

## PRIVACY PRESERVATION IN BIG DATA APPLICATION USING ADVANCED ENCRYPTION STANDARD AND LEAST SIGNIFICANT BIT STEGANOGRAPHY

By

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### ABSTRACT

Over the years, the proliferation of internet data and its widespread usage has contributed to increase in threats to security. Many new technologies are transforming the face of the world in the real environment of today. Nevertheless because of these emerging technologies, we are unable to secure our private information in a very effective manner and these days' cybercrimes are growing day by day. Several methods such as authentication, firewall, cryptography and steganography are used to safeguard this vast amount of data on the internet. Hence, this research aims at protecting the privacy of big data applications using the Advanced Encryption Standard (AES) technique and the Least Significant Bit (LSB) steganography technique. This proposed algorithm hides the generated cipher text using the AES algorithm inside a cover image to hide the presence of the cipher text using the LSB technique. Based on the PSNR, SNR, SSIM and MSE values obtained, it can be concluded that the proposed system is robust and reliable.

*Keywords: Steganography, Least Significant Bit, Encryption, Decryption, Stego Document.*

### INTRODUCTION

Large amounts of data are generated, processed and stored every day in today's industry. The collection and handling of this vast amount of data is difficult because of technology and human resource costs. For this vast volume of data, privacy and protection are the critical concerns. This massive amount of data can also be called big data. Big data defines very broad data sets with extra varied and dynamic systems, such as social media, weblogs, email, sensors and photographs (Goswami & Madan, 2017). These vast data are mainly stored for backup and quick retrieval or access on the internet or in the cloud. With this data been out there online it is vulnerable to breach of privacy and security (Rahman et al., 2019). For instance, using the healthcare industry that stores its information on the cloud, a dishonest cloud provider staff can reveal patient sensitive

information (such as patient personal data) to commercial organizations for some financial benefit (Deepika & Kaur, 2016).

In the big data domain, data privacy is a problematic field centered on data security itself. Data owners need to encrypt data before saving the data to the cloud or before transmitting the data between systems to secure and retain data privacy and combat unauthorized access to such sensitive data (Rahman et al., 2019). The use of encrypted data for analysis and computer activity cannot take place as only clear text records which can easily be understood can be effectively used. Therefore, for normal operations to be carried out, the encrypted data must be decoded. With encryption general analysis tasks on encrypted datasets cannot be executed by a user who has no credential or who is unauthorized (Abdullah, 2017).

Steganography is another way to preserve confidential information's privacy (Chandra & Paira, 2019). A sensitive information can be hidden within another medium using steganography without losing its usability (Hemalatha et al., 2013). Steganography may be used to hide sensitive information within various kinds of data such as image, text, audio, and video (Maganbhai & Chouhan, 2015; Singh & Lekha, 2014). Steganography transforms this confidential information into stego documents (Singh & Lekha, 2014). These stego documents are then stored or transmitted between systems on the cloud. Thus, the attacker cannot get to the confidential data. Hence, the dataset's privacy is preserved (Pavani et al., 2013).

A steganography system consists of three elements: the cover element concealing the secret message (such as images, video and audio), the hidden element (the hidden message to be protected) and the stego element containing the message embedded in it (Maheswari & Hemanth, 2015). Steganography differs from cryptography in a sense that steganography focuses on keeping the existence of the message secret (Pavani et al., 2013) while cryptography focuses on keeping the message content secret (Pujari & Shinde, 2016).

With the growth of cyber-attacks, it is not enough to keep the content of the message secret using cryptography, but also to conceal the presence of the message for enhanced protection from criminals, and this can be done by steganography (Al-Mazaydeh, 2014; Basahel et al., 2019).

Along these lines, using the Least Significant Bit (LSB) steganography technique, we suggest an approach to privacy protection in big data applications. Therefore this paper's main contributions include:

- Presentation of a method for embedding messages under a cover image.
- Encryption of the message context before concealing messages under a cover image for enhanced message security.
- Extraction of the secret messages from the stego-document using the least significant bit technique.
- Decryption of secret message after extraction from the stego-document.

## 1. Related Works

The current society requires inter-connectivity across political and cultural boundaries between individuals, businesses, and governments. Modern technology offers this connectivity and has many benefits for its users. Yet, at the same time, it offers a fertile atmosphere for illegal activities such as theft of identity or classified information from government/organization. The incidence of theft of information is rising rapidly and this presents a significant threat to Internet security. Several researches have been performed on information hiding and privacy protection to reduce this threat to Internet security.

A new approach to image steganography using the least significant bit substitution has been proposed in the paper by Ali et al. (2019). Here the information is encoded in the random bit location of a pixel. The secret message in this method is translated into binary form to insert it into the image. For each R, G and B value of each pixel of the image, a Pseudo Random Number Generator (PRNG) is used to produce random bit location from the 7 most significant bits. The 1<sup>st</sup> message bit and the randomly selected location bit are used for Exclusive-OR operation of R value and the result is replaced with the least significant bit. The cycle continues with the second message bit and the randomly selected position bit of G value as next and the third message bit, and the randomly selected position bit of B value as next and so forth. The experimental metrics for the proposed technique PSNR and Mean Square Error (MSE) indicate that the technique offers better performance with respect to invisibility and robustness as compared to standard LSB. The improved LSB process, however, focused only on image as the cover element, without considering audio and video as the cover element.

Using the Advanced Encryption Standard (AES) algorithm and circular LSB algorithm, Aagarsana et al. (2018) proposed a way to conceal audio signals within color images. And the encoded output is protected using a secure force algorithm which provides another security layer. Along with the AES algorithm, the Circular LSB algorithm conceals the audio in the form of data into the image's LSB bit pixel and this encrypted file is further

protected using a password. If the password entered is right on the decryption side then the Advance Decryption Standard Algorithm (ADS) reverses the AES algorithm method and separates the cover image and the secret data individually. Using password, the force algorithm is used to safeguard the confidential data inside the stego image. This way whenever an unauthorized user attempts to decrypt the stego image a password would be required to start process of decryption. The decryption process would only start once you enter the right password. However, in this study only audio signals can be embedded as a hidden message in color images without considering text, images and videos.

The focus of Almazaydeh and Sheshadri (2016) paper is to conceal messages in an image using three methods: the Least Significant Bit (LSB), Huffman Code, and Arithmetic Coding. The LSB procedure has been used to conceal a binary secret message in a cover image, while the compression algorithm, Huffman code and arithmetic coding were used to compress the message before embedding the message into the cover image. The zigzag scanning technique has been also used to pick the pixels to conceal the hidden message inside, in order to improve the proposed method security. The system's performance has been tested using only the Peak Signal to Noise Ratio (PSNR) metric. It has been shown from the PSNR value that Huffman code and arithmetic combined with LSB worked better than using just the LSB approach. This research, however, focuses on covering hidden messages using only grayscale images without considering RGB or colored images as a cover image.

An innovative data hiding approach using a Histogram of Oriented Gradient (HOG) to insert hidden data into digital images based on Pixel Value Differencing (PVD) - LSB technique is proposed in the paper by Hameed et al. (2019). Based on the edge composition of the cover image a sequence of Blocks of Interest (BOIs) is calculated dynamically using the HOG algorithm. The PVD method is used to conceal confidential data bits in the predominant edge direction, while the technique of LSB substitution is used to insert secret bits into the remaining two pixels. The proposed method enhances

the embedding ability, visual quality and stego image protection since it only utilizes the cover image's edge pixels to inject secret data.

Emam et al. (2016) proposed an enhanced LSB-based image steganography technique with random pixel selection. According to the proposed process, the hidden message is randomly inserted in the cover image's pixel position using Pseudo Random Number Generator (PRNG) for each pixel value of the cover image rather than sequentially inserting it in the cover image pixels. This randomization is supposed to improve system security. The suggested approach functions as 2-1-2 layer with two layers which are the blue and green layer, and the message byte has been inserted in just 3 pixels in this form 3-2-3. It has been found from the study results that the proposed approach produces a very high maximum hiding capacity and a higher visual quality as shown by the PSNR metric. The enhanced LSB approach, however, concentrated only on images as the cover element, without considering audio and video as cover elements.

## 2. Methodology

The LSB is a well-researched approach that, when integrated with cryptography, has proved to be highly reliable to conceal hidden messages. This paper thus blends the approach of cryptography (AES) and steganography (LSB) in order to protect privacy in big data applications. This method has been used in the case of finding the embedded hidden message and extracting its content. However, its original content will not even be known because only the encrypted text would be seen and thus the secrecy of the information is still preserved. The solution proposed is shown in Figure 1, and is discussed in detail.

### 2.1 Data collection

For better application flexibility, randomly chosen text files were used as the input representing the secret message, and the cover images used were user-generated cover image. The proposed system has been tested using datasets consisting of 150 standard color images taken from the USC-SIPI image database which supports image processing research and comparative image analysis.

The data comprises of tiff image format with different texture and content.

## 2.2 Advanced Encryption Standard (AES) Algorithm

AES represents an iterative cipher. It is based on two methods known as the substitution and permutation network (SPN), for data encryption and decryption. Network substitution and permutation is a collection of mathematical operations that are performed in block cipher algorithms. AES can handle the size of a static plain text block by 128 bits (16 bytes). These 16 bytes are expressed in 4 x 4 matrix, since AES operates on a byte matrix. Even the number of rounds (Abdullah, 2017) is another significant feature of AES. The number of rounds is determined by the duration of the key used. AES algorithm uses three key sizes to encrypt and decrypt data which are 192 bits, 128 bits or 256 bits. The key size is used to determine the number of rounds, e.g., AES uses 14 rounds for 256-bit keys, 12 rounds for 192-bit keys and 10 rounds for 128-bit keys (Reddy & Jilani, 2016).

## 2.3 Least Significant Bit Technique

The Least-Significant-Bit (LSB) process is a form of substitution algorithm that embeds data by substituting selected bits of the cover image pixels with bits of the confidential message. This technique involves the modification of the LSB image planes (Pavani et al., 2013). In this method, the secret message is stored in the LSB of

the pixels that could be considered as random noise. Therefore, their modification does not significantly affect the quality of the cover image. LSB algorithm distinctions include one or more LSB bits to be transformed to a bit of the secret message (Osunade & Adeniyi, 2016). The main principle of steganography is to incorporate secret information into the cover object, which could be a digital image medium.

## 2.4 Proposed Algorithm

This section presents a step-by-step solution to the identified problem. The embedding algorithm at the Sender's side and the extraction algorithm at the Receiver's side are detailed below.

### 2.4.1 Embedding Algorithm

*Input:* Cover image, Key, Secret message

*Step 1:* Select the text file where the original message has been written.

*Step 2:* Encrypt text file content using the AES algorithm.

*Step 3:* Choose an appropriate cover image.

*Step 4:* Read the input cover image.

*Step 5:* Transform the encrypted secret message bit file by LSB's.

*Step 6:* Convert the cover image to 8 bit format.

*Step 7:* Modify the LSB's of cover image.

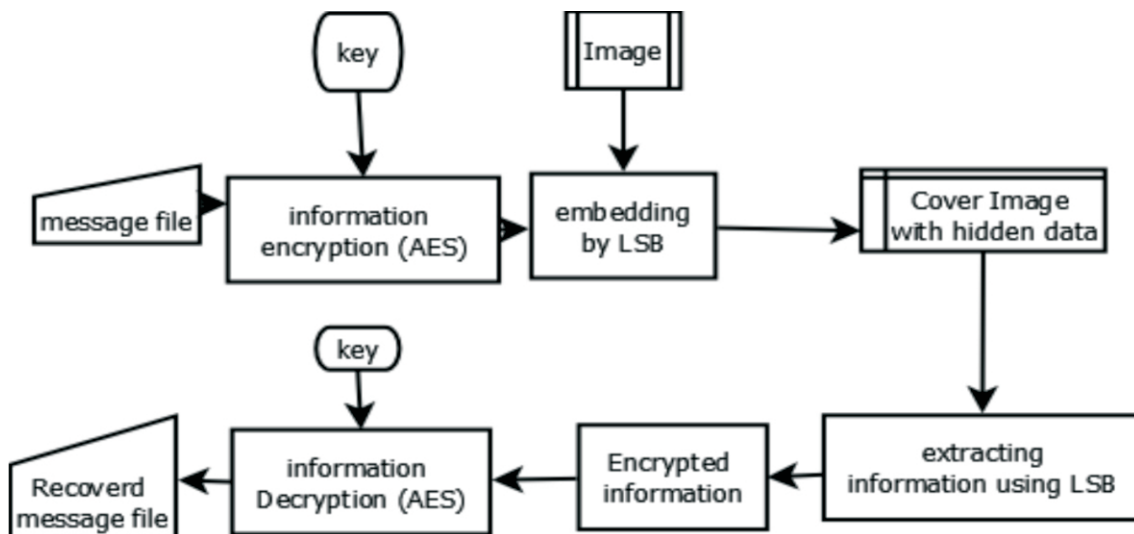


Figure 1. Proposed System

Output: Stego Image

Figure 2 represents the proposed embedding algorithm for insertion of the encrypted secret message into cover image. The diagram consist of the embedding algorithm steps above.

### 2.4.2 Message Extraction Algorithm

The method of recovering the secret message from the stego-image is called steganalysis (Nashat & Mamdouh, 2019). It is the inverse process of the message hiding process. Algorithm for recovery original image and message file is presented below:

Input: Stego-image

Step 1: Select the Stegno-image.

Step 2: Read the RGB value of stego image.

Step 3: The LSBs are extracted from each pixel of stegoimage (Stop the extraction process to avoid extra bit extraction when a terminator character is found).

Step 4: The LSB bits are extracted and put in an array and the output of the array is translated to encrypted ASCII message value. (The message recovered from the image is actually the encrypted form of the original message).

Step 5: The message that have been retrieved is then decrypted using the same procedure used in encryption.

Output: Save the decrypted message text file at the desired location

Figure 3 represents the proposed extraction algorithm for retrieval of the embedded secret message. The diagram consist of the extraction algorithm steps above.

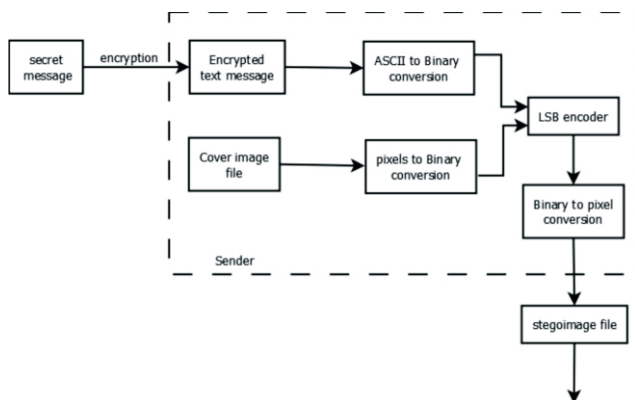


Figure 2. Proposed Embedding Algorithm for the Sender Side

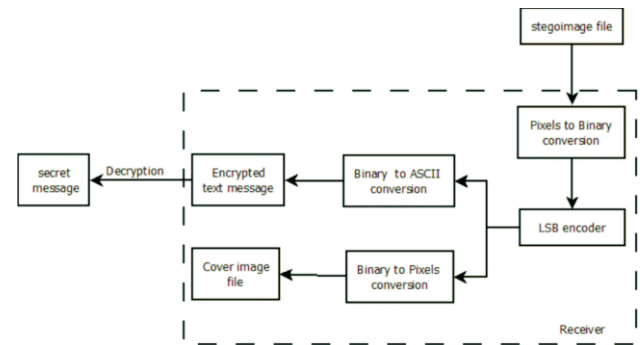


Figure 3. Proposed Extraction Algorithm for the Receiver Side

## 2.5 Performance Metric

The invisibility or image quality measurement used for the experiment has been adopted from the work of Sara et al. (2019).

### 2.5.1 Invisibility

Steganography's main purpose is to conceal or dissimulate the presence of the hidden message. Unless the stego image is skewed as compared to the cover image, then it is simple for an attack to be aware of the hidden message's presence, thus the steganography's main objective is defeated. A quantitative research experiment has been performed to guarantee that the image quality is conserved and the invisibility attribute is preserved. Steganography's most common measurement of stego-image quality is Peak Signal-to-Noise Ratio (PSNR), Mean Square Error (MSE), Signal-to-Noise (SNR) and Structural Similarity Index (SSIM) (Hore & Ziou, 2010; Kumar et al., 2018).

#### 2.5.1.1 Peak Signal-to-Noise Ratio (PSNR) and Mean Square Error (MSE)

The PSNR measures the peak signal-to-noise ratio of the two images, in decibels. This ratio is used as a indicator of the consistency between a compressed picture and the original. The ratio between the changed image (stego-image) and the initial cover image is therefore known as PSNR. It is used to measure the visible deformation that occurs after embedding the hidden message in stego-images (Kumar et al., 2018).

The higher the PSNR value, the better the stego-image quality, the more associated the stego-image is with the



actual cover image and vice versa (Al-Najjar & Soong, 2012). Low quality stego-images are stego-images with PSNR less than 30 decibels. To meet the desirable demands of current steganography systems (Azad & Sharma, 2014), PSNR must have 40 decibels or higher values.

PSNR is identified by measuring the Mean Squared Error (MSE) first, which measures the error between the image cover and the skewed image stego. MSE displays average number of pixel alterations. The lower the value of MSE the greater the invisibility. The MSE is described as follows, given rows x columns (m x n) of a cover image C and stego-image S:

$$MSE = \sum_{M,N} \frac{[C(m,n) - S(m,n)]^2}{M \cdot N} \quad (1)$$

The PSNR is calculated as

$$PSNR = 10 \log_{10} \left( \frac{R^2}{MSE} \right) \quad (2)$$

$R^2$  is the average strength or fluctuation of pixels that is present in the cover image. The R of cover photos used to check and carry out experiments is 255. Since the pixel of every 150 images is 8 bit-depth. It means the output improves as the PSNR improves. The higher PSNR value, the better the image quality and the lesser difference between the stego-image and the image cover (Kumar et al., 2018).

### 2.5.1.2 Signal-to-noise ratio (SNR)

The signal-to-noise ratio (SNR) is used for characterizing image quality in image processing. Usually, the sensitivity of a digital image is defined in terms of signal level which yields an SNR threshold. SNR is measured in decibels (dB) (Hore & Ziou, 2010). The SNR can be computed using the following formula:

$$SNR = \frac{\mu_{sig}}{\sigma_{sig}} \quad (3)$$

where  $\mu_{sig}$  is average signal value and  $\sigma_{sig}$  standard deviation of the signal. A strong value for SNR is from 40 dB and above (Kumar et al., 2018)

### 2.5.1.3 Structural Similarity Index (SSIM)

The structural similarity index (SSIM) is another efficiency metric which is used to measure the invisibility of the proposed model. The SSIM is a visual metric which evaluates degradation of the photo quality caused by

manipulation such as data compression or data embedding. SSIM is a complete reference which requires the capture of two images from same image. The cover image is a reference image, and the image produced is a stego image. SSIM is set to values from -1 to 1. A value towards 1 suggests a high similarity in between the images (Sara et al., 2019).

$$SSIM(x, y) = \frac{(2\mu_x\mu_y + c_1)(2\sigma_{xy} + c_2)}{(\mu_x^2 + \mu_y^2 + c_1)((\sigma_x^2 + \sigma_y^2 + c_2)} \quad (4)$$

where:  $\mu_x$  is the average of x;  $\mu_y$  is the average of y;  $\sigma_x^2$  is the variance of x;  $\sigma_y^2$  is the variance of y;  $\sigma_{xy}$  is the covariance of x and y;  $c_1 = (k_1, L)^2$  and  $c_2 = (k_2, L)^2$  two variables to balance the division with low denominator; L is the dynamic range of the pixel-values and  $k_1=0.01$  and  $k_2=0.03$  by default (Al-Najjar & Soong, 2012).

## 3. Results and Discussion

This section describes the dataset used to test and determine the efficacy of the proposed method. System performance has been checked with various images, and the assessment parameter used is based on the parameter defined by Sara et al. (2019) and Kumar et al. (2018). The developed system's performance and security is based on the invisibility features. The experimental findings are also provided in charts, figures, and tables.

The Image Steganography system has the following functions. The application allows users to open an image, save an image, encrypt secret message, save encryption key, decrypt encrypted message, save decrypted message and enter message. Users (sender) can browse for an image, and hide the encrypted secret message in the image to produce a stego-image. Then save the resulting stego-image. Finally, the receiver can extract secret message from the stego-image and decrypt the extracted message using the sent encryption key.

Figure 4 shows the index user interface, which contains three buttons. The first button is the hidden text button which when clicked allow the user to encrypt and hide secret messages, the second button is the retrieve text button which when click allows a user (receiver) to perform

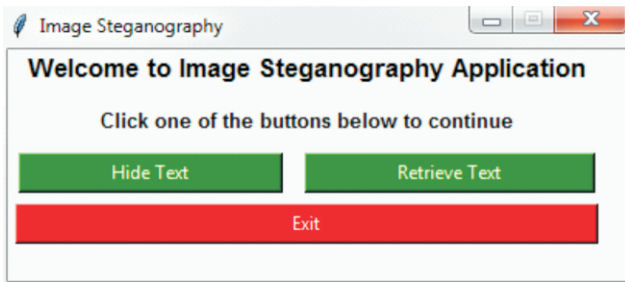


Figure 4. Proposed System Index Interface for Both Sender and Receiver

the message retrieval process and the exit button exit the graphic user interface.

Figure 5 shows the interface with a cover image loaded, the encrypted text and the stego-image (image at the right hand side on the interface).

The extracted secret message is a cipher text and the user or receiver has to decipher the cipher text. Figure 6 shows a snapshot of the message extraction process after the stego-image has been loaded and the hidden message extracted.

To decipher the cipher text the user has to enter the encryption key generated and saved during the encryption process in the hide message interface. On insertion of the encryption key the user clicks the decrypt text button which will convert the cipher text to plain text.

Figure 7 shows the application interface after decryption of the extracted cipher text as shown in Figure 6.

After the proposed system has been developed, the system has been tested with set of 150 images and the performance of the system has been measured based on the image quality measurement using PSNR, SNR, MSE and SSIM which are all invisibility metric. The PSNR, SNR, MSE and SSIM of the 150 images were calculated. Table 1 shows the PSNR, SNR, MSE and SSIM value of 10 images used in the experiment. From Table 1, it can be seen that the proposed system have a high PSNR, SNR, MSE and SSIM value.

After calculating the PSNR, SNR, MSE and SSIM of all the

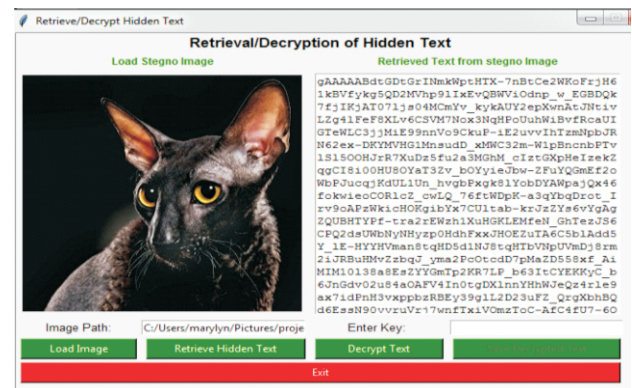


Figure 6. Interface After Extraction of Encrypted Secret Message From Stego-Image

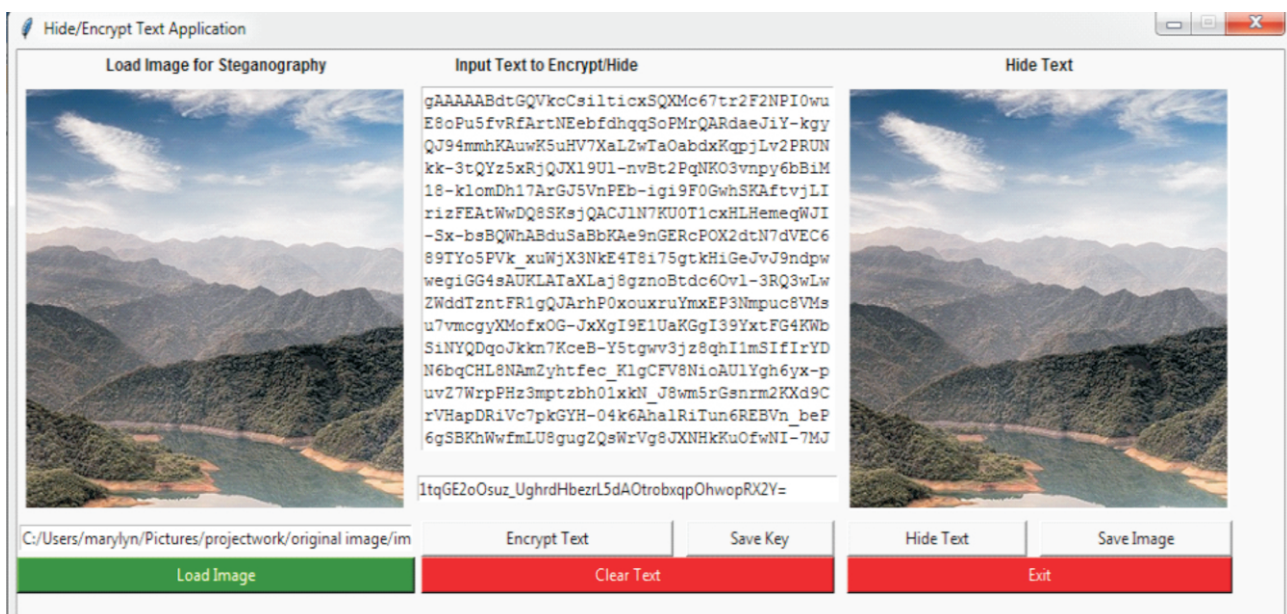


Figure 5. Message Hiding Interface After Generation of Stego-Image (Sender Side)

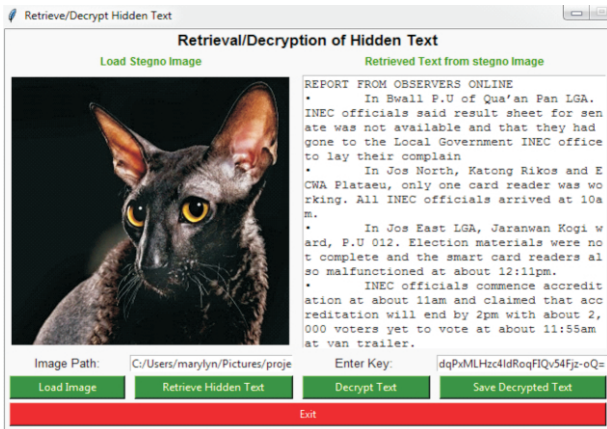


Figure 7. Interface After Decryption of Extracted Cipher Text

tested 150 images, the proposed system achieved a range of 60 – 69 for PSNR with an average of 64.5928 which is a good value for PSNR which shows that the image quality is high. The SNR range is from 47 to 65 with an average of 58.1789 which also indicate good value for SNR. The MSE value ranges from 0.0054 to 0.06 with an average of 0.0489, the low value of MSE indicates low error between the cover image and the stego-image which indicates low distortion. And finally the SSIM values ranges from 0.9991 to 1.000 with an average of 0.9996 which indicates high similarity between cover image and stego-image.

S/N	Image Name	PSNR	SNR	MSE	SSIM
1	Image1	63.8996	58.7145	0.0265	0.9997
2	Image2	62.5482	49.4008	0.0362	0.9996
3	Image3	61.4767	59.5573	0.0463	0.9994
4	Image4	60.6100	57.1721	0.0565	0.9993
5	Image5	64.9680	59.0787	0.0207	1.0000
6	Image6	69.7798	65.4027	0.0068	1.0000
7	Image7	60.8440	56.8079	0.0535	0.9999
8	Image8	63.7896	57.7554	0.0390	0.9993
9	Image9	61.5784	59.8443	0.0499	0.9994
10	Image10	64.3757	58.8097	0.0211	0.9998
Average Value		63.3860	58.2543	0.0357	0.9996

Table 1. PSNR, SNR, MSE and SSIM of 10 Images

## PSNR, SNR, MSE and SSIM of 5 images

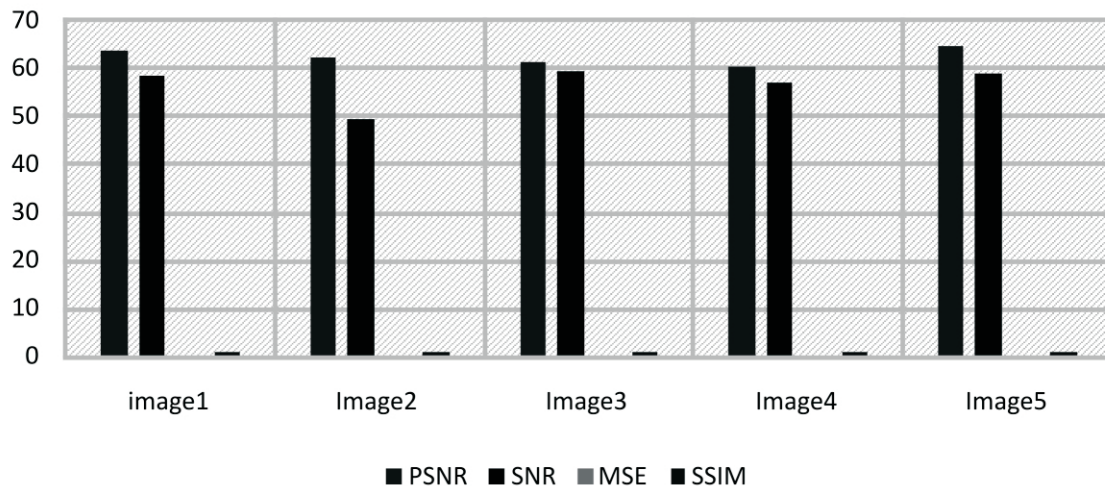


Figure 8. Chart Showing the PSNR, SNR, MSE and SSIM of the First 5 Images From the Table 1



From the result presented in Table 1 it has been concluded that the stego-images quality generated by the proposed system is still preserved and its invisibility feature is also maintained since PSNR and SNR is above 40 dB and the SSIM is close to 1. Also the system is highly secure as additional security of encryption has been combined with the steganography technique to enhance the security of the secret message. Figure 8 presents a chart showing the PSNR, SNR, MSE and SSIM of the first five images in Table 1.

## Conclusion

This paper uses the least significant bit steganography and AES encryption algorithm to present a method for privacy protection in big data applications. The system allows users to load their preferred cover image and enter their desired hidden text. The secret message is then encrypted using the AES symmetric encryption technique, and this encrypted text (cipher text) is then concealed in the cover picture. The program also allows users to load a stego-image and use the encryption key to extract the secret message from the stego-image that is eventually deciphered back to the original secret message. This system's main advantage is its ability to hide messages with less distortion to the original image which increases its security. Based on the result obtained, it can be inferred that the proposed method is robust since it achieves good value for PSNR, SNR, SSIM and MSE.

## Future Works

The effect of multiple image operations on the stego-image such as rotation, resizing and cropping has not been included in this research. It is therefore recommended that the effect of multiple image processing be treated as it can significantly impact the embedded secret message. This study focused on using the least significant bit (LSB) techniques to hide and retrieve hidden image messages, it is recommended that LSB be combined with other powerful steganography techniques. Finally, the method proposed has been extended only to the color images. Thus it is recommended that methods be generalized for use on other items such as video or audio.

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