of language follows a high standard.

The slides of the presentation will be made available as well on the same web page as mentioned above. Therefore, a PowerPoint document (or a PDF only for a different presentation document format) needs to be prepared carefully as well and is to be sent to the e-mail addresses mentioned above.

5. Further Information — LaTeX Template URL

For any type of further information, please sent an e-mail to the supervisor (cfeng@ifi.uzh.ch, franco@ifi.uzh.ch, krzys.gogol@gmail.com, huertas@ifi.uzh.ch, killer@ifi.uzh.ch, mueller@ifi.uzh.ch, rodrigues@ifi.uzh.ch, scheid@ifi.uzh.ch, schiller@ifi.uzh.ch, and vonderassen@ifi.uzh.ch) and addressing LaTeX questions to mueller@ifi.uzh.ch. In case the problem will be solvable via mail it will happen as soon as possible, in all other cases a physical meeting may be arranged bilaterally. The LaTeX seminar template will be available at the following URL: <https://www.csg.uzh.ch/csg/en/teaching.html>, select the seminar section of the currently applicable term.

6. Structure and Content of Seminar's Written Report

A written report in an academic environment, which is based in research and well-established research methods, will cover the following sections, may be in different lengths or other preferences:

Title and Author

Abstract

Table of Content

1. Introduction and Problem Statement

2. Related Work

3. Approach(es)

4. Solutions

5. Evaluations and Discussion

6. Summary and Conclusions

References

While each of those sections may be named individually, they show the key content of the written seminar report required. Please note that this structure determines a recommendation, any changes may be possible, but need to be able to comply with similar compliance measures.

Additionally, the use of references is of utmost importance for academic work. Thus, if you use any references and citations, apply the style of citations as shown on the LaTeX template. A fully copied sentence needs a reference at its end, as well as a sort of summarized key thought of a utilized paper needs to be cited initially when used. Fully copied paragraphs are not acceptable. All references provided in the seminar's task description need to be part of the final written report.

The abstract mentioned above will be in the style of an executive summary, indicating the key aspects and results to be seen in this respective report. It shall not exceed the first page's (cover sheet) length. Page two of the report will include the Table of Content. All additional sections are presented above in principle.

In case of any doubts of this structure or content, get into contact with your assigned supervisor by e-mail right away. Do not wait until the deadline for handing in this work has been reached!

Finally, make sure that you will deliver a single report, which integrates the results, thoughts, and work of you, the set of students working on it. A simple concatenation of two/three separately written parts and independent information collections will not be accepted.