One-day seminar on

Privacy and Online Social Networks

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BY BALACHANDER KRISHNAMURTHY
FROM AT&T LABS-RESEARCH

FRIDAY, NOV 7ᵀᴴ
Room A1.7
Coppito 0

10:00 - 12:00 am
↗ Introduction to privacy and OSNs
↗ Privacy, security, anonymity
↗ Technology

1:30 - 4:30 pm
↗ Online Social Networks in detail
↗ Privacy Protection
↗ Deployment Issues
↗ Economics of Privacy

Abstract. This short course begins with a discussion of the origin of the privacy problem. We will contrast privacy, security, and anonymity, focusing on why gains in security have not yielded similar degrees of success in privacy. A deeper look at the technology used by various tracking companies and the ways by which we can identify leakage and linkage follows. We will then discuss Online Social Networks (OSNs) - both traditional and mobile - as well as several special purpose OSNs such as Pinterest, SnapChat etc. We will discuss a few papers that I've written on privacy settings in OSNs and leakage of personally identifiable information via OSNs. Examining privacy protection next, we will walk through various solutions, the critical role of usability, and some startup company efforts. We will end with a brief look at economics of privacy.

Short biography. Balachander Krishnamurthy is a member of the technical staff at AT&T Labs-Research. His focus of research is in the areas of Internet privacy, online social networks, and Internet measurements. He holds 52 patents. He has authored and edited ten books, published over 100 technical papers, and has given invited talks in over 35 countries. He co-founded the successful Internet Measurement Conference and the Conference on Online Social Networks (http://cosn.acm.org) in 2013. He has been on the thesis committee of several PhD students, collaborated with over 75 researchers worldwide, and given tutorials at several industrial sites and conferences. His most recent book "Internet Measurements: Infrastructure, Traffic and Applications" (525pp, Wiley, with Mark Crovella), was published in July 2006 and is the first book focusing on Internet Measurement. His previous book 'Web Protocols and Practice: HTTP/1.1, Networking Protocols, Caching, and Traffic Measurement' (672 pp, Addison-Wesley, with Jennifer Rexford) is the first in-depth book on the technology underlying the World Wide Web, and has been translated into Portuguese, Japanese, Russian, and Chinese. Bala is homepage-less and not on any OSN, but many of his papers can be found at

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