

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:

- Formal social circle model [SACMAT18]
- Automatic social circle detection and enforcement [CIKM14, TKDE17, IFIP SEC 2019]
- High-risk node detection
- Understanding and assessing sensitive/private content [DBSec15, ICSC17, PETS19]



Scientific Impact:

- In-depth understanding of privacy vulnerabilities, and threats in OSN.
- A formal privacy model.
- Content-based automatic assessment of private or sensitive information.
- 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