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PRIVACY AWARE IN FRIEND SEARCH ENGINE

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Abstract: Online Social Networking Sites (OSNs) have become an integral part of communication and life style of people in today's world. Because of the wide range of services offered by OSNs. These sites are attracting the attention of all possible Internet users. Since many of the users are not aware of the data thefts associated with information sharing, they freely share their personal information with OSNs. It will maintain a sociality on a network. How we will maintain privacy, so explanation of this is to follow some secure tips for it. And based on that a privacy-aware strategy according to that it will maintain privacy. As the main goal of this paper is awareness in social networking site. What issues are arises in OSNs and how to recover it.

Keywords: Online Social Network Site, Friend Search Engine, Privacy, Privacy-Aware Display Strategy System, Trust.

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INTRODUCTION

Participation in social networking sites has dramatically increased in recent years. Services such as Friendster, Tribe, or the Facebook allow millions of individuals to create online profiles and share personal information with vast networks of friends and, often, unknown numbers of strangers. In this paper we study patterns of information revelation in online social networks and their privacy implications. We evaluate the amount of information they disclose and study their usage of the site's privacy settings. We highlight potential attacks on various aspects of their privacy, and we show that only a minimal percentage of users changes the highly permeable privacy preferences. A true search engine is an automated software program that moves around the Web collecting WebPages to include in its catalog or database. It searches when an user requests information from a search engine; not the entire Web. Each search engine has its own catalog or database of collected WebPages, so you will get different results/hits by using different search engines. The proliferation of online social networking services has entrusted tons of personal data to social network operators who further use the data to develop various applications. For example, friend search engines are designed not only to serve existing users but also to attract potential users to join the digital communities. Friend search engines allow the public to query the friends list of individual users. Some online social networks (OSNs), such as Facebook MySpace, even provide third-party developers with an API that allows access to the friends list in the services they develop. In order to increase the sociality of OSNs [1][2].

I. Literature Review:

"Preserving Relation Privacy in Online Social Network Data", his review of relation privacy issues and privacy-preserving techniques has highlighted the need to pay closer attention to scenarios in which user identities might be partially exposed in published OSN data. We strongly encourage more work in this area, in particular, in the evaluation of data utility loss[11].

"Analysis of An Investment Social Network", according to author analysis of the friendship network of Currensee, he has found that user degree follows a power-law distribution. A power-law distribution also occurs for the network of private messages sent between users and the number of logins made by users. A disassortative mixing pattern is observed in the network. In terms of For ex trading behavior, we have found that the number of trades made by users in the network follows a power-law distribution[12].

"Privacy issues in Online Social Networks" To overcome most of the privacy issues it is necessary to have the user education about importance of privacy of his personal data. The user should only provide the information he is perfectly comfortable with .The user should add only the people whom he knows or trust. He shouldn't blindly add anyone in the contacts as the friend may be having access to maximum information of the user which can be misused. To avoid fraudulent accounts the OSN should ask for some mandatory fields like PAN, Driving License No. etc. and it should be crosschecked with the government database and then only the account should be enabled[13].

"Social Networks and Privacy—Threats and Protection", Social networks are a great way to express oneself and share with others. They help users lift the barriers of space and time and communicate with the whole world. However, there is another side associated with the proven dangers of user privacy violation. These dangers are even more of a threat now thanks to the increasingly widespread trend of registering on several sites using a single user account. In response to this situation, each Internet user must remain vigilant and governments must put more pressure on the operators of these sites in order to safeguard the security of Internet users[14]. Review of all this papers is, main issue on online social network site is 'privacy' so it is very difficult to remain safe in OSNs. Follow the some privacy tips it will help to remain on OSNs and also somewhat privacy will maintain by site.

II. Online social network site

We define social network sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site[6]. Online social networks are becoming a true growth point on the Internet. As individuals constantly desire to interact with each other both in business and in personal contacts, the ability for the Internet to deliver this networking capability grows stronger and stronger. There are a number of excellent resources available to anyone interested in becoming part of the online social networking community of the Internet[6][7][8].

A. Online social networking opportunities

Online social networking presents many opportunities to young people by making it easier for them to, amongst other things: publish creative works to local and global audiences; stay in touch and communicate with peers; find and interact with people with shared interests;

organize and co-ordinate political engagement and action; for virtual volunteering; and to engage in self-expression.

Only 18% of young people have not yet tried using a social network site
(MSN/MTV, 2007)

40% of young people with social network profiles have the information on them set as public — visible to anyone.
(Ofcom, 2008)

Fig: 1.A.surevy on OSN

B. why privacy aware is important?

Online social networking can also expose young people to new risks. Risks from: inappropriate content; commercialism and unsuitable advertising; inappropriate or offensive conduct on OSNs; criminal activities such as identity theft; and inappropriate contact (online and offline) from strangers for many young people, online social networking is not a distinct activity, but is part of day-to-day life, communication and interaction with peers. This can lead to some 'risks' crossing over into, and potentially being amplified by, OSNs. Both young people and youth workers identify discrimination on OSNs as one of the most significant negative issues linked to online social networking.[2].

III. Friend Search Engine

As in today's world there are many friend search engine available like facebook, myspace, whatsapp, twitter etc. The most precious thing is people feel comfort on this online social networking site to share their personal information with to many friends which they know personally or unkown. What exactly the friend search engine work on network site, as the everyone is interested in increasing their friend circle so for that purpose friend search engine is needed. The general idea of friend search is to search a friend on network and remain safe with their account means no fake intruder will make change in his/her account profile[6][7].
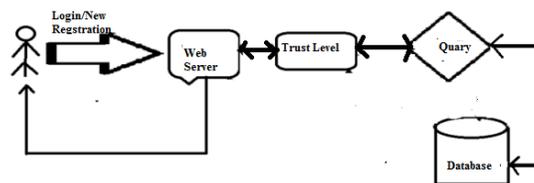

Fig: 2 Architecture of friend search engine

- User login: Profile, Search friend, Friend list Messages, Post.

- Checking trust level.

- New registration: Filling form, Confirmation account.

In this section we were Attracting new user by creating new profile saving his/her details on database also for further accesses his/her account for authentication password is necessary. It will display number of friend request. We also attempt to determine the primary potential causes behind the privacy trends. As part of their participation in these online communities, Internet users are revealing a large amount of personal information to manage their identity and build social capital. You were required to completely fill out your account details to successfully create an account. By default, so it requires every user to enter their full name prior to saving their profile settings. Out of these techniques, a group of simple but effective techniques were designed based on the idea that if two users have many common friends, it is more likely they will also become friends soon[3][4][5].

IV. Privacy: Top Tips for Staying Secure on Friend Search Engine

• Only Friend people you know.

• Create a good password and use it only for Face -book.

• Don't share your password.

• Change your password on a regular basis.

• Share your personal information only with people and companies that need it.

• Log into only ONCE each session. If it looks like it is asking you to log in a second time, skip the links and directly type IP address into your browser address bar.

• Use a one-time password when using someone else's computer.

• Log out of site after using someone else's computer.

• Use secure browsing whenever possible.

• Only download Apps from sites you trust.

• Keep your anti-virus software updated.

• Keep your browser and other applications up to date.

• Don't paste script (code) in your browser address bar.

• Use browser add-ones like Web of Trust and Firefox's No Script to keep your account from being hijacked.

• Beware of "goofy" posts from anyone—even Friends. If it looks like something your Friend wouldn't post, don't click on it.

• Scammers might hack your Friends' accounts and send links from their accounts. Beware of enticing links coming from your Friends.[10]

A. Privacy aware display strategy in friend search

The author described this technique which discovered a query result ,he use two nodes i.e black and gray node .If a node has already friend's exposed, it is black; otherwise, it is gray. And a black node may be queried already, or may have not been queried but its friendships with k other nodes have been detected by querying the other k nodes. However, a gray node must have not been queried yet. He saw that a gray node may become black as more nodes are queried. it divide whole section into two part i.e in first it will avoid mutual effect in first part and in second part it will maintain privacy he explained it very briefly.
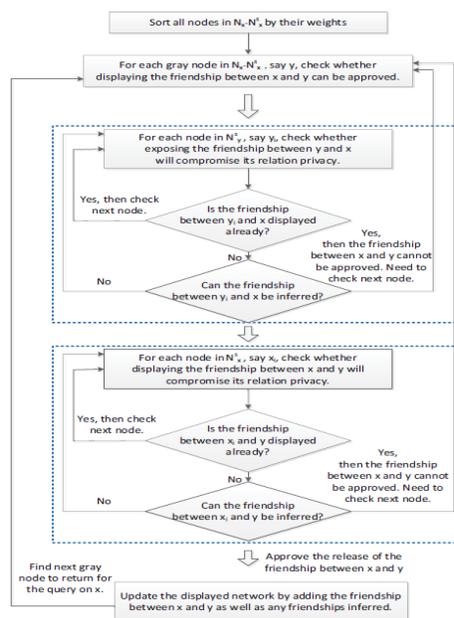

Fig: 3. Flowchart of privacy aware display strategy

B. Trust level

We also see such friend search engine which we will focus on mostly privacy because today's most of user making fake accounts and accessing those account very badly So, concept of this paper is the Trust Level in which we make three section 1.Personal Relatives.

2. Friend of Friend.

3. Unknown.

So on this basis we will understand whether the requester is known for accepting friend request.

Only Me = no one else can find it in search.

Friends = friends will see it in their search results.

Public = anyone who searches for it can find it.

Fig: 4.Friend list

 In above help us to know whether that friend is appropriate to add in our friend list or not as it is give the trust level of each friend from add friend list. so it will maintain the privacy. And main goal of this paper is to increase the user on this online social network as well as maintain sociality.   Participating users join a network, publish their profile and optionally any content, and create links to any other users with whom they associate. The benefits of these sites include communicating with and strengthening personal connections, both with friends already known offline and with people known only virtually.

CONCLUSION

This paper described the privacy in OSNs. How handles the tradeoff between 'protecting users' relationship in privacy and retaining the sociality on OSNs is the main question arise. We know that many user are using OSNs by making their account either public or private which highlights the effectiveness of OSNs in dealing with such a tradeoff. Thus, we have addressed here the privacy issue in OSNs. But each has its advantages and disadvantages. This paper gives a brief idea about the friend search engine and online social networking site most important user will get aware about privacy in friend search.

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