OSNs  April 27, 2010

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

Commenting: YouTube

People play various roles
YouTube actors: "Wearing a YouTube Hat: Directors, Comedians, Guru & User Aggregated behavior" Biel et al.
- Self-defined by actions
  A) Director 6.60%, longer videos
  B) Comedian 1.7%, infostorm updates
  C) Guru 1.4%, show to
  D) Musician - 2%, infostorm updates
  E) Reporter - 0.7%, how to, uploads
  F) Standard - 84%
  G) Non-profit & politicians

Sense of belonging to a community

Incoming features - how others perceive you
Outgoing features - how you perceive others
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**Privacy leakage**

K. Krishnamurthy, et al.

- 3rd party servers, aggregators, cookies
- via HTTP headers & tracking
- Not all OSNs provide security settings

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"Characterizing User Behavior in Online Social Networks"

Benevenuto et al.

- Analyzing clickstreams, 92% of 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

Social N/LW Aggregator

data bias
- locality, S N/LW Agg, features of site
- Freq of Accesses

Very few users access more than once
- time not come 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 homepage.
- # of friends interact with very low.