Privacy Wizard for Social Networking Sites - Review
Shumin Guo

Problem Description

Privacy of online social networks are becoming great concerns for average people. And how to help them effectively define their privacy settings is one of the urgent questions yet to be answered. This paper is trying deal with this question by designing a privacy wizard which by utilizing active learning method to incrementally define a model as a classifier for privacy setting applications.

Contribution of this paper

This paper is one of the earliest attempts for privacy setting from user's perspective. One of the main contribution is that it clearly defines the challenges of privacy settings for average users. And an automatic privacy setting wizard was designed. The wizard implements the privacy-preference model by learning a classifier. It requires very simple user interaction, and the classifier model improves with more user input. And newly added friends can be adapted gracefully. Another contribution of this paper is that it describes a set of visualization and modification tools for advanced users which can brings explicite meaning of privacy settings for these users.

The privacy wizard builds a model based on two kinds of information, friends and user's profile settings. By letting user's tagging privacy settings of part of his/her friends, the wizard learns a privacy protection model. And by further using the structure of the social graph, the wizard can achive a higher accuracy.

Weaknesses of this paper

This paper defines a wizard to actively learn a privacy setting preference model. But it failed to consider contents, such as wall posts which are dynamically generated. And although the social structure are considered, it doesn't consider structures such as friend of friend privacy settings which has embarked on facebook.