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**PONDICHERRY – VILLUPURAM – CUDDALORE-CHENNAI**

## **RESOLVING MULTI-PARTY PRIVACY CONFLICTS IN SOCIAL MEDIA**

### **ABSTRACT**

Big data increasingly benefit both research and industrial area such as health care, finance service and commercial recommendation. This paper presents a personalized travel sequence recommendation from both travelogues and community-contributed photos and the heterogeneous metadata (e.g., tags, geo-location, and date taken) associated with these photos. Unlike most existing travel recommendation approaches, our approach is not only personalized to user's travel interest but also able to recommend a travel sequence rather than individual Points of Interest (POIs). Topical package space including representative tags, the distributions of cost, visiting time and visiting season of each topic, is mined to bridge the vocabulary gap between user travel preference and travel routes. We take advantage of the complementary of two kinds of social media: travelogue and community-contributed photos. We map both user's and routes' textual descriptions to the topical package space to get user topical package model and route topical package model (i.e., topical interest, cost, time and season). To recommend personalized POI sequence, first, famous routes are ranked according to the similarity between user package and route package. Then top ranked routes are further optimized by social similar users' travel records. Representative

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images with viewpoint and seasonal diversity of POIs are shown to offer a more comprehensive impression. We evaluate our recommendation system on a collection of 7 million Flickr images uploaded by 7,387 users and 24,008 travelogues covering 864 travel POIs in 9 famous cities, and show its effectiveness. We also contribute a new dataset with more than 200K photos with heterogeneous metadata in 9 famous cities.

### **EXISTING SYSTEM:**

Social Media are co-owned by multiple users , yet only the user that uploads the item is allowed to set its privacy settings (i.e., who can access the item). This is a massive and serious problem as users' privacy preferences for co-owned items usually conflict, so applying the preferences of only one party risks such items being shared with undesired recipients, which can lead to privacy violations with severe consequences (e.g., users losing their jobs, being cyberstalked, etc.) . Examples of items include photos that depict multiple people, comments that mention multiple users, events in which multiple users are invited, etc. Multi-party privacy management is, therefore, of crucial importance for users to appropriately preserve their privacy in Social Media. There is recent evidence that users very often negotiate collaboratively to

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achieve an agreement on privacy settings for co-owned information in Social Media. In particular, users are known to be generally open to accommodate other users' preferences, and they are willing to make some concessions to reach an agreement depending on the specific situation.

#### **DISADVANTAGES OF EXISTING SYSTEM :**

- Items shared through Social Media may affect more than one user's privacy.
- The lack of multi-party privacy management support in current mainstream.
- Social Media infrastructures makes users unable to appropriately control to whom these items are actually shared or not

#### **PROPOSED SYSTEM:**

Very recent related literature proposed mechanisms to resolve multi-party privacy conflicts in social media .Some of them need too much human intervention during the conflict resolution process, by requiring users to solve the conflicts manually or close to manually; e.g., participating in difficult-to

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comprehend auctions for each and every co-owned item. Other approaches to resolve multi-party privacy conflicts are more automated but they only consider one fixed way of aggregating user's privacy preferences (e.g., veto voting) without considering how users would actually achieve compromise and the concessions they might be willing to make to achieve it depending on the specific situation. Only considers more than one way of aggregating users' privacy preferences, but the user that uploads the item chooses the aggregation method to be applied, which becomes a unilateral decision without considering the preferences of the others.

#### **ADVANTAGE OF PROPOSED SYSTEM:**

- More automated resolution of conflicts in multi-party privacy management for Social Media.
- Aggregating users' individual privacy preferences, which are unable to adapt to different situations and were far from what the users did themselves.

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## SYSTEM SPECIFICATION

### HARDWARE REQUIREMENTS

- Processor - Pentium –IV
- Speed - 1.1 Ghz
- RAM - 256 MB(min)
- Hard Disk - 20 GB
- Key Board - Standard Windows Keyboard
- Mouse - Two or Three Button Mouse
- Monitor - SVGA

### SOFTWARE REQUIREMENTS

- Operating System : Windows 8
- Front End : Java
- Database : Mysql

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