

# Privacy Protection in Social Networks: Bridging the Gap Between User Perception and Privacy Enforcement

<https://sites.google.com/site/socialcircleproject/>



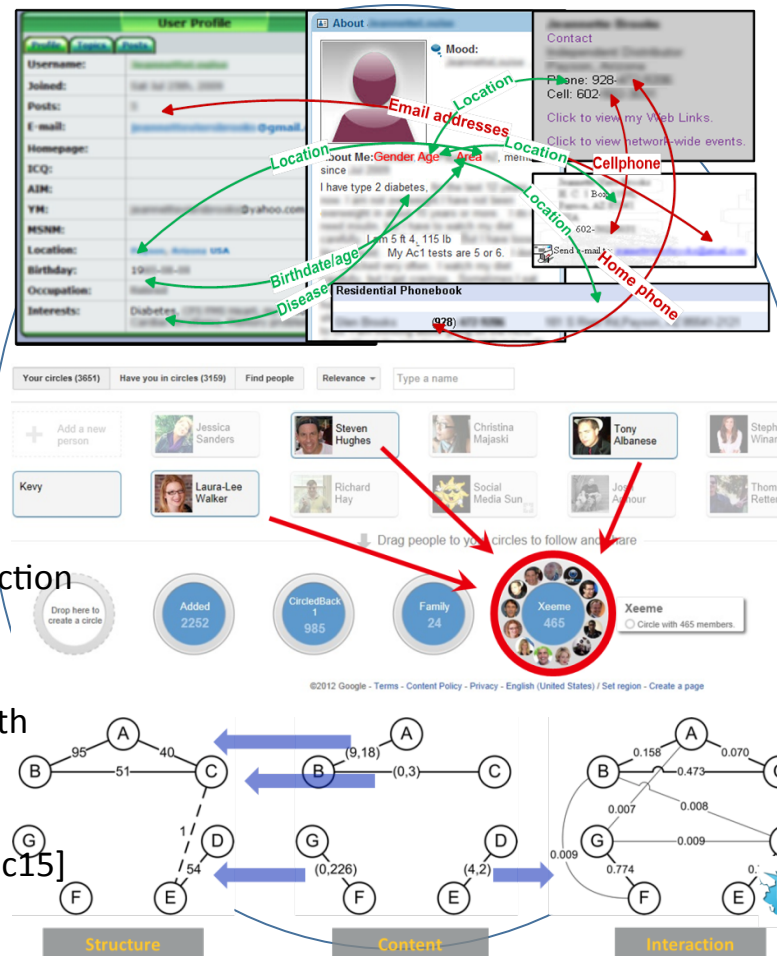
## Challenge:

- The gap between privacy perception and privacy enforcement.
- The gap between human-oriented vs. technology-centered perspectives on social network privacy.

## Solution:

- Automatic social circle detection using multi-view clustering [CIKM14, TKDE17]
- High-risk node detection with multi-task learning [CIKM]
- Hybrid approach to identify family-related tweets [DBSec15]

CNS-1422215 and CNS-1422206  
Dongwon Lee, Peng Liu, Bo Luo



## Scientific Impact:

- In-depth understanding of private information, vulnerabilities, and threats in online social networks
- A user-centered yet computationally-efficient privacy model.
- Effective and efficient enforcement of the model.

## Broader Impact:

- Highlight new security and privacy issues
- Raise awareness of privacy risks and violations in social networks
- Gradually change people's privacy perceptions and affect their behavior in privacy-centric scenarios