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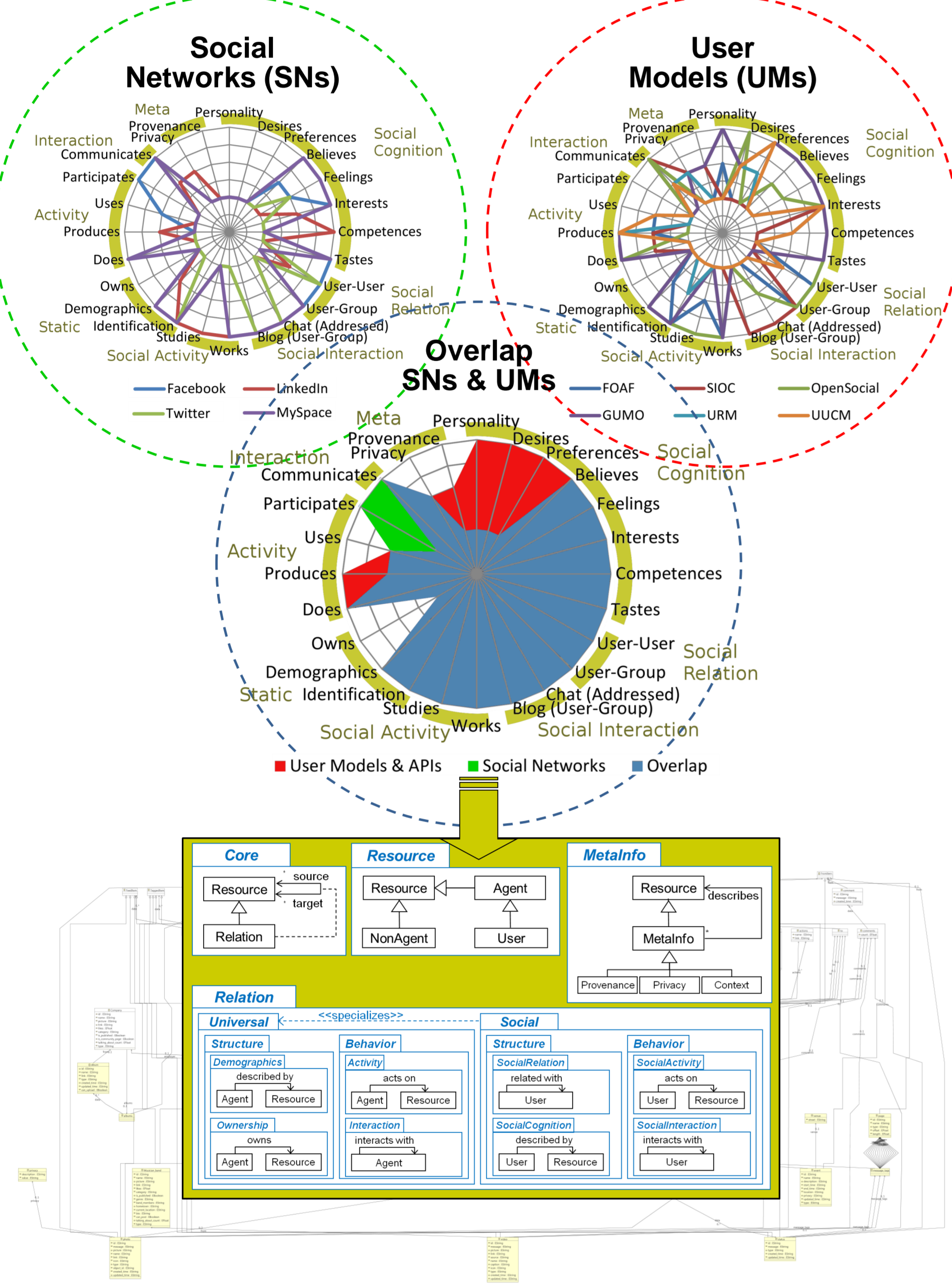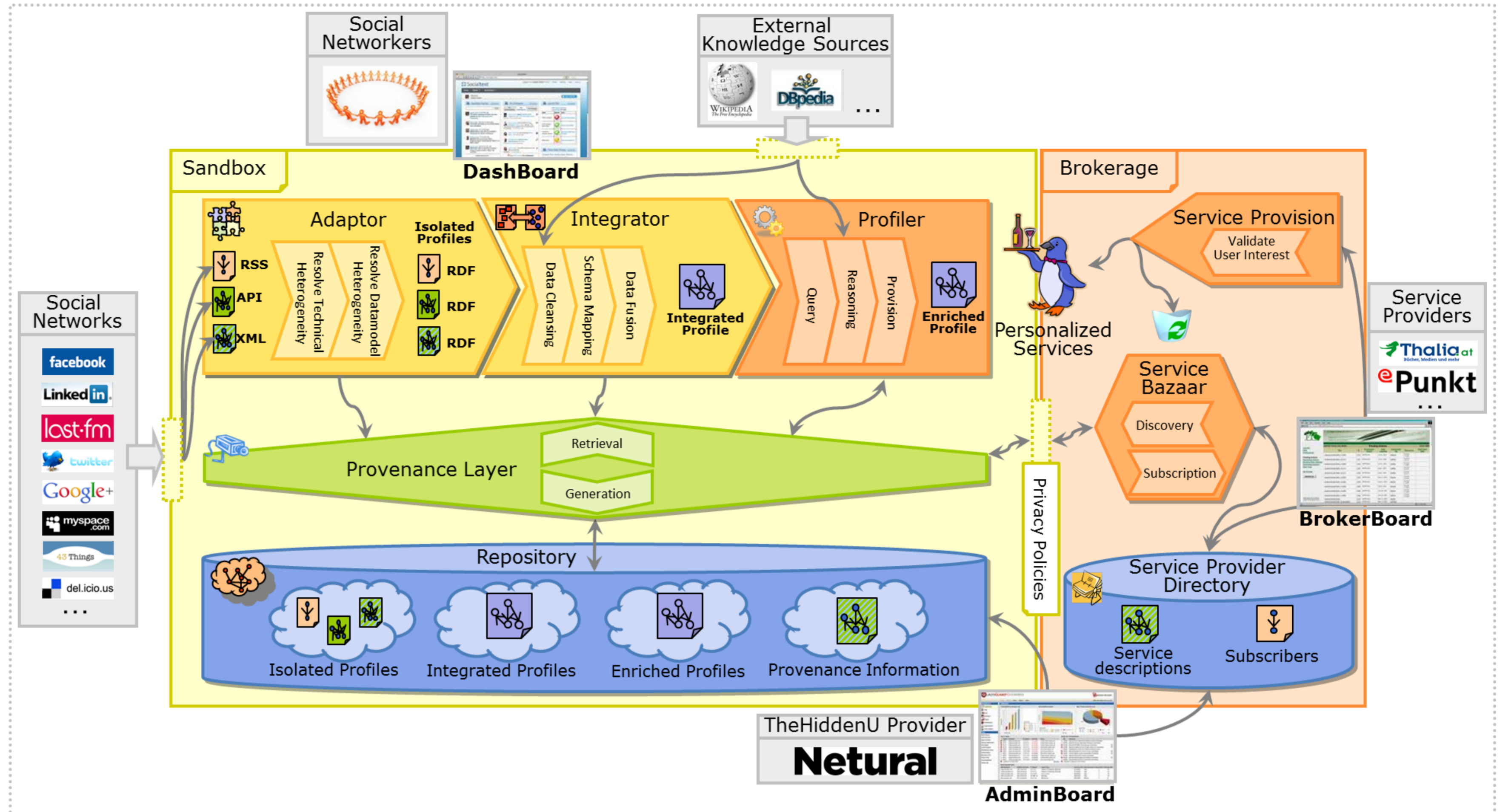# A Social Nexus for Privacy-Assured Personalization Brokerage
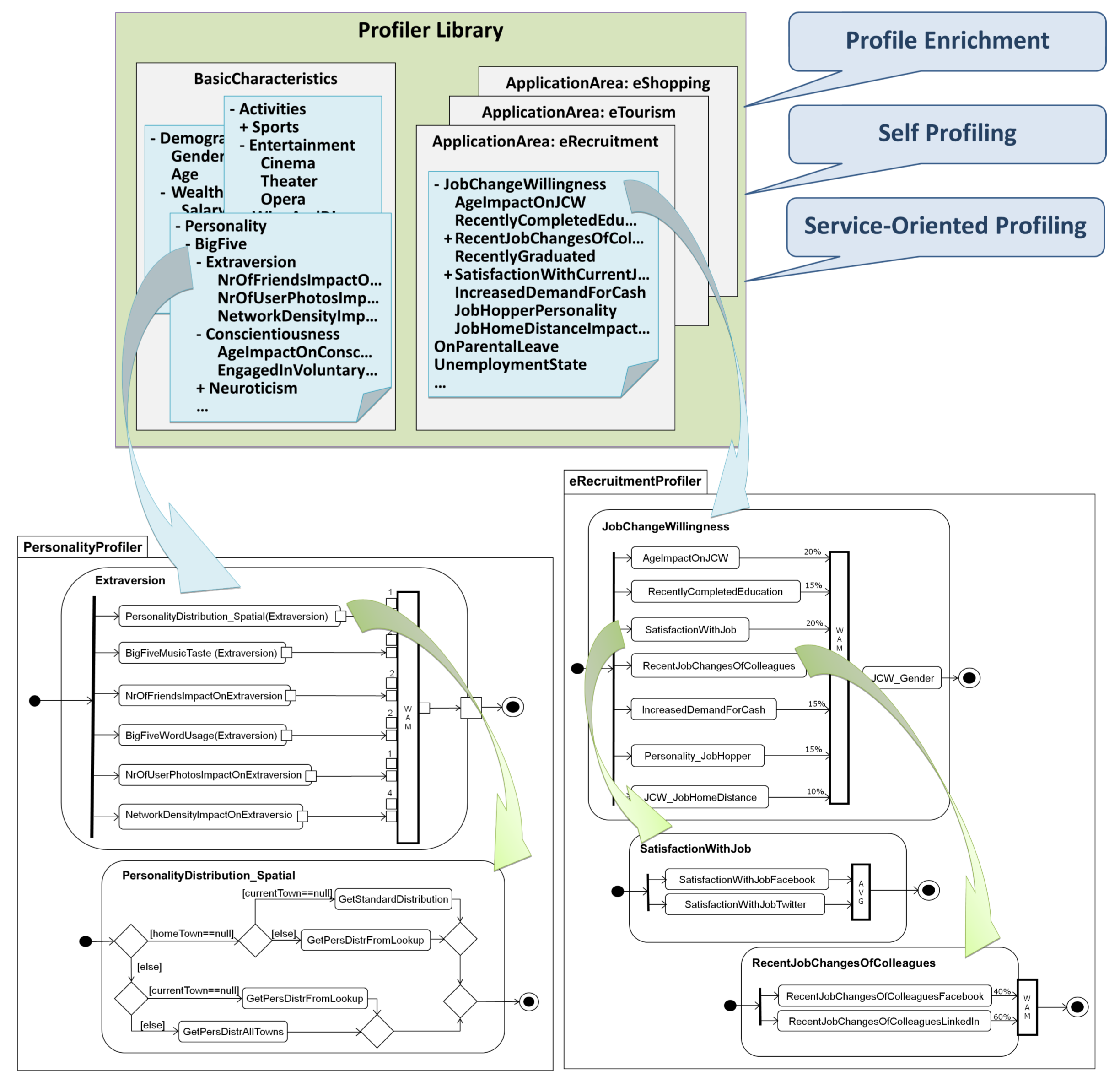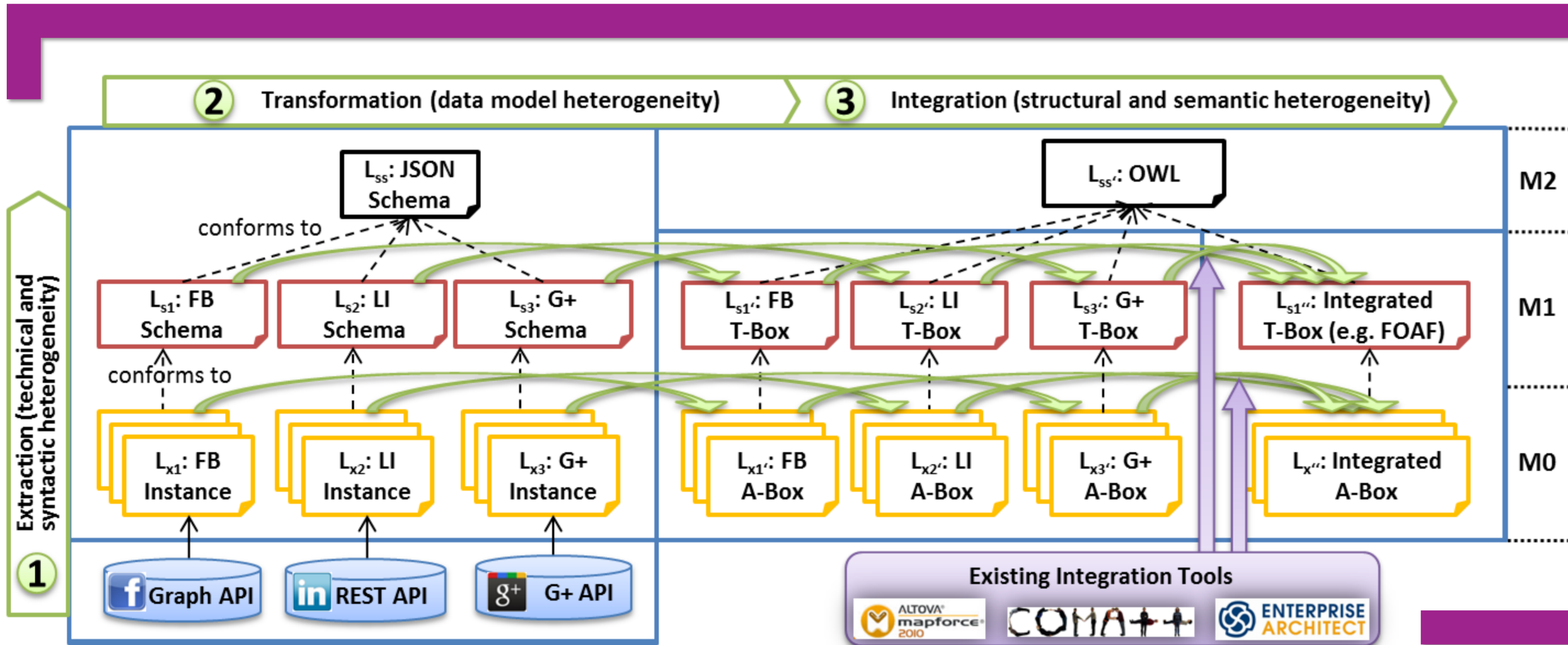
Problems & Goals

- **Content Scattered** Over Different Social Networks
  - **Integration** – heterogeneities, redundancies & contradictions
- **Untargeted Service Provision**
  - **Profiling & brokerage** for highly personalized services
- **Obscure Social Content Usage**
  - **Privacy control** and awareness through **provenance** to achieve trust

Approach

Integration

- **Model-driven techniques** for automatic social schema & instance extraction and integration from Social Network APIs
- **Generic social core ontology** acting as "stable" mediator between Social Networks & service providers

Profiling & Brokerage

- **Extensible profiler library** & mashup-based language for reasoning about the integrated social content
- **Semantic-based brokerage infrastructure** for publishing, discovering & provisioning of services

Privacy

- **Aspect-based provenance** generator & Web-based viewer
- **Adaptable privacy policies** ensured by runtime environment

Evaluation

- **Experimental evaluation** of the model-driven extraction & integration for three different Social Networks
- **Empirical study-based evaluation** of profiler library & mashup-based reasoning language
- **Case-study-based evaluation** of adequacy of brokerage and privacy functionality

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