Preserving identify of users in social networking sites by integrating anonymization and diversification algorithm

Abstract

Currently, Social Networking Sites (SNSs) expand internet users' relationships and their businesses. Despite the huge benefits gained by SNS users, the huge amount of information exchanged by different users makes SNSs an easy target for privacy threats. The goal of this paper is to explain how information disclosure to adversaries will be minimized by using integrated algorithm. This study takes the advantages of Kanonymity algorithm and ldiversity algorithm then evaluated the effectiveness of the combined strengths. The result shows that the proposed algorithm increases the level of privacy for SNSs users by anonymizing and diversifying disclosed information.