

## **Title:**

Social Media Security and Privacy

## **Abstract:**

Cloud computing offers commercial-off-the-shelf oriented computation and communication services to corporations and users all over the world. The capabilities of cloud service provider have resulted in information and data being shared online at an unprecedented scale. Therefore, sharing photos and videos on social media like Facebook, Twitter, and WeChat Moments has become a common part of our daily life. However, with the use and prevalence of online social network, personal information are uploaded and interchanged immediately, and one can also easily access these unprotected data of other people, such as facial photo, location, and profession, or even can deduce the complete user profile. Unfortunately, this situation became worse as most of the social platforms only provide coarse security and privacy settings for users. Meanwhile, many users are unaware of the privacy risks about their information disclosure. According to the report of SafeNet data breach, more than nine billion data records have been lost or stolen since 2013, while only 4% of them were encrypted or rendered useless. Furthermore, the interpersonal and multi-party natures of social network also add difficulty to the construction of its security mechanism. As a result, this workshop aims to discuss the recent developments and challenging issues of cloud social media security and privacy, and to investigate prospective theories and solutions in this field. The special interest is the security and privacy challenge from social media content sharing.

## **Scope and Topics:**

Topics of interest include (but are not limited to):

- ✧ Privacy protection in cloud social media
- ✧ Secure mechanisms for social media content sharing
- ✧ De-identified method for social media content
- ✧ Fine-grain access control for photo and video sharing
- ✧ Secure social media content protection
- ✧ Automatic privacy risk assessment for content sharing
- ✧ Access control and authentication in social media
- ✧ Social media forensics
- ✧ Theory and solution for conflicting interests of multi-users
- ✧ User-specific security and privacy settings recommendation
- ✧ Privacy understanding and recognition in social media
- ✧ Secure data, identity, and relationship management in social media
- ✧ Vulnerability analysis for social media

- ✧ Empirical study of social media security and privacy

### **Program Committee Chairs:**

**Fei Peng**, Hunan University, China.

[pengfei@hnu.edu.cn](mailto:pengfei@hnu.edu.cn)

Fei Peng is the Professor at the department of Cyber Security, School of Computer Science and Electronic Engineering of Hunan University. He is also the dean of the Department of Cyber Security. Fei Peng obtained his Ph.D. degree in Circuits and Systems from the South China University of Science and Technology, Guangzhou, China, in 2006. He was a visiting fellow of the Department of Computer Science, University of Warwick, U.K. in 2009–2010. He was a visiting professor in SeSaMe Centre, School of Computing, National University of Singapore during 2016.7~2016.10. Currently, he is an associate editor of International Journal of Digital Crime and Forensics. His areas of interest include Multimedia security and forensics, Biometric security and forensics, and Manufacturing data security and protection.

**Robert H. Deng**, Singapore Management University, Singapore

[robertdeng@smu.edu.sg](mailto:robertdeng@smu.edu.sg)

Robert H. Deng was a Principal Scientist and the Manager of the Infocomm Security Department, Institute for Infocomm Research, Singapore. He has been a Professor with the School of Information Systems, Singapore Management University, since 2004. His research interests include data security and privacy, multimedia security, and network and system security. He received the University Outstanding Researcher Award from the National University of Singapore in 1999 and the Lee Kuan Yew Fellow for Research Excellence from the Singapore Management University in 2006. He was named Community Service Star and Showcased Senior Information Security Professional by (ISC)<sup>2</sup> under its Asia-Pacific Information Security Leadership Achievements Program in 2010. He has served on the editorial boards of many international journals, including IEEE TRANSACTIONS ON INFORMATION FORENSICS AND SECURITY, IEEE TRANSACTIONS ON DEPENDABLE AND SECURE COMPUTING, the Journal of Computer Science and Technology (the Chinese Academy of Sciences), and the International Journal of Information Security. He is currently the Chair of the Steering Committee of the ACM Asia Conference on Computer and Communications Security. He is a Fellow of IEEE.

**Zhi-yong Zhang**, Henan University of Science and Technology, China

[xidianzzy@126.com](mailto:xidianzzy@126.com)

<http://www.sigdrm.org/~zzhang/>

Dr. Zhiyong ZHANG, born in October 1975, earned his Bachelor, Master and Ph.D. degrees in Computer Science at Henan Normal University, Dalian University of Technology and Xidian University, P. R. of China, respectively. Nowadays, he is a full-time Henan Province Distinguished Professor, Ph.D Supervisor, Dean of Department of Computer Science at Henan University of Science and Technology

(abbr. HAUST, formerly Luoyang Institute of Technology), and Director of Multimedia Content Security Laboratory/Innovative Research Group of Henan Province, P. R. China. In 2010-2013, Zhang have ever conducted interdisciplinary post-doctoral studies on social media and Digital Rights Management (DRM) at School of Management, Xi'an Jiaotong University, P. R. China. In 2015-2016, he, as visiting professor, joined Software Engineering Laboratory/Research Group chaired by Professor Carl K. Chang (IEEE CS President Emeritus, IEEE/AAAS Fellow), and focused on social media R & D at Department of Computer Science, Iowa State University, which is the birthplace of 1st world-wide automatic electronic digital computer named as Atanasoff-Berry computer (ABC), in City of Ames, IA, USA. He is also Founder of both Special Interests Group on Digital Rights Management (SIGDRM) and CyVOD, established in October 2006 and May 2015, respectively.

### **Program Committees:**

Zheng-guang Liu, National University of Singapore, Singapore

Wei Lu, Sun-Yat-sen University, China

Shao-hui Liu, Harbin Institute of Technology, China

Xian-yi Chen, Nanjing University of Information Science and Technology, China

Min Long, Changsha University of Science and Technology, China

Bo Ou, Hunan University, China

Xin Liao, Hunan University, China

Cheng-qing Li, Hunan University, China