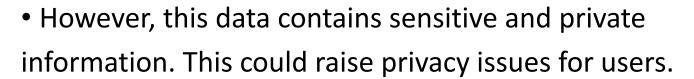# Social Media and User Privacy
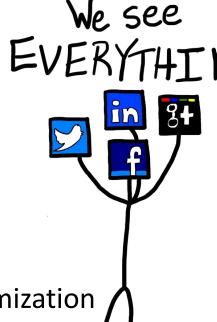
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• User-generated social media data is heterogenous and rich in content.

• However, this data contains sensitive and private information. This could raise privacy issues for users.

• In this research, we evaluate the strengths of anonymization techniques in the context of social media data.