

PRIVACY-PRESERVING WEBID ANALYTICS ON THE DECENTRALIZED POLICY-AWARE SOCIAL WEB

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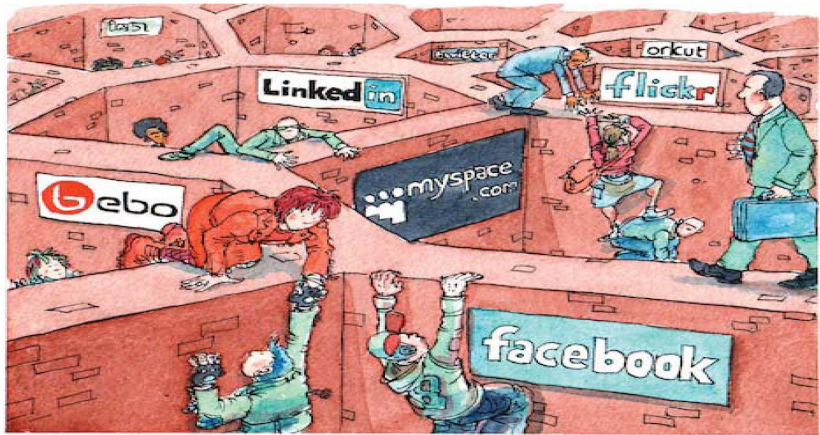


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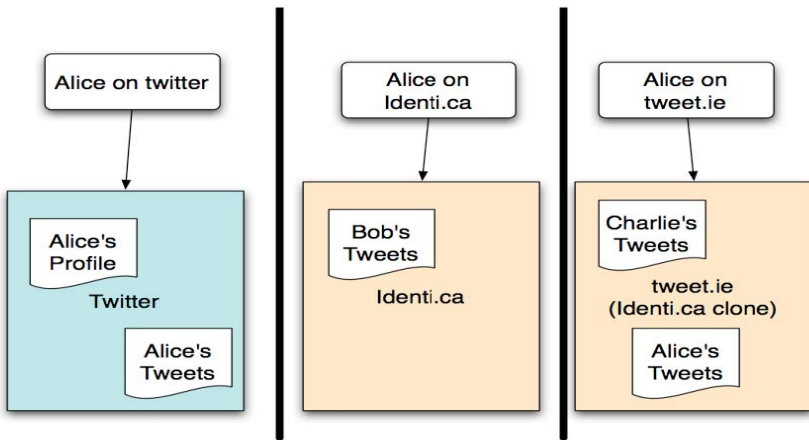
Problem with Today's Online Social Networks

Walled Gardens



Problem with Today's Online Social Networks

Social Network Site Silos



Problems with Centralized Online Social Networks

- Information silos on one site is not usable in the others.
- A user is “stuck”: migrating to another application is hard.
- Users cannot choose what Web applications to do with their data.
- New application must acquire a critical mass of data from scratch.
- Do not allow a user control over how his/her personal information is collected and disseminated, which results in potential privacy problems.

–Decentralization: The Future of Online Social Networking



Motivations

- 1 Centralized closed social networking sites are *walled gardens* that limit people activity only on a single site.
- 2 Big data analytics has been proposed for (centralized) online social networks, but the related privacy protection issue does not arise much attention.
- 3 Statistical Disclosure Control (SDC) methods have been well-developed for microdata protection, they are also possibly used for data disclosure control in online social networks.
- 4 Semantic Web technology, such as RDF(S), has been used for establishing a privacy-aware policy Web architecture to provide flexible and effective privacy-preserving data analytics services.

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Research Goals

- 1 We argue why we choose decentralized but not the centralized online social networking architecture for WebID analytics.
- 2 How can we provide privacy-preserving *batch* and *interactive* WebID analytics with effective and flexible data analytics services?
- 3 How can we call for privacy-preserving WebID analytics services through types of semantics-enabled policy enforcement?
- 4 How to provide an effective and flexible service platform for data analysts through integrating R+SPARQL for graph-parallel analytics and MapReduce paradigm for data-parallel analytics?

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Preliminary Contributions

- ➊ Propose the concept of the semantic WebID analytics pipeline for automated privacy-preserving data analytics services.
- ➋ Three types of semantics-enabled policy for access control, data handling, and data releasing, are designed and enforced to enable the effective and flexible privacy-preserving WebID analytics.
- ➌ Data analysts can flexibly choose SDC techniques to enable data analytics processes on the large-scale privacy-aware Social Semantic Web.
- ➍ We show how to effectively proceed anonymized WebIDs' collection and analysis but still ensure the data utility.

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The Spectrum of Online Social Networks

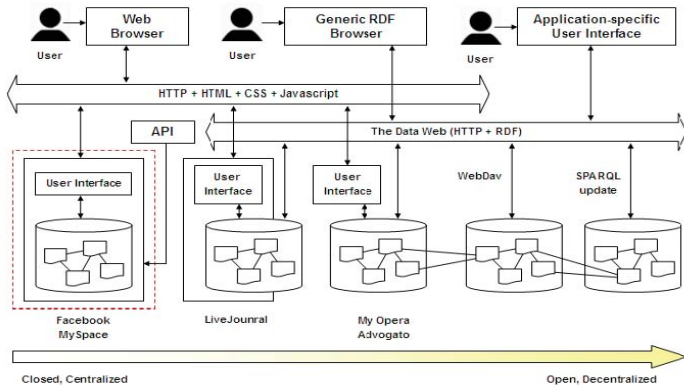


Figure 2: The spectrum of online social networking

–Decentralization: The Future of Online Social Networking

A Framework of Decentralized OSN

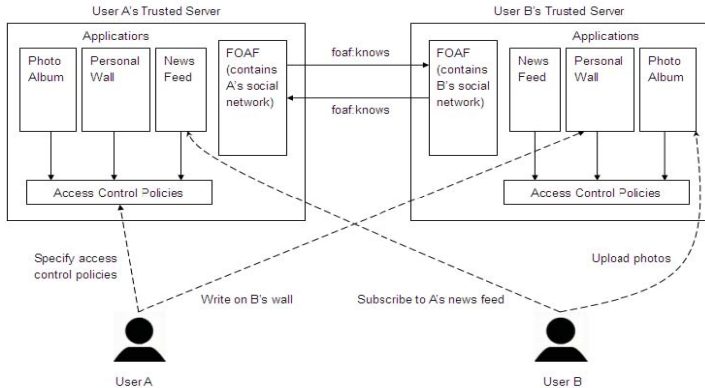
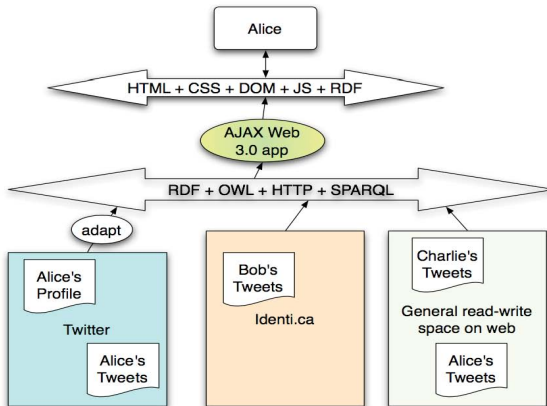


Figure 4: A framework of decentralized online social networking

Decentralized Online Social Network



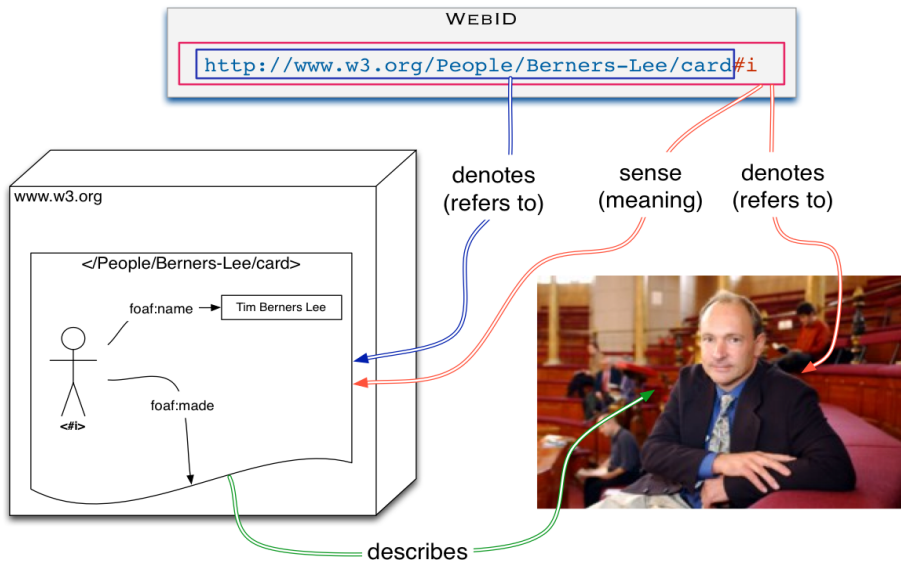
What are Decentralized Online Social Networks?

- Desire properties:
 - Decouple application from data
 - Give end-users control over their own data
 - Infrastructure (or platform) providers with IaaS or PaaS
 - Social network service developers with SaaS for users (or data owners)
 - Minimize the trust footprint for users to enforce their own data usage and control policies across applications.

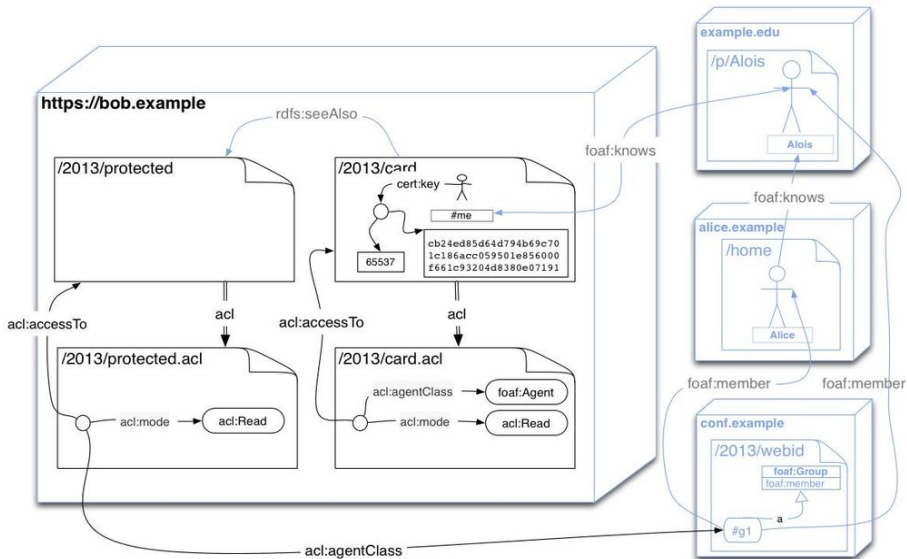
—A World Wide Web Without Walls, Krohn, M., et al.



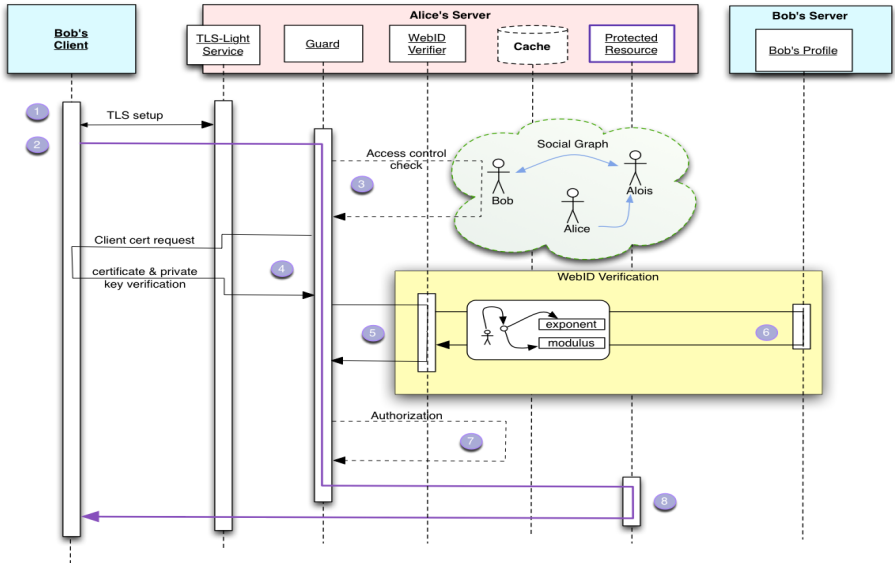
WebID As FOAF Ontology Representation



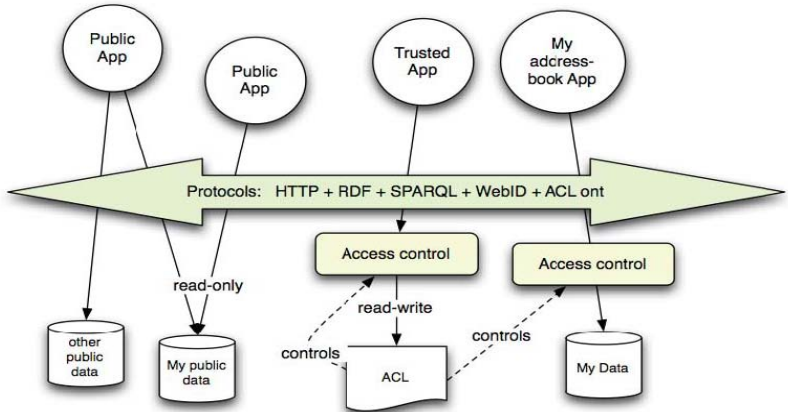
Decentralized Online Social Network with WebID Access Control



Decentralized Online Social Network with WebID Access Control (conti.)



Decentralized Online Social Network with WebID Access Control (conti.)



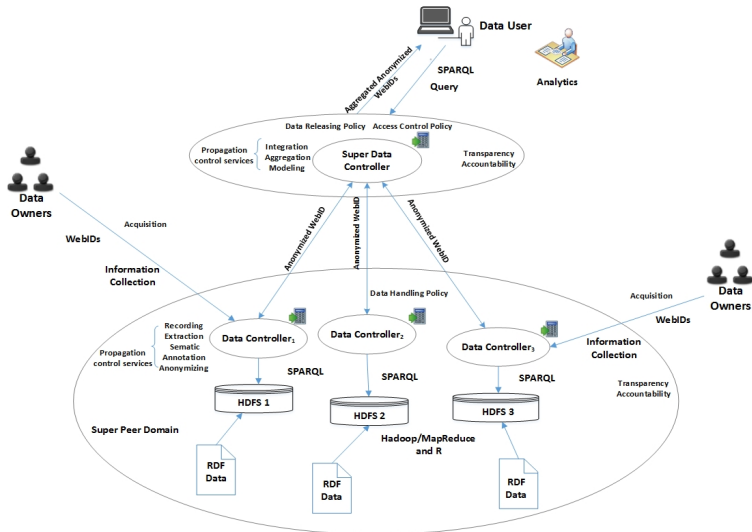
Privacy-Aware Social Semantic Web

- We need a new policy-oriented Social Semantic Web architecture.
- A profile management service that could be run in the browser or via a third-party website.
- Allow users to edit the attributes across multiple platforms and sites.

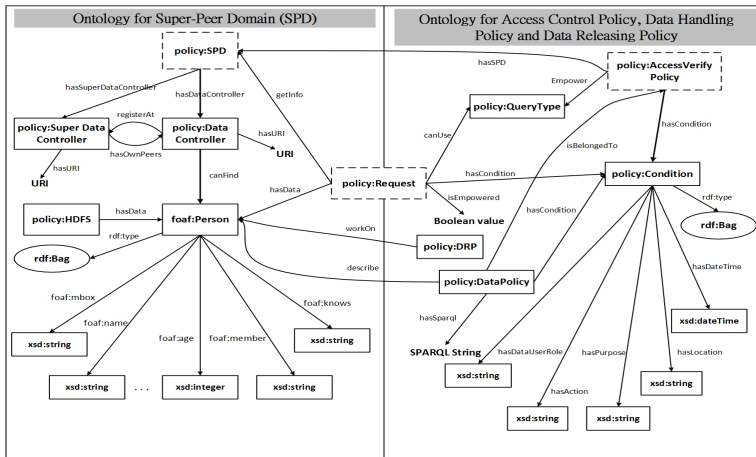
–A Standards-based, Open and Privacy-aware Social Web, W3C Incubator Group Report 6th Dec. 2010



A Super-Peer Domain (SPD) Data Cloud



Policy Ontology for a Super-Peer Domain Cloud



Semantics-enabled Policies

- ① Semantics-enabled policies are composed of ontologies and queries, where ontologies describe the *concepts* of privacy-preserving WebID analytics services, and queries *enforce* the above privacy principles.
- ② Semantics-enabled policies correspond to query restriction, data manipulation/anonymization, and output perturbation:
 - Access Control Policy (ACP)
 - Data Handling Policy (DHP)
 - Data Releasing Policy (DRP)

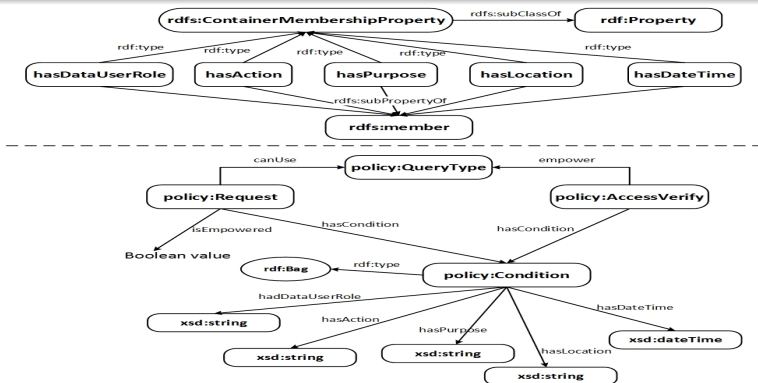
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An Ontology for Access Control Policy (ACP)

DEFINITION OF ACP ONTOLOGY

The concept of a data user's request verifications is represented as an ACP ontology and enforced as a SPARQL query.



A Query for Access Control Policy (ACP)

AN ACP SPARQL QUERY

```
@prefix foaf: <http://xmlns.com/foaf/0.1/> .  
@prefix policy: <http://nccu.edu.tw/policy> .  
policy:QueryType rdf:type rdf:Class  
policy:PBQ rdf:type policy:QueryType  
policy:Condition [  
  hasDataUserRole "DataAnalyst";  
  hasPurpose "Analytics";  
  hasAction "Read";  
  hasLocation "Taipei";  
  hasDateTime "2013:12:25:15:00" ].
```


A Query for Access Control Policy (ACP) (conti.)

AN ACP SPARQL QUERY (CONTI.)

```
Ask ?permit
From < PeterRequest.rdf >
Where {?r policy:isEmpowered ?permit.
?r [ ?qt rdf:type policy:QueryType;
policy:hasCondition ?c [
hasDataUserRole ?role;
hasPurpose ?purpose;
hasAction ?action;
hasLocation ?location;
hasDateTime ?time ] ].}
```


A Data Handling Policy (DHP)

A DHP CALLS FOR WEBIDS' PROFILES ANONYMIZING

```
@prefix foaf: <http://xmlns.com/foaf/0.1/> .
@prefix policy: <http://nccu.edu.tw/policy> .
<http://nccu.edu.tw/j/foaf.rdf> a
foaf:PersonalProfileDocument.
<http://nccu.edu.tw/j/foaf.rdf> foaf:maker :me.
<http://nccu.edu.tw/j/foaf.rdf> foaf:primaryTopic :me.
:me a foaf:Person.
/* De-identification */
:me [ foaf:name "Yuh - Jong Hu";
foaf:homepage <http://nccu.edu.tw/j>;
foaf:mbox <mailto:j@cs.nccu.edu.tw>;
/* Generalization */
foaf:phone <tel:+886-2-29387620>;
```

A Data Handling Policy (DHP)(conti.)

A DHP CALLS FOR WEBIDS' PROFILES ANONYMIZING

.....

```
foaf:knows [ a foaf:Person;
/* De - identification */
foaf:name "Kua - Ping Cheng";
rdfs:seeAlso
/* enhanced microdata protection techniques */
<http://nccu.edu.tw/k/foaf.rdf> ].
foaf:knows [ a foaf:Person;
/* De - identification */
foaf:name "Ya - Ling Huang";
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..... ]
```



An Ontology for Data Releasing Policy (DRP)

DEFINITION OF DRP ONTOLOGY

Governs acceptable conditions to disclose anonymized WebID's attributes to ensure the compliance of privacy protection principle.

A DRP QUERIES FOR ANONYMIZED WEBID

```
Select ?graph ?gender ?age ?member ?interest
From < http://nccu.edu.tw/j/foaf.rdf >
From named graph???
Where{< http://nccu.edu.tw/j/foaf.rdf#me >
foaf: knows ?X.
{ ?X rdfs: seeAlso ?graph.
graph ?graph {[ a foaf: Person.
/* De - identification */
foaf: mbox ?mbox;
foaf: name ?name;
foaf: gender ?gender;
.....;
/* Generalization */
foaf: phone ?phone;
/* GlobalRecording */
foaf: age ?age;
foaf: member ?member;
foaf: interest ?interest;

foaf: knows [ ?graph ]. ]}}}
```

The Semantic WebID Analytics Pipeline

- In a six-stage lifecycle:
 - 1 Acquisition and recording
 - 2 Extraction, cleaning, and semantic annotation
 - 3 Representation, integration, and aggregation
 - 4 Modeling and analysis
 - 5 Query processing and disclosure for analytics
 - 6 Interpretation

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The Semantic WebID Analytics Pipeline (conti.)

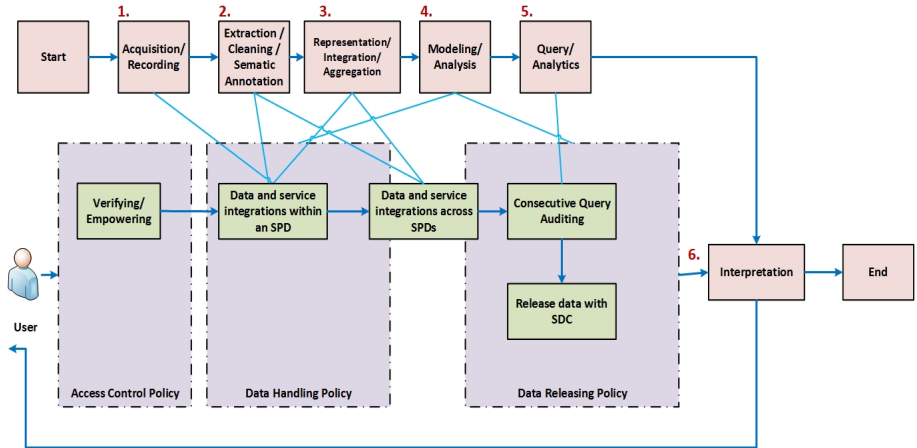


FIGURE: WebID Analytics Pipeline

Big Data Analytics Platforms

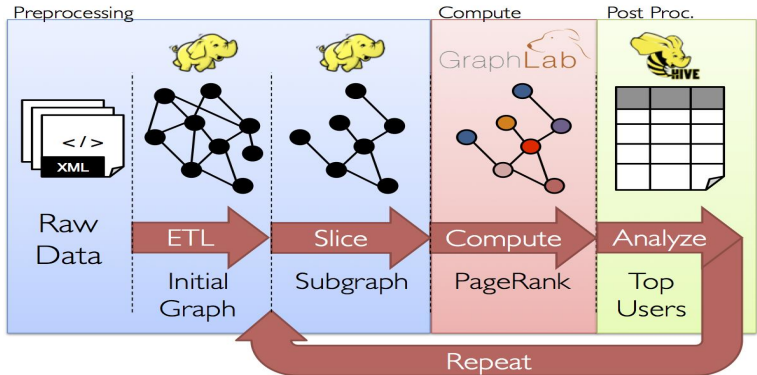


FIGURE: Berkeley AMP Lab. GraphX

Big Data Analytics Platforms

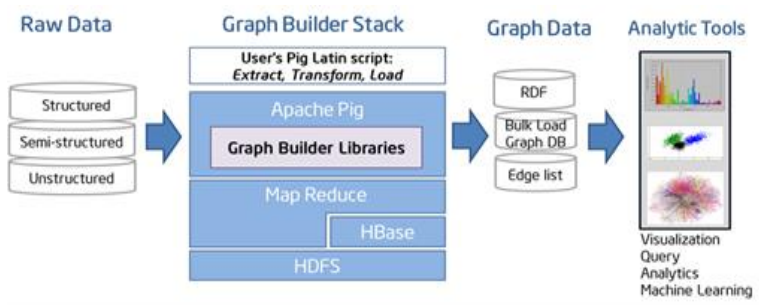


FIGURE:

Intel Lab GraphBuilder

Big Data Analytics Platforms

H2O Software Stack

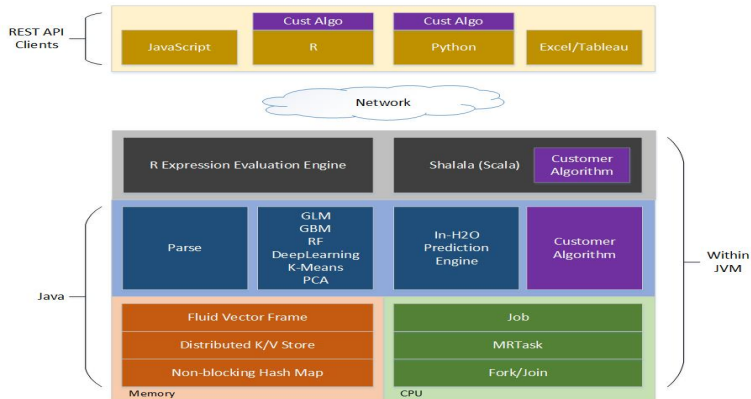


FIGURE:

H₂O Software Stack

Apply R+SPARQL and Hadoop/MapReduce for WebID Analytics

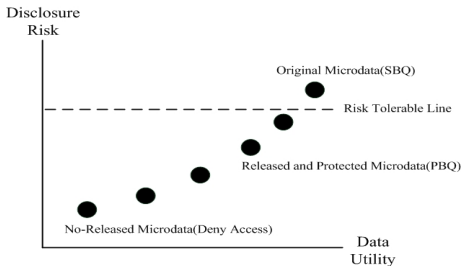
- MapReduce paradigm works for lightweight data-parallel analytics services.
- Distributed R for heavyweight graph-parallel WebID analytics services.
- Graph-parallel analytics services for discovering various social network's degree centralities, and data-parallel analytics services for WebID anonymizing and output perturbation.
- Integrating R+SPARQL and MapReduce brings heavyweight graph-parallel WebID analytics of R and lightweight data-parallel WebID analytics of MapReduce.

Apply R+SPARQL and MapReduce for WebID Analytics (conti.)

- We leverage the Semantic Web's open technologies for Social Semantic Web data representation and access.
- In future, possibly merging centralized social network data in JSON with JSON-Linked Data (JSON-LD) for integrated data analytics.
- JSON-LD are stored in the HDFS of cluster computers for *batch* and *interactive* data analytics in R.
- SPARQL queries and filters FOAF datasets in JSON-LD for R to enable heavyweight data analytics services.

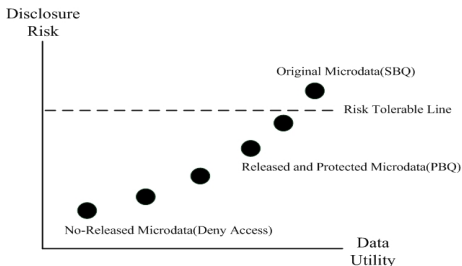
Semantic Data Protection Protection and Analytics

- Improve the situation, where SDC enforcement is obliged to original data providers so a data analytics user lacks the flexibility to choose suitable SDC methods.
- Seek a balance between a data owner's right for privacy protection and a data user's need for data analytics through SDC methods selection.
- Semantics-enabled DHP and DRP call for feasible SDC methods and ensures maximum data utility with a tolerable data disclosure risk.



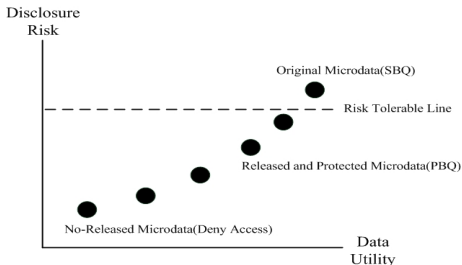
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Conclusion and Future Works

- Preliminary Results:

- ① Semantics-enabled policies are proposed and verified to provide query restriction, data manipulation/anonymization, and output perturbation.
- ② The R+SPARQL (for graph-parallelism) and MapReduce (for data-parallelism) platform is establishing to enable a flexible and effective privacy-preserving WebID analytics.
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