THE CHINESE UNIVERSITY OF HONG KONG
Department of Information Engineering

Seminar

Privacy in social networks:
from content understanding to content protection
by
Professor Bo Luo
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University of Kansas

Date   :   **25 April, 2017 (Tuesday)**
Time   :   **2:30pm - 3:30pm**
Venue   :   **Room 1009, William M.W. Mong Engineering Building**
               The Chinese University of Hong Kong

Abstract
In recent years, online social networks like Facebook, Twitter and Google+ have attracted large numbers of users, who willingly share their private information with others. With the advancement of web technology, on the other hand, it becomes easier for malicious applications to pose real privacy threats on such SNS users. Unfortunately, existing privacy protection approaches fall short as they either prevent users from socialization, or mostly focus on social connections instead of contents. We argue that contents such as user attributes and unstructured text messages are critical in privacy protection. In this talk, I will introduce our research efforts on social network content understanding the protection. In particular, I will discuss: (1) the risks associated with attributes and contents, in particular, attribute-reidentification attacks; (2) using social circles for privacy protection and automatic social circle detection; and (3) predicting social network user behaviors, and identifying high-risk nodes in social circles. In this talk, we will also briefly introduce other ongoing research projects at KU InfoSec group.

Biography
Bo Luo is currently an associate professor with EECS department at the University of Kansas. He is the director of the Information Assurance Laboratory (IAL) at KU's Information and Telecommunication Technology Center (ITTC). He received Ph.D. degree from The Pennsylvania State University in 2008, M.Phil degree from the Chinese University of Hong Kong in 2003, and B.E. from University of Sciences and Technology of China in 2001. His recent works mostly lie in the intersection of data science and privacy and security. He has worked on extracting user attributes and preferences from social media; predicting user behaviors in large-scale social networks; automatically assessing the credibility of social media content; protecting user privacy in social networks; etc. Dr. Luo has published 50+ refereed papers, including ones in top conferences and journals such as IEEE Oakland, ACM CCS, ACM Multimedia, IEEE TKDE, IEEE TIFS, IEEE TDSC, VLDBJ, etc. He is also a co-founder of CANSec: Central Area Networking and Security Workshop (formerly KanSec: The Greater Kansas Area Security Workshop).

** ALL ARE WELCOME **

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