Google Android Masses (Android)

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Available at: https://works.bepress.com/lucemia/7/
Google Android Masses

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Cell phone brings convenience or trouble?

- Unknown missing calls
- Unsolicited advertisement
- Phony
Hello Stranger!

- Who is Calling?
  - Alice?
  - Bob?
  - Candy?

- What kind of relationship?
  - Friend?
  - Family?
  - Coworker?
  - Stranger?

- How to response?
  - Reply?
  - Immediate?
  - Phony?

Familiar Stranger Advertising Company
How to Identify Familiar Stranger?
Social Network
Google Android Masses

Activities:
- Querying Comment / Sharing Comment / Rating Ads / Voting Event

Intentions:
- Identify Caller / Introduce Contact / Warning Phony

Base on:
- Trust / Privacy

Raise:
- Social Network
Hidden Social Network behind Contact List

- A potential social network
  - Real Identity
  - Strongly Trusted Relationship
Trust & Privacy

Activities:
- Querying Comment / Sharing Comment / Rating Ads / Voting Event

Intentions:
- Identify Caller / Introduce Contact / Warning Phony

Base on:
- Trust / Privacy

Raise:
- Social Network
Personal Social Circle

Me

Whom I Trust

Whom My Friend / Family / Coworker Trust

Target
Intentions

Activities:
- Querying Comment
- Sharing Comment
- Rating Ads
- Voting Event

Intentions:
- Identify Caller
- Introduce Contact
- Warning Phony

Base on:
- Trust
- Privacy

Raise:
- Social Network
Sharing Information

- Identify Caller
  - Query comments inside social circle
  - Public Confidence V.S. Personal Trust

- Feedback Comments
  - Introduce Contact
  - Warning Phony
How to identify caller?
see also on youtube
How to introduce contact & warn phony?
See also on youtube
Edit contact

Mobile: 15555347151
Home: Phone
Work: Phone
Primary: Email

Annabelle
How to set privacy policy?
See also on youtube
Conclusion

- **GAM**
  - raises the existed social network behind contact list
  - provides a policy-based framework to interact with members of personal social circle
  - assists users in identifying the caller/sender unknown
Future Work

- **Google Android Masses Environment**
  - Enrich sharing information
    - Comments for SMS Ads
    - Rating others’ comments
    - Personal e-Card
  - Hold event inside social circle
    - Voting
    - Notification
Thank You

Present By GAM project team