1. Record Nr. UNINA9910806245503321

Autore	Zhao H. Vicky <1976->
Titolo	Behavior dynamics in media-sharing social networks / / H. Vicky Zhao, W. Sabrina Lin, K. J. Ray Liu [[electronic resource]]
Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 2011
ISBN	1-107-21486-6 1-283-11248-5 9786613112484 1-139-07563-2 1-139-08018-0 1-139-07789-9 1-139-06987-X 0-511-97336-5 1-139-08246-9
Descrizione fisica	1 online resource (xii, 337 pages) : digital, PDF file(s)
Disciplina	302.30285/675
Soggetti	Social networks Consumer behavior Human behavior Game theory
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Machine generated contents note: Preface; Part I. Introduction: 1. Introduction to media-sharing social networks; 2. Overview of multimedia fingerprinting; 3. Overview of mesh-pull peer-to-peer video streaming; 4. Game theory for social networks; Part II. Behavior Forensics in Media-Sharing Social Networks: 5. Equal-risk fairness in colluder social networks; 6. Leveraging side information in colluder social networks; 7. Risk-distortion analysis of multiuser collusion; Part III. Fairness and Cooperation Stimulation: 8. Game-theoretic modelling of colluder social networks; 9. Cooperation stimulation in peer-to-peer video streaming; 10. Optimal pricing for mobile video streaming; Part IV. Misbehaving User Identification: 11. Cheating behavior in colluder

	social networks; 12. Attack resistance in peer-to-peer video streaming; 13. Misbehavior detection in colluder social networks with different structures; 14. Structuring cooperation for hybrid peer-to-peer streaming; References; Index.
Sommario/riassunto	In large-scale media-sharing social networks, where millions of users create, share, link and reuse media content, there are clear challenges in protecting content security and intellectual property, and in designing scalable and reliable networks capable of handling high levels of traffic. This comprehensive resource demonstrates how game theory can be used to model user dynamics and optimize design of media-sharing networks. It reviews the fundamental methodologies used to model and analyze human behavior, using examples from real-world multimedia social networks. With a thorough investigation of the impact of human factors on multimedia system design, this accessible book shows how an understanding of human behavior can be used to improve system performance. Bringing together mathematical tools and engineering concepts with ideas from sociology and human behavior analysis, this one-stop guide will enable researchers to explore this emerging field further and ultimately design media-sharing systems with more efficient, secure and personalized services.