**Problems & Goals**

- **Content Scattered** Over Different Social Networks
- **Integration** – heterogeneities, redundancies & contradictions
- **Untargeted Service Provision**
- **Profiling & brokerage** for highly personalized services
- **Obscure Social Content Usage**
- **Privacy control** and awareness through **provenance** to achieve trust

**A Social Nexus for Privacy-Assured Personalization Brokerage**

**Approach**

- **Integration**
  - Model-driven techniques for automatic social schema & instance extraction and integration from Social Network APIs
  - Generic social core ontology acting as “stable” mediator between Social Networks & service providers

- **Profiling & Brokerage**
  - Extensible profiler library & mashup-based language for reasoning about the integrated social content
  - Semantic-based brokerage infrastructure for publishing, discovering & provisioning of services

- **Privacy**
  - Aspect-based provenance generator & Web-based viewer
  - Adaptable privacy policies ensured by runtime environment

**Evaluation**

- **Experimental evaluation** of the model-driven extraction & integration for three different Social Networks
- **Empirical study-based evaluation** of profiler library & mashup-based reasoning language
- **Case-study-based evaluation** of adequacy of brokerage and privacy functionality

**Information**

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