

Outline ① Def ② Types ③ Research directions

④ Assigned papers

OSNS April 27, 2010

wikipedia - OSN - is a online social structure made of individuals called "nodes" which are connected by one or more specific types of interdependency (friendship, kinship, interest, dislike)

Common OSNs: Facebook, Orkut, Twitter, YouTube, Flickr, MySpace, LinkedIn

Types of relationships: content sharing: youtube, Facebook

Confirmed relationship: Facebook, Orkut, MySpace

Following: Twitter, YouTube

Business: LinkedIn

Commentary: YouTube

* People play various roles

YouTube actors "Wearing a YouTube Hat: Directors, Comedians,

Gurus & User Aggregated behavior" Biel et al.

- self-defined by actions

Ⓐ Director 6.60%, longer videos

Ⓑ Comedian 1.7%, info + show dates

Ⓒ Guru 1.4%, how to

Ⓓ Musician - 2% info + show dates

Ⓔ Reporter - .7%, how to, ↑ uploads

Ⓕ Standard - 87%

Ⓖ Non profit & politicians

most participative

sense of belonging to a community

Incoming features - how others perceive you
Outgoing features - how you perceive others

Research

Care

Don't care / little known

Privacy

How CDNs work

Application use / N/W use

Scalability

Proximity Est. & Link Prediction

New Capt. w/ photos

Life cycle of videos

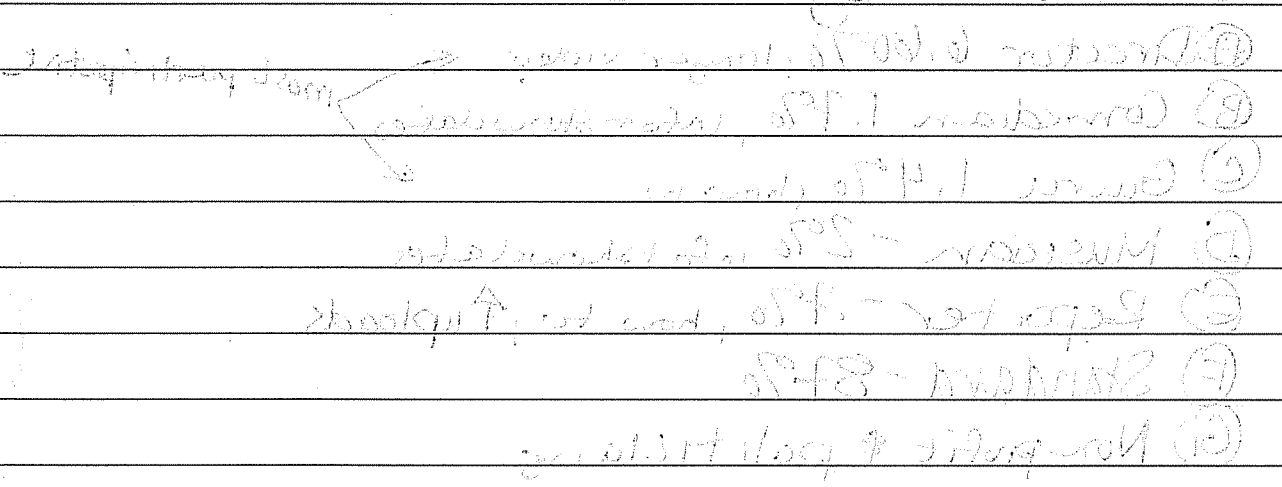
Stronger vs. weaker links

Privacy leakage - Krishnamurthy, et al

3rd party servers, aggregators, cookies

- via HTTP headers & tracking

- Not all OSNs provide Security Settings

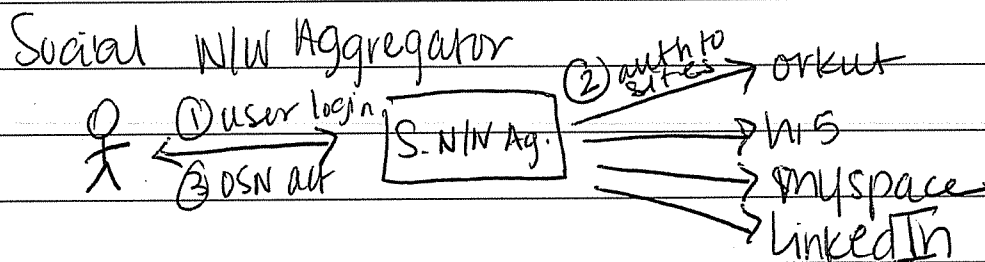


Algorithm features - how often receive news
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"Characterizing User Behavior in Online Social Networks" Benevenuto et al.

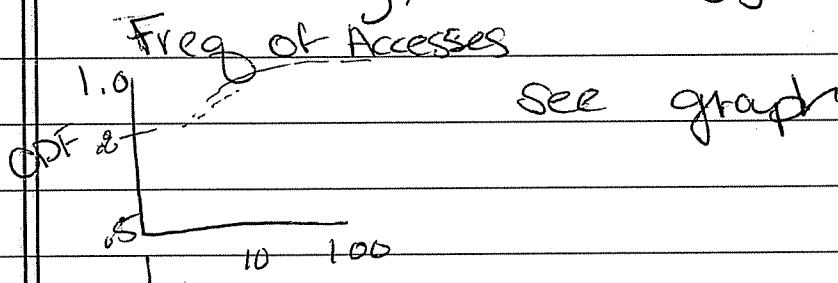
- Analyzing clickstreams, 92% user activities can't be inferred
- reconstructing from visible artifacts, doesn't provide larger picture

- ① Traffic & Session patterns
- ② Clickstream model - dom user acts & transitions
- ③ crawled orkut & analyzed social graph



data bias

- locality, S NW Agg., features of site



- very few users access more than once
- time not corr to #user logins or # requests

Popular - browsing profiles

- conduct seq of related actions
- Facebook: home, profile, friends, messaging

Social issues:

- Why visit others? Often click from own ~~log~~ homepage
- # of friends interact w/ very low

"Why visit others? Often click from own homepage" - Government

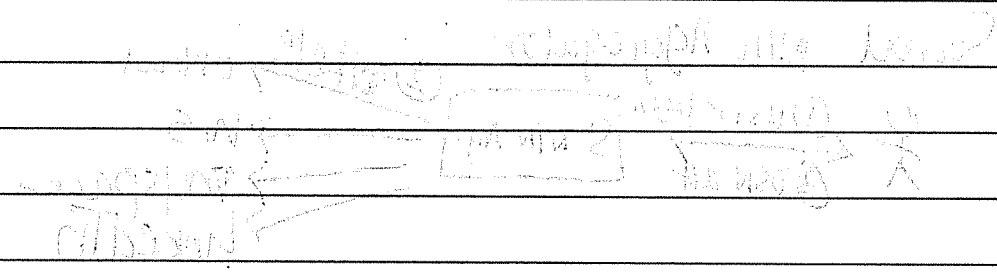
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