

PROFILE

Name: Sandeep Kumar Singh

Designation & Organization: Principal Engineer for Site Advisor Team, one of the flagship products of McAfee in Social Networking.

Professional Record:

- B.Tech. in Computer Science Engineering from Kumaon Engineering College in Uttaranchal.
- Involved in Test planning, strategizing and execution for all Site Advisor releases.
- Completed Security certifications such as Security+, Certified Ethical Hacker (CEH) and Advanced Computer Security (ACS) certification from Stanford University.

Abstract:

Social Computing involves designing software applications based on social behavior of users. Using the social behavior of section of users collaborative filtering could be done. Social Behavior can be used in predicting the future market & business planning. The basic idea is to gather the behavioral data based on the users actions and then utilize this data in devising the future products and plans.

This lecture will cover the **security challenges in social network computing.**