

# Addressing the Privacy Management Crisis in Online Social Networks

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## Abstract

The sharing of personal data has emerged as a popular activity over online social networking sites like Facebook. As a result, the issue of online social network privacy has received significant attention in both the research literature and the mainstream media. Our overarching goal is to improve defaults and provide better tools for managing privacy, but we are limited by the fact that the full extent of the privacy problem remains unknown; there is little quantification of the incidence of incorrect privacy settings or the difficulty users face when managing their privacy. In this talk, I will first focus on measuring the disparity between the desired and actual privacy settings, quantifying the magnitude of the problem of managing privacy. Later, I will discuss how social network analysis techniques can be leveraged towards addressing the privacy management crisis.

**Categories & Subject Descriptors:** H.3.5 [Online Information Services]: Web-based services; C.2.0 [Computer-Communication Networks]: General—Security and protection

**General Terms:** Security, Human Factors, Measurement.

## Bio

Krishna Gummadi is a tenured faculty member and the head of the networked systems research group at the Max Planck Institute for Software Systems (MPI-SWS) in Germany. He received his Ph.D. (2005) and B.Tech. (2000) degrees in Computer Science from the University of Washington, Seattle and the Indian Institute of Technology, Madras, respectively.

Krishna's research interests are in the measurement, analysis, design, and evaluation of complex Internet-scale systems. His current projects focus on understanding and building social Web systems. Specifically, they tackle the challenges associated with protecting the privacy of users sharing personal data, understanding and leveraging word-of-mouth exchanges to spread information virally, and finding relevant and trustworthy sources of information in crowds. Krishna's work on online social networks, Internet access networks, and peer-to-peer systems has led to a number of widely cited papers and best paper awards at AAAI's ICWSM, Usenix's OSDI, ACM's SIGCOMM IMW, and SPIE's MMCN conferences.