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Determination of Combined Confidentiality Conflicts in Public Media

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ABSTRACT:Items shared through Social Media may affect more than one user's privacy — e.g., photos that depict multiple users, comments that mention multiple users, events in which multiple users are invited, etc. The lack of multi-party privacy management support in current mainstream Social Media infrastructures makes users unable to appropriately control to whom these items are actually shared or not. Computational mechanisms that are able to merge the privacy preferences of multiple users into a single policy for an item can help solve this problem. However, merging multiple users' privacy preferences is not an easy task, because privacy preferences may conflict, so methods to resolve conflicts are needed. Moreover, these methods need to consider how users' would actually reach an agreement about a solution to the conflict in order to propose solutions that can be acceptable by all of the users affected by the item to be shared. Current approaches are either too demanding or only consider fixed ways of aggregating privacy preferences. In this paper, we propose the first computational mechanism to resolve conflicts for multi-party privacy management in Social Media that is able to adapt to different situations by modelling the concessions that users make to reach a solution to the conflicts. We also present results of a user study in which our proposed mechanism outperformed other existing approaches in terms of how many times each approach matched users' behaviour.

KEYWORDS: Social Media, Conflicts, Privacy, Multi-party privacy, Social Networking Services, Online Social networks.

I. INTRODUCTION

Social Media are computer –mediated technologies that allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.The variety of stand-alone and built-in social media services currently available introduces the challenges of defining.However,there are some common features.

i. Social media are interactive web 2.0 internet based applications
ii. User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, are the lifeblood of social media.
iii. Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.
iv. Social media facilitate the development of online social networks by connecting a users profile with those of other individuals and/or groups.

Observes have noted a range of positive and negative impacts of Social media use

Positive Impacts of Social media:

i. Social media can help to improve individuals sense of connected less with real and/or online communities and social media can be an effective communication tool for corporations, entrepreneurs, non –profit organizations, including advocacy groups and political parties and governments.

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Negative Impacts of social media:

At the same time, Concerns have been raised about possible links between heavy social media use and depression , and even the issues of cyber bullying, online harassment and trolling

II. RELATED WORK

Unparalleled development in the use of Online Social Networks. For instance, Facebook, LinkedIn and twitter to illustrative informal community destinations, guarantees that it has more than 600 million dynamic clients and more than 40 billion sections of shared substance of all month, counting site url joins, news articles, stories blog entries, individual notes and photograph collections. Due to this development many privacy issues occurs in front of the social media user. This section discusses the different work and issues handled until now.

In [1], author shows the issue of community authorization of protection approaches on shared information byutilizing diversion hypothesis. It proposes an answer that offers computerized approaches to share pictures in view of an augmented thought of substance proprietorship. Expanding upon the Clarke-Tax instrument, we depict astraightforward component that advances honesty, and that prizes clients who advance co-proprietorship. Weincorporate our plan with deduction procedures that free the clients from the weight of physically selecting securityinclinations for every photo. To the best of our insight this is the first run through such an insurance component forSocial Networking has been proposed. It likewise demonstrates a proof-of-idea application, which it executed withregards to Facebook, one of today's most mainstream informal organizations. It demonstrates that supporting thesekinds of arrangements is not likewise doable, but rather can be executed through an insignificant increment in overhead
to end-clients. In [2], author proposes a security, person to person communication, informal communities permit clients to confine access to their own information, there is as of now no tool to implement security worries over data transferred by different clients. As gathering photographs and stories are shared by loved ones, individual protection goes past the circumspection of what a client transfers about him and turns into an issue of what each system member uncovers. It analyses how the absence of joint protection controls over substance can unintentionally uncover delicate data about a client including inclinations, connections, discussions, and photographs. In particular, we investigate Facebook to recognize situations where clashing security settings between companions will uncover data that no less than one client proposed stay private. The uncovered data in this way, it exhibit how a client's private properties can be construed from just being recorded as a companion or specified in a story. To alleviate this risk, it indicates how Facebook's security model can be adjusted to uphold multi-party protection. It displays a proof of idea application incorporated with Facebook that naturally guarantees commonly adequate protection limitations are implemented on gathering content.In [3], author offersinteresting means for virtual social communications and data sharing additionally raise various security and protection issues. In spite of the fact that OSNs permit a single client to administer access to her/his information, they right now don't give any tool to authorize security worries over information connected with various clients, remaining protection infringement to a great extent uncertain and prompting the potential divulgence of data that no less than one client proposed to keep private. It proposes a way to deal with empower community oriented protection administration of shared information in OSNs. Specifically, it gives a deliberate component to distinguish and resolve protection clashes for cooperative information sharing. The contention determination shows a trade-offs between protection assurance and information sharing by measuring security hazard and sharing misfortune. Ittalks about a proof-of-idea model usage of our approach as a component of an application in Facebook and give framework assessment and ease of use investigation of our procedure. In [4], author proposes a way to deal with empower the security of imparted information related to numerous clients in OSNs. It gets to control model to catch multiparty approval prerequisites, alongside a multiparty arrangement determination plot and a strategy requirement tool. It shows a legitimate representation of our get to control demonstrate that permits us to influence the elements of existing rationale solvers to perform different investigation errands on our model. We additionally examine a proof-of-idea model of our approach as a component of an application in Facebook and give convenience study and framework assessment of our strategy.In [5], authorshows the absence of multi-gathering security administration bolster in current standard Social Media frameworks makes clients not able to properly control to whom these things are really shared or not. Computational tool that can consolidate the security inclinations of different clients into a solitary strategy for a thing can take care of this issue. Be that as it may, consolidating numerous clients' security inclinations is not a simple

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undertaking, since protection inclinations may struggle, so strategies to determine clashes are required. In addition, these techniques need to consider how clients' would really achieve an assertion about an answer for the contention with a specific end goal to propose arrangements that can be adequate by the majority of the clients influenced by the thing to be shared. Current methodologies are either excessively requesting or just consider settled methods for amassing protection inclinations. It propose the principal computational instrument to determine clashes for multi-party protection administration in Web based social networking that can adjust to various circumstances by demonstrating the concessions that clients make to achieve an answer for the conflicts. It additionally shows consequences of a client concentrate on in which the proposed component beat other existing methodologies regarding how often every approach coordinated clients' conduct.

III. PROPOSED METHOD

As suggested by existing research , negotiations about privacy in social media are collaborative most of the time. That is, users would consider other preferences when deciding to whom they share, so users may be willing to concede and change their initial most preferred option. Being able to model the situations in which these concessions happen is of crucial importance to propose the best solution to the conflicts found one that would be acceptable by all the users involved. We conducted a user study comparing our mechanism to what users would do themselves in a number of situations. The results obtained suggest that our mechanism was able to match participants concession behavior significantly more often than other existing approaches. This has the potential to reduce the amount of manual user interventions to achieve a satisfactory solution for all parties involved in multi-party privacy conflicts.

NEW APPROACH

In new approach the computational mechanism for social media that, given the individual privacy preferences of each user involved in an item, is able to find and resolve conflicts by applying a different conflict resolution method based on the concessions users' may be willing to make in different situations.We also present a user study comparing our computational mechanism of conflict resolution and other previous approaches to what users would do themselves manually in a number of situations. The results obtained suggest our proposed mechanism significantly outperformed other previously proposed approaches in terms of the number of times it matched participants' behaviour in the study. Negotiating users have their own individual privacy preferences about the item — i.e., to whom of their online friends they would like to share the item if they were to decide it unilaterally. In this paper, we assume negotiating users specify their individual privacy preferences using group-based access control, which is nowadays mainstream in Social Media (e.g., Facebook lists or Google+ circles), to highlight the practical applicability of our proposed approach.
The Modules Are:

- Individual Privacy Preference Module
- Conflict Detection Module
- Conflict Resolution Module
- Estimating the relative importance of the conflict module

1. Individual Privacy Preference Module

Negotiating users have their own individual privacy preferences about the item — i.e., to whom of their online friends they would like to share the item if they were to decide it unilaterally. In this paper, we assume negotiating users specify their individual privacy preferences using group-based access control, which is nowadays mainstream in Social Media (e.g., Facebook lists or Google+ circles), to highlight the practical applicability of our proposed approach. However, other access control approaches for Social Media could also be used in conjunction with our proposed mechanism — e.g., relationship-based access control as already shown in , or (semi-)automated approaches like . Note also that our approach does not necessarily need users to specify their individual privacy preferences for each and every item separately, they could also specify the same preferences for collections or categories of items for convenience

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according to the access control model being used —e.g., Facebook users can specify preferences for a whole photo album at once.

2.Conflict Detection Module

We need a way to compare the individual privacy preferences of each negotiating user in order to detect conflicts among them. However, each user is likely to have defined different groups of users, so privacy policies from different users may not be directly comparable. To compare privacy policies from different negotiating users for the same item, we consider the effects that each particular privacy policy has on the set of target users T. Privacy policies dictate a particular action to be performed when a user in T tries to access the item. In particular, we assume that the available actions are either 0 (denying access) or 1 (granting access).

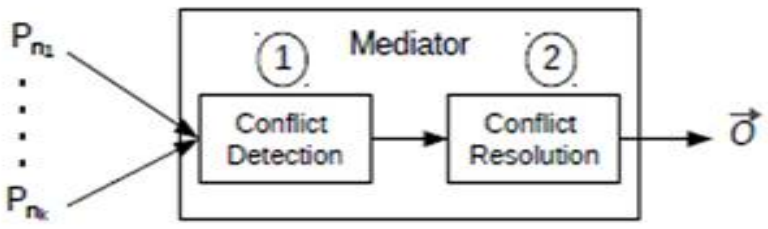
3. Conflict Resolution Module

An item should not be shared if it is detrimental to one of the users involved — i.e., users refrain from sharing particular items because of potential privacy breaches and other users allow that as they do not want to cause any deliberate harm to others . If an item is not detrimental to any of the users involved and there is any user for whom sharing is important, the item should be shared — i.e., users are known to accommodate others' preferences . For the rest of cases, the solution should be consistent with the majority of all users' individual preferences — i.e., when users do not mind much about the final output .

4. Estimating the relative importance of the conflict module

Now the focus is on the particular conflicting target user — i.e., the target user for which different negotiating users prefer a different action (denying/granting access to the item). The mediator estimates how important a conflicting target user is for a negotiating user by considering both tie strength with the conflicting target user and the group (relationship type) the conflicting target user belongs to , which are known to play a crucial role for privacy management. For instance, Alice may decide she does not want to share a party photo with her mother, who has a very close relationship to Alice (i.e., tie strength between Alice and her mother is high). This signals that not sharing the photo with her mother is very important to Alice, e.g., teens are known to hide from their parents in social media . Another example would be a photo in which Alice is depicted together with some friends with a view to a monument that she wants to share with all her friends. If some of her friends that appear in the monument photo also want to include Alice's acquaintances, it is likely she would accept as she already wants to share with all her friends (whether close or distant). Thus, the mediator estimates the relative importance of a particular conflicting user considering both the tie strength with this user in general and within the particular group (relationship type) she belongs to. In particular, the mediator estimates the relative importance a conflicting target user has for a negotiating user as the difference between the tie strength with the conflicting user and the strictness of the policy for the group the conflicting user belongs to. If the conflicting target user does not belong to any group of the negotiator; then the relative importance is estimated considering the item sensitivity instead as there is no group information.

ARCHITECTURE DIAGRAM



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POLYNOMIAL TIME ALGORITHM

The last century has seen an absolute revolution in the way we compute. However, in the beginning, things were not so crisp. There were several people writing algorithms and several companies building computer machines. Now the same algorithm would run at different speeds on different machines (due to differences in memory organization, transistor characteristics etc.,) and it was becoming difficult to single out which algorithm to use. To solve this problem, a novel rating system of sorts was developed. Every algorithm would be broken down into tiny bits of operation - say adding two numbers or multiplying two numbers or comparing two numbers and then we would count the number of such "atomic" operations each algorithm performed. The algorithm that performed lesser of these atomic operations was considered faster. This was nice since it did away with machine specific effects on the speed of the algorithm - on any given machine, irrespective of how fast that machine implemented these atomic operations, the algorithm that performed fewer of those atomic operations would always win - so no ambiguity!!!. This led to the notion of asymptotic time complexity.

To clarify, lets take a simple problem such as sorting - there are literally dozens of algorithms to solve the problem - some good, others not so much. The atomic operation in this problem is typically taken to be comparison - taking two numbers and comparing them (most sorting algorithms use such comparisons to swap elements in correct order to make progress). Suppose we are given a 100 numbers to sort in increasing order. Then an algorithm such as Bubble Sort will make about 4950 comparisons to sort the numbers. An algorithm such as Merge Sort on the other hand, will take only about 665 comparisons. Clearly Merge Sort will beat Bubble sort if both are run on the same machine. If one wants a general expression for the running time then it turns out that Bubble Sort takes up to n (n − 1) 2 n(n−1)2 comparisons to sort n n numbers and Merge sort takes n log n nlog n comparisons to sort the same n n numbers. Whenever an algorithm, on an n n sized input, takes at most n c nc operations to solve the problem (for some fixed constant c > 0 c>0), it is called a polynomial time algorithm or is said to have polynomial time complexity. For both Bubble and Merge sort, this constant can be taken to be c = 2 c=2 since n (n − 1) 2 ≤ n 2 n(n−1)2≤n2 as well as n log n ≤ n 2 nlog n≤n2 . It is important to note that the value c c must be independent of n n while making this statement i.e. we must be sure that the algorithm takes less than n c nc operations for all inputs of size n n as well as all values of n n before we can assign its time complexity. There are various points in this explanation that require further elaboration: most notable of them being 1) What is the criterion for calling something an atomic operation (e.g. comparison of two numbers in this case), 2) How do we define the "size" of the input n n and 3) Why is polynomial time complexity an interesting thing to study and aim for while designing algorithms. Written Apr 7, 2014 · View Upvotes Related Questions More Answers Below Is time linear or polynomial? What's the best way to intuitively reason about linear vs polynomial Big-Oh complexity? What are Polynomial Time Algorithms? What is the difference between exponential and polynomial complexities? Was the universe created in "polynomial time"? Michael O. Church Michael O. Church 5.3k Views In computer science, we consider an algorithm "fast" if its time cost, in terms of the size n n of the problem, is bounded by some polynomial p (n) p(n). Practically speaking, "polynomial time" doesn't always mean fast. A typical O (n 20) O(n20) algorithm would still be unusable for moderately sized n n. And some exponential-time algorithms (or worst-case exponential time algorithms that are usually quite fast) are pretty useful in practice, especially if we're never going to have a large n n. So why is "polynomial bound" a great definition for "efficient", from a theoretician's perspective? Function composition. Quadratic functions, let's say, aren't closed under composition. A quadratic of a quadratic is a quartic.

Polynomial functions (to be more precise, polynomially-bounded functions) are a closed set under composition. The theory behind complexity classes (from P and NP, all the way up to R and RE) uses a lot of problem transformations. That's how we know, for example, that a "quick" solution to subset-sum would also deliver TSP. (We don't technically know that these NP-complete problems don't have polynomial-time solutions, that being the "P ?= NP" problem, but in practice we're pretty sure, at least for now.) These transformations end up bringing in a lot of function compositions, so the fact that polynomial-bounded functions are closed under composition is an important detail.

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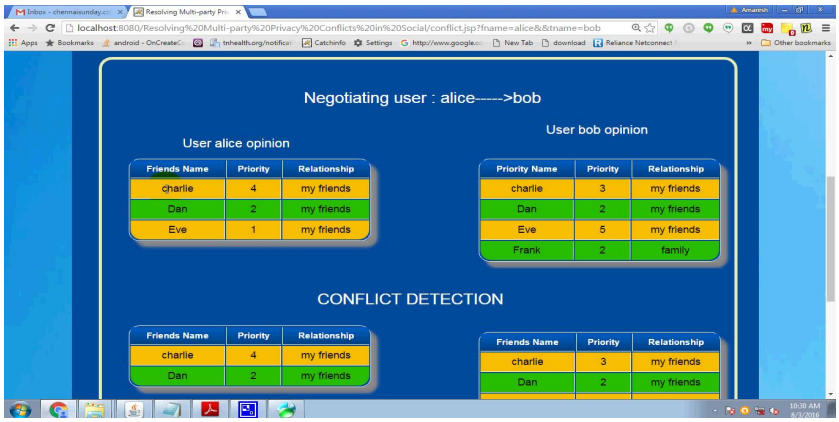
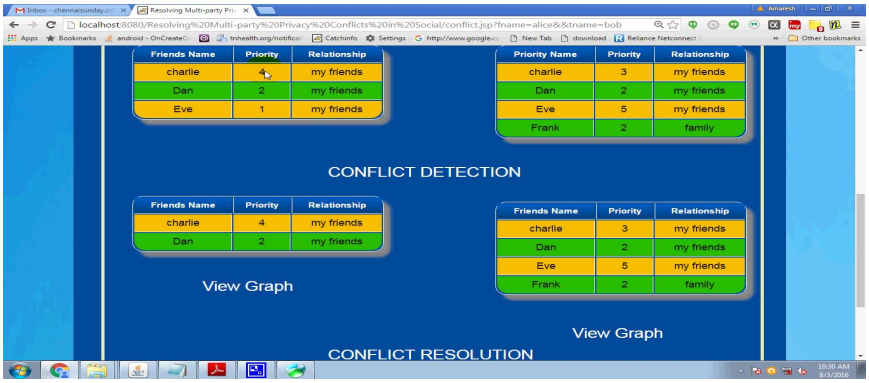
IV. EXPERIMENTAL RESULTS



THIS SCREENSHOT SHOWS HOW THE ADMIN DETECTS CONFLICTS



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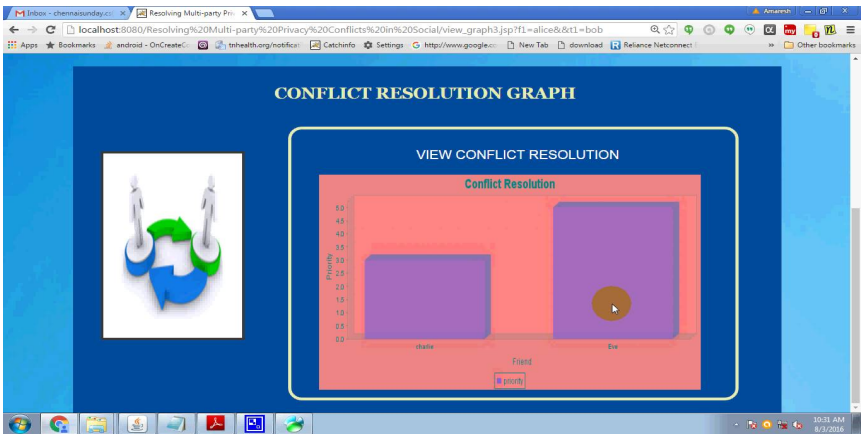

THIS SCREEN SHOT SHOWS HOW CONFLICT IS RESOLVED

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V. CONCLUSION

In this paper, we present the first mechanism for detecting and resolving privacy conflicts in Social Media that is based on current empirical evidence about privacy negotiations and disclosure driving factors in Social Media and is able to adapt the conflict resolution strategy based on the particular situation. In a nutshell, the mediator firstly inspects the individual privacy policies of all users involved looking for possible conflicts. If conflicts are found, the mediator proposes a solution for each conflict according to a set of concession rules that model how users would actually negotiate in this domain. We conducted a user study comparing our mechanism to what users would do themselves in a number of situations. The results obtained suggest that our mechanism was able to match participants' concession behaviour significantly more often than other existing approaches. This has the potential to reduce the amount of manual user interventions to achieve a satisfactory solution for all parties involved in multi-party privacy conflicts. Moreover, the study also showed the benefits that an adaptive mechanism like the one we presented in this paper can provide with respect to more static ways of aggregating users' individual privacy preferences, which are unable to adapt to different situations and were far from what the users did themselves. The research presented in this paper is a stepping stone towards more automated resolution of conflicts in multi-party privacy management for Social Media. As future work, we plan to continue researching on what makes users concede or not when solving conflicts in this domain. In particular, we are also interested in exploring if there are other factors that could also play a role in this, like for instance if concessions may be influenced by previous negotiations with the same negotiating users or the relationships between negotiators themselves.

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