

Sex and Drugs and Rock 'n Roll
or
privacy in online social networks

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Dunbar's Number & Trust

- Dunbar's number usually cited as 150
 - Size of simple communities of humans
 - Reflects ability to cope with group
 - Humans gossip rather than physical grooming
 - Language lets us abstract
 - We can reason up to 5 levels of intentionality
 - (Shakespeare does 6 :-)
- $T = 1 / [3.x^N]$
 - T is trust metric
 - 3.x is a number between 3 and 4
 - N is distance in social net

Why?

- $N = 0 = \text{Kin (sex)}$
- $N = 1 = \text{friends (beer/drugs)}$
- $N = 2 \text{ or more} = \text{acquaintances (dancing/music/laughing at same jokes)}$

- How does this help in facebook?

Social Networks Project

- We're looking at co-located networks
 - c.f. hagggle, cityware - bluetooth etc
- AND online social networks
 - Friendship graph on orkut, li, facebook
- AND communication networks
 - Email address book, sms, phonecalls
- Can use to infer **real relationship**
 - I.e. type of edge in graph (and value of N)

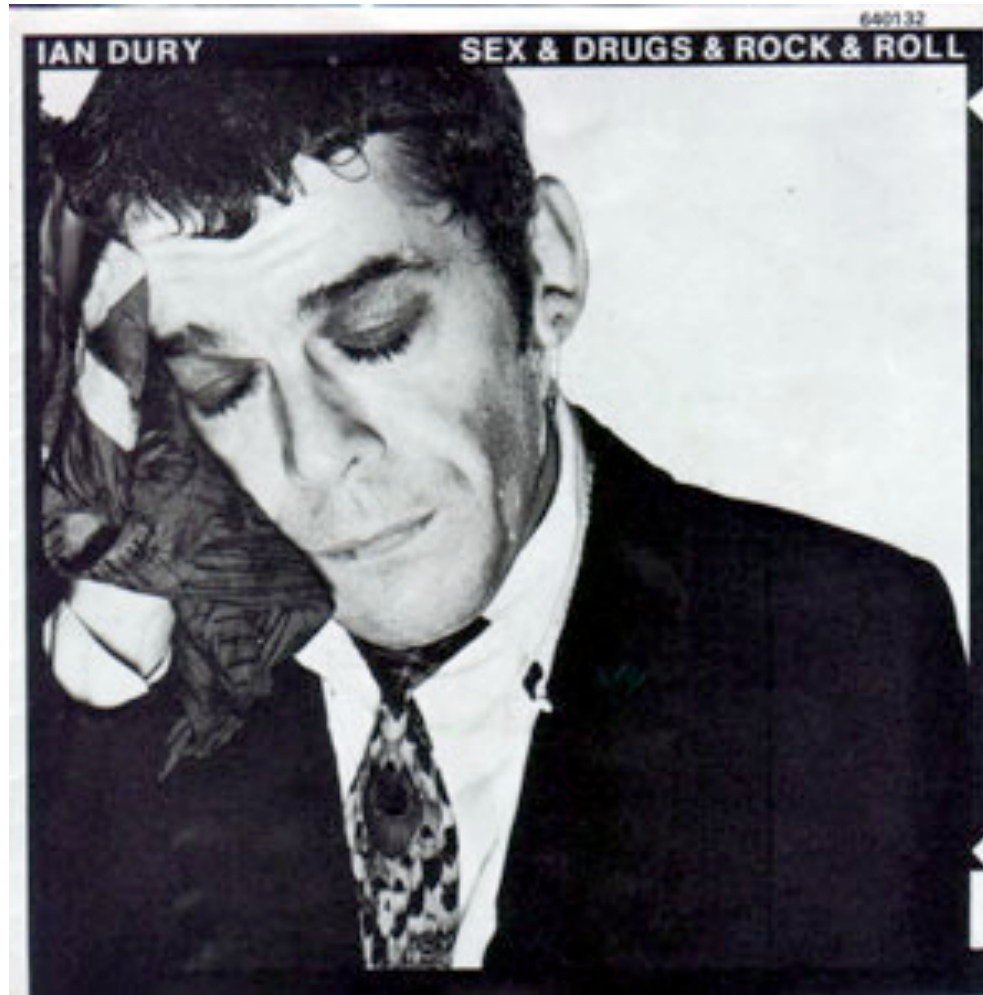
Trust

- Trust in terms of revelation/disclosure
 - Or carrying data (in ferry net)
 - Or simple grouping for ACLs
- Need to do some experiments
 - Figure out how ties are broken
 - Forgetting
 - How new tools/technology affect
 - Size and dynamics of social net...

Questions?

- What net/edge type is more likely to cause an edge in another net?
- Does meeting someone dominate over online or vice versa -
 - I.e. how does new tech affect x (size of immediate gang) and
 - N (scope of gang/level of intentionality reasoning?)?
- Can you use this to detect dodgy behaviour?
- Has anyone got an mp3 of the blockheads on their phone or laptop?

Byee



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