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Survey of User Shared Images for Social Media with Preserving Privacy Policy Models

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Abstract: In this paper keep the information of social graphs (SGs) available to their related business services. Some users also hide or limit the information of their connections from the public in social media platforms due to privacy concerns. Accessing these SGs is getting more difficult and costly in today's online social networks, and novel applications using SGs become almost impossible to be offered independently by third-party practitioners and individuals. However, billions of user shared images are generated by the folks in many social networks daily, and this particular form of user data is indeed very accessible to others due to the nature of online image sharing. In addition, the paper show that privacy recommends models can be further enhanced by utilizing user enhanced privacy sentiment for mass customization. In this thesis detecting user improved privacy approach and privacy managing models can be automatically tailored specific to the privacy sentiment and needs of the user.

Keywords: Big data, Connection Discovery, Social network Service, User-shared images.

I. INTRODUCTION

A social network service (SNS) is a stage to construct social network or social relatives between public who share similar interests, activities, backgrounds or real-life connections. A social network service consists of a representation of each user often a profile, his or her social links, and a variety of additional services. Social network sites are web-based services that allow folks to create a public profile, create a list of users with whom to share connections, and view and cross the connections within the system.

The social network services are web-based and provide means for users to interact over the Internet, such as instant and e-mail messaging. Social network sites are varied and they incorporate new information and communication tools such as mobile connectivity, photo, video, sharing. The Online community services area sometimes typically thought about a social network service, broader sense, usually means an individual-centered service whereas online community services area group-centered. Social networking sites allow users to share ideas, pictures, posts, activities, events, and interests with people in their network.

A. Uses Of Social Networking

Social Networking has become the following feature, Social networking are the popular trend in modern days. With its immense popularity, small business houses have also started using social networking websites for brand promotion .Today's age is an age of advanced technology. With boon of Internet reaching almost every corner of the world, there has been an immense transformation in each and every field. Be it setting up a better platform of communication or connecting the globe under a common network, Internet has truly contributed in making world much a smaller place to live in.

From video chats to Video conferencing, from online marketing to socializing via social media, Internet has truly and surely blessing for the global societies. Social media marketing is (SMM) referred to define certain websites that facilitate inter-personal communication through certain websites where in people can create their own profile page and communicate with friends and associates through online messages or scraps. A user can create a network of friends, create a group, initiate or take part in a group conversation. These Social Media websites became a tool that paved the way for advanced mode of communication between all the networks and internet users.

The social media sites not only remained a platform to initiate informal dialogues and a facilitator of live messages, but became an integral part of marketing strategies of many a business houses. The application of these sites has spread to business houses that started using the Social Networking sites as a platform to promote their services and create brand responsiveness. Social Networking soon became a way for brand Marketing and promotion on social sphere, whereby, the enterprises started using these online communities or websites for developing contacts and driving traffic to their

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respective websites. These social networking websites form the main tool of social media marketing. The most commonly used websites Twitter and Facebook. Facebook is a Social Networking Site which helps friends and colleagues to share dialogues with each other through Wall Posts, Messages and Comments.

Social Networking site, Facebook has more than 350 million members and still counting. This site experiences more than two million clicks per day. Statistics state that users spend an average of 20minutes per day in Facebook. Facebook is one of the lethal tools in SMM and SMO. Twitter is a social media platform where the users 'tweet' to keep in touch with friends and his 'followers' within his/her circle. Twitter allows posting "tweets" to all the people in their online network. Twitter also became a tool for social media marketing, the business posting a Tweet button on every post on its blog, makes it easy for anyone who reads the post to Tweet it to their followers. This helps channelize the information to spread from one end to another, creating proper brand awareness. Social tweeter the up to date information of the business can be a great source of reaching a mass of audience. Linked In is a professional social media website where a stream of professional gets the chance to review and interact with their counterparts. Linked In offers a solid platform for establishing new business relationships. Linked In by facilitating more of a personal communication between the business professionals can help the business.

My space also a massive impact in the social networking world, Once registered with MySpace, a user can not only inform the entire networking circle about their likes and dislikes but can also submit videos. This enables in building brand awareness and can be of immense help to small business houses. Social Media networking Sites is not only contributed to take inter-personal communication to a different level, but also a great marketing tool for the small businesses. Planned approach to social media marketing. This are the feature in social media marketing.

B. Security Management

Security managing for networks is different for all kinds of situations. A home or small office may only require basic security while large businesses may require high-maintenance and advanced software and hardware to prevent malicious attacks from hacking and spamming. Attack can be perpare by insider or from outside the group "inside harass" is attack initiate by entity inside the security edge an "insider", an entity that is authorized to access system resources but uses them in a way not approved by those who granted the authorization. An "outside attack" is initiated from outside the perimeter, by an unofficial or illegitimate user of the system "outsider".

The Internet potential outside attackers is range from amateur pranksters to organized criminals, international terrorists and hostile governments. A set of policies concerned with information security management, the information security management systems (ISMS), has been developed to manage, according to Risk management principles, the countermeasures in order to accomplish to a security strategy set up following rules and regulations applicable in a country. An attack led to a security event that involves a security violation. A security-relevant system event during which the system's security strategy is disobeyed or otherwise broken.

II. LITRATURE SURVEY

J. Chen [1] Predicting the occurrence of links is a fundamental problem in networks. In the link prediction problem they are given a snapshot of a network and would like to infer which interactions among existing members are likely to occur in the near future or which existing interactions are missing. Although this problem has been extensively studied, the challenge of how to effectively combine the information from the network structure with rich node and edge attribute data remains largely open. They developed an algorithm based on Supervised Random Walks that naturally combines the information from the network structure with node and edge level attributes.

They achieved this by using these attributes to guide a random walk on the graph. They formulated a supervised learning task where the goal is to learn a function that assigns strengths to edges in the network such that a random walker is more likely to visit the nodes to which new links will be created in the future. They developed an efficient training algorithm to directly learn the edge strength estimation function. These experiments on the Facebook social graph and large collaboration networks show that their approach outperforms state-of-the art unsupervised approaches as well as approaches that are based on feature extraction.

Large real-world networks exhibit a range of interesting properties and patterns. One of the recurring themes in this line of research is to design models that predict and reproduce the emergence of such network structures. Research then seeks to develop models that will accurately predict the global structure of the network. Many types of networks and especially social networks are highly dynamic; they grow and change quickly through the additions of new edges which signify the appearance of new interactions between the nodes of the network. Thus, they studied the networks at a level of individual edge creations is also interesting and in some respects more difficult than global network modeling.

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Jure Leskovec [2] describe a online social networks in which relationships can be either positive (indicating relations such as friendship) or negative (indicating relations such as opposition or antagonism). Such mixes of positive and negative links arise in a variety of online settings; they studied datasets from Epinions, Slashdot and Wikipedia. They found that the signs of links in the underlying social networks can be predicted with high accuracy, using models that generalize across this diverse range of sites. These models provide insight into some of the fundamental principles that drive the formation of signed links in networks, shedding light on theories of balance and status from social psychology; they also suggest social computing applications by which the attitude of one user toward another can be estimated from evidence provided by their relationships with other members of the surrounding social network.

Social interaction on the Web involves both positive and negative relationships people form links to indicate friendship, support, or approval; but they also link to signify disapproval of others, or to express disagreement or distrust of the opinions of others. While the interplay of positive and negative relations is clearly important in many social network settings, the vast majority of online social network research has considered only positive relationships [12]. They consider three large online social networks where each link is explicitly labeled as positive or negative: Epinions, Slashdot and Wikipedia.

Epinions is a product review Web site with a very active user community. Users are connected into a network of trust and distrust, which is then combined with review ratings to determine which reviews are most authoritative.

Slashdot is a technology-related news website. In 2002 Slashdot introduced the Slashdot Zoo which allows users to tag each other as "friends" or "foes." The semantics of a signed link is similar to Epinions, as a friend relation means that a user likes another user's comments, while a foe relationship means that a user finds another user's comments uninteresting.

Wikipedia is a collectively authored encyclopedia with an active user community. The network they studied corresponds to votes cast by Wikipedia users in elections for promoting individuals to the role of admin. A signed link indicates a positive or negative vote by one user on the promotion of another Using the latest complete dump of Wikipedia page edit history (from January 2008). They extracted all administrator election and vote history data.

They have investigated some of the underlying mechanisms that determine the signs of links in large social networks where interactions can be both positive and negative. By casting this as a problem of sign prediction, they have identified principles that generalize across multiple domains, and which connect to social-psychology theories of balance and status. Moreover, the methods for sign prediction yield performance that significantly improves on previous approaches.

Finally, they have seen that employing information about negative relationships can be useful even for tasks that involve only the positive relationships in the network, such as the problem of link prediction for positive edges. There are a number of further directions suggested by this work. A first one is of course to explore methods that might yield still better performance for the basic sign prediction problem, and to understand whether the features that are relevant to more accurate methods help in the further development of social theories of signed links. They are also interested in strengthening the connections between local structure and global structure for signed links. Finally, as noted at the outset, the role of positive and negative relationships in on-line settings is not limited to domains where they are explicitly tagged as such.

Adam Rae [3] describe an addressed the task of recommending additional tags to partially annotated media objects, in these case images. They proposed an extendable framework that can recommend tags using a combination of different personalized and collective contexts. They combine information from four contexts: (1) all the photos in the system, (2) a user's own photos, (3) the photos of a user's social contacts, and (4) the photos posted in the groups of which a user is a member. Variants of methods (1) and (2) have been proposed in previous work, but the use of (3) and (4) is novel. For each of the contexts they use the same probabilistic model and Borda Count based aggregation approach to generate recommendations from different contexts into a unified ranking of recommended tags. They evaluated their system using a large set of real-world data from Flickr. They showed that by using personalized contexts they can significantly improve tag recommendation compared to using collective knowledge alone. They also analyze their experimental results to explore the capabilities of the system with respect to a user's social behavior.

Tagging of media objects has proven to be a powerful mechanism that can improve search options for images and video in social media sharing sites such as Flickr 1 and You Tube 2. Tags are an unstructured form of meta data where the vocabulary and reasoning behind each user's choice of tags varies. Common usage themes tend to emerge where people agree on the semantic description of a media object. In popular social media sharing sites there are can be

billions of images and videos being annotated by millions of users. This provides a wealth of information that can form the basis for tag recommender systems. They envision two tasks where recommender systems are particularly useful. In one scenario a user annotating a photo is recommended tags related to the photo that can be used to extend the existing annotation—this helps to simplify the task for the user and helps expand the coverage of the tags annotating the image.

In a different scenario, the role of the recommender system is to provide search recommendations. This can be done through automated query expansion, or in an interactive process by means of search assistants that provide additional query terms. Recommender systems based on "collective knowledge" have been proven to provide relevant suggestions. Typically these systems aggregate the annotations used in a large collection of media objects independently of the users that defined the annotations. Alternatively, the recommendations can be personalized by using the annotations for the photos of a single user. Both approaches come with their advantages and drawbacks. When the recommendations are based on collective knowledge the system can make good recommendations on a broad range of topics, but is likely to miss some recommendations that are particularly relevant in a personal context. Basing the recommendations on the personal context will provide good results if the user has been active, making the statistics underlying the recommendation system reliable, and if the user is conscientious while annotating.

Raphael Ottoni [4] describe a Online social networks (OSNs) have become popular platforms for people to connect and interact with each other. Among those networks, Pinterest has recently become noteworthy for its growth and promotion of visual over textual content. The purpose of this study is to analyze this image based network in a gender-sensitive fashion, in order to understand (i) user motivation and usage pattern in the network, (ii) how communications and social interactions happen and (iii) how users describe themselves to others. This work is based on more than 220 million items generated by 683,273 users. They were able to find significant differences all mentioned aspects. They observed that, although the network does not encourage direct social communication, females make more use of lightweight interactions than males.

Moreover, females invest more effort in reciprocating social links, are more active and generalist in content generation, and describe themselves using words of affection and positive emotions. Males, on the other hand, are more likely to be specialists and tend to describe themselves in an assertive way. They also observed that each gender has different interests in the network; females tend to make more use of the network's commercial capabilities, while males are more prone to the role of curators of items that reflect their personal taste. It is important to understand gender differences in online social networks, so one can design services and applications that leverage human social interactions and provide more targeted and relevant user experiences. They focused on gender-based analysis of user behavior and their contributions are the following:

- They developed a distributed crawler to collect a large dataset from Pinterest. Over a period of 50 days, they collected more than 2 million profiles, which comprise beyond 850 million images and videos pinned into more than 20 million boards.
- By analyzing the behavior of users in the network, they are able to draw relevant conclusions on how different users interact with the service. They found that males and females have distinct motivations when using the OSN: women tend to use the website to search and keep a record of items of interest mainly related to products and services, while men tend to act as curators, keeping a collection that reflects their tastes.
- In a network where text is secondary and communication is image based, they studied how social interactions are developed. They found that conclusions drawn by social researchers about gender, in which females are more social than males inside OSNs, hold true in the form of lightweight interactions such as likes and reciprocity.
- They performed an analysis on how users describe themselves in the network. They found that male users tend to be more assertive by using words associated with work, achievements and money while females tend to use words related to emotional appeal.
- By analyzing attributes that are related with popularity they develop an algorithm to detect self promoters. Furthermore, they found that a high percentage of users who have a website linked with their profiles are, in fact, self promoters.

III. COLLABORATIVE METHOD

This section introduces the proposed method, BoFT, that labels images with non-user generated labels, BoFT labels, and how BoFT similarity, the pairwise similarity among users based on BoFT labels, is calculated.

A. BoF-Based Tagging

Images are analyzed using BoFT, which annotates each image with a BoFT label. BoF is a popular computer vision approach for analyzing images. The different steps of BoFT are introduced in this section below.

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B. Feature Extraction:

Feature extraction is a process to obtain the unique local features. These unique features can be detected by feature detection, such as the Harris Affine detector, Maximally Stable External Regions detector and KadirBrady saliency detector. The extracted features are relatively consistent across images taken under different viewing angles and lighting conditions. In this work, the images representation is independent of the size and orientation by scale-invariant feature transform (SIFT).

C. Codebook Generation:

Codebook generation is a clustering process to obtain a set of visual words, a representative and distinct set of unique visual features. This step starts with clustering extracted visual features into groups by clustering techniques, such as -means clustering, based on their visual similarity, and the mean vectors of each group are defined as a visual word.

Each image is represented by a feature vector in the feature pooling. One of the most common approaches is counting the number of occurrences of each unique visual word on an image as the feature vector. Clustering and BoFT Labeling: Clustering groups images that are visually similar through the similarity in their feature vectors. For example, when two images contain cars in the countryside, the feature vectors of the two images are similar in terms of the number of occurrences of each unique visual word.

As a result, the two images will be assigned the same BoFT label to indicate that they are visually similar. BoFT applies one of the most popular clustering algorithms, K-means, which will first randomly generates cluster centroids. It then iteratively assigns points to their nearest centroids, followed by a recomputing of the centroids until it converges. However, -means does have its drawbacks in that the points lying far from any of the centers can significantly distort the position of the centroids and the number of centers must be known in advance.

D. Enhanced Adaptive Privacy Policy Prediction

The E-A3P-core focuses on analyzing each individual user's own images and metadata, while the E-A3P-Social offers a community perspective of privacy setting recommendations for a user's potential privacy improvement. To design the interaction flows between the two building blocks to balance the benefits from meeting personal characteristics and obtaining community advice.

The impact of social environment and personal characteristics, Social context of users, such as their profile information and relationships with others may provide useful information regarding users' privacy preferences. For example, users interested in photography may like to share their photos with other amateur photographers. Users who have several family members among their social contacts may share with them pictures related to family events. However, using common policies across all users or across users with similar traits may be too simplistic and not satisfy individual preferences. Users may have drastically different opinions even on the same type of images. For example, a privacy adverse person may be willing to share all his personal images while a more conservative person may just want to share personal images.

The role of image's content and metadata, In general, similar images often incur similar privacy preferences, especially when people appear in the images. A3P-Social and A3P-Core. The E-A3P-core focuses on analyzing each individual user's own images and metadata, while the A3P-Social offers a community perspective of privacy setting recommendations for a user's potential privacy improvement. To design the interaction flows between the two building blocks to balance the benefits from meeting personal characteristics and obtaining community advice

IV. CONCLUSION AND FUTURE ENHANCEMENT

The survey paper is used to filter message from OSN walls. The system is classifier to customizable content dependent for FR and flexibility of the system in term of filtering option through the management of BLs. In this proposed system is an early encouraging results user obtained on the classification procedure prompt and to improve the quality of classification. In particular, future plans contemplate a deeper investigation on two interdependent tasks. The first concerns the extraction and/ or selection of contextual features that have been shown to have a high discriminative power. The second task involves the learning phase.

Since the underlying domain is dynamically changing, the collection of pre-classified data may not be representative in the longer term. The present batch learning strategy, based on the preliminary collection of the entire set of labeled data from experts, allowed an accurate experimental evaluation but needs to be evolved to include new operational requirements.

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