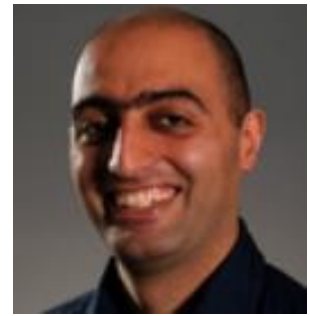


Social computing systems



Hamed Haddadi

- Value of personal information
- Collecting ambient data
- Collecting social behaviour data
- Human-data interaction
- Applications: health care, advertising, smart metering, ...

