Aggregating and Linking Social Media Data for Analyzing Privacy of a User

Beaput, A.[1], Joshi, D.[2], Banik, S.[2], *Lum, T.[1]

[1]Undergraduate Research Assistant, Department of Math and Computer Science, The Citadel,
[2]Associate Professor, Department of Math and Computer Science, The Citadel
tlum@citadel.edu

Abstract: Ever since the explosion of social media popularity in the 21st century, social media privacy and security have been hot topics in the cyber security world. The amount of personal data available is widely available and easily accessible on some platforms. If this information is compiled, linked, and aggregated to create a complete profile of an individual, there are many security concerns that arise with this to include identity theft and other malicious intents. In our research, we attempt to link together and aggregate a person's multiple social media accounts to create a unified profile of them and expose the security and privacy concerns behind this aggregation.

Our current work has focused on conducting background research on methods to connect multiple social media profiles across a variety of platforms for a single person. From the literature review, we have found that behavioral and sociological components play a huge role in identifying these people. Our end goal is to propose our own user matching function/algorithm that will enable us to create a user profile based on the information from various social media sites. Once we have a complete user profile, we will define a novel privacy metric to measure people's privacy exposure based on the information that we have aggregated.