

Fig. 4: Utility of sharing with each  $j$ , from number 1 to 100.

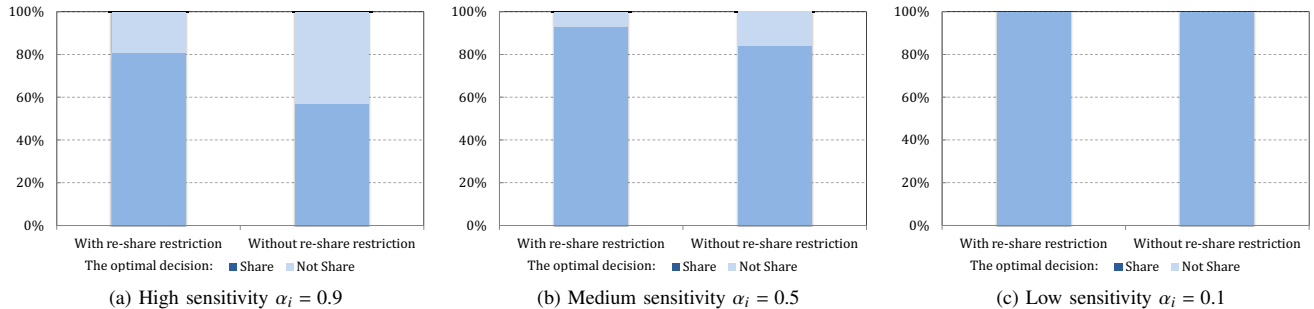


Fig. 5: The percentage of Share and Not Share.

from a game-theoretic perspective. Specifically, we plan to extend our modelling framework to analyse users' incentives for sharing/not sharing. Second, we plan to investigate how to engineer an adaptive system to realise our adaptive sharing framework. We will explore well established adaptive system engineering theory to investigate how to monitor and assign values to those parameters in our framework, how to do the analysis and decision planning in real social networking systems, how to effectively provide sharing suggestions to users, and how to update the values of parameters after users make final sharing decision. Finally, we plan to implement our framework in a social networking application and evaluate using a user study to investigate users' sharing experiences with and without our adaptive sharing recommendations.

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