

# Ostra: Leveraging trust to thwart unwanted communication

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SOSP 2007 Work in Progress Session



# Unwanted communication

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- Unwanted communication is a known problem
  - Spam in email
- Spreading to popular emerging systems
  - Example: Mislabeled videos plaguing YouTube
- Usual defenses don't work
  - Content filtering on video content?



# Ostra: A new approach

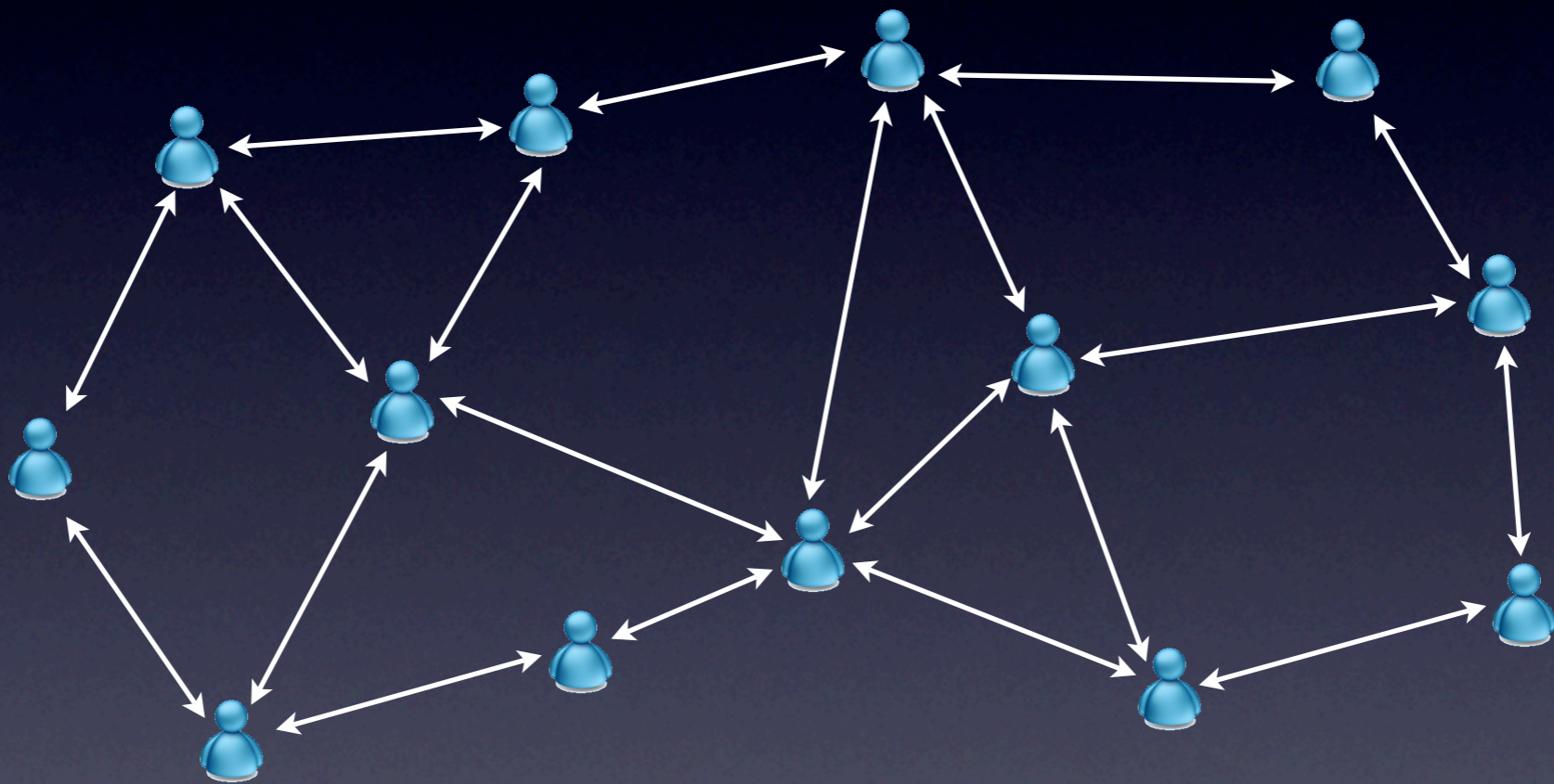
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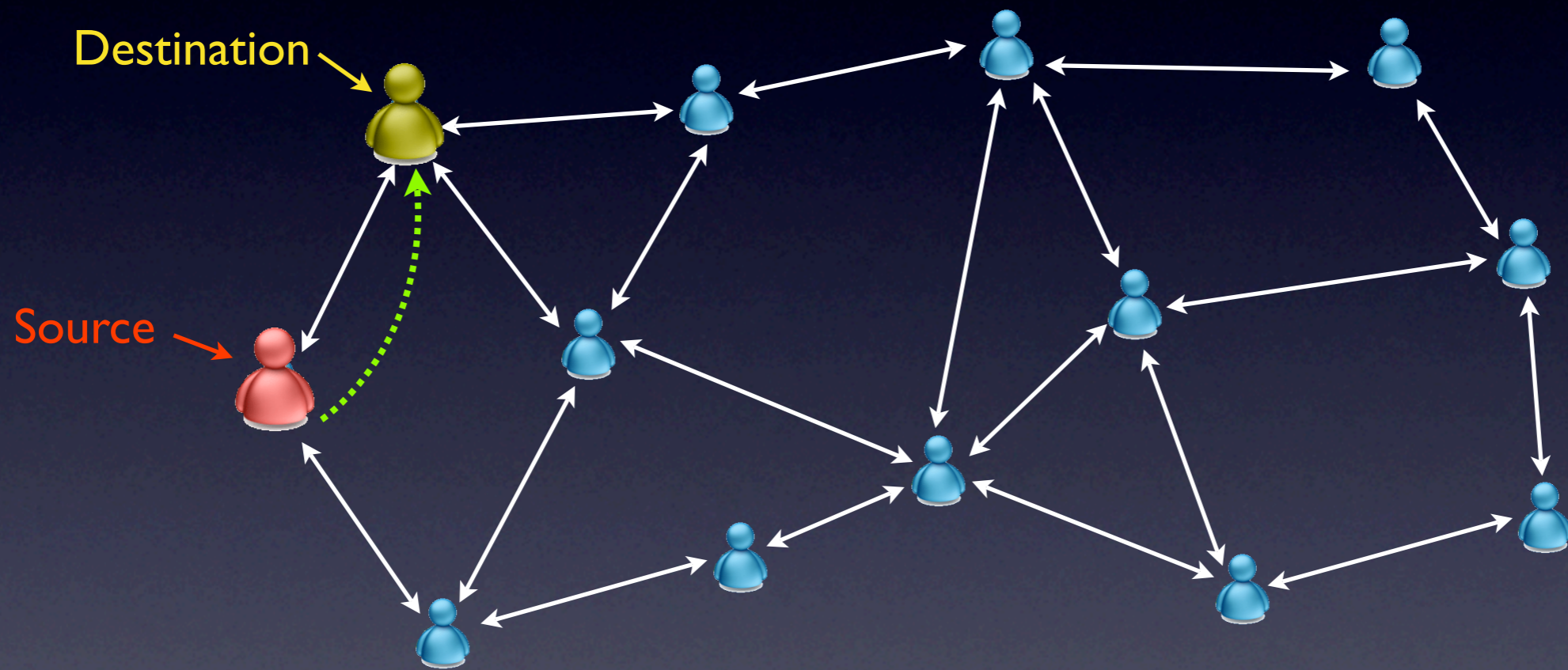
# Ostra: A new approach

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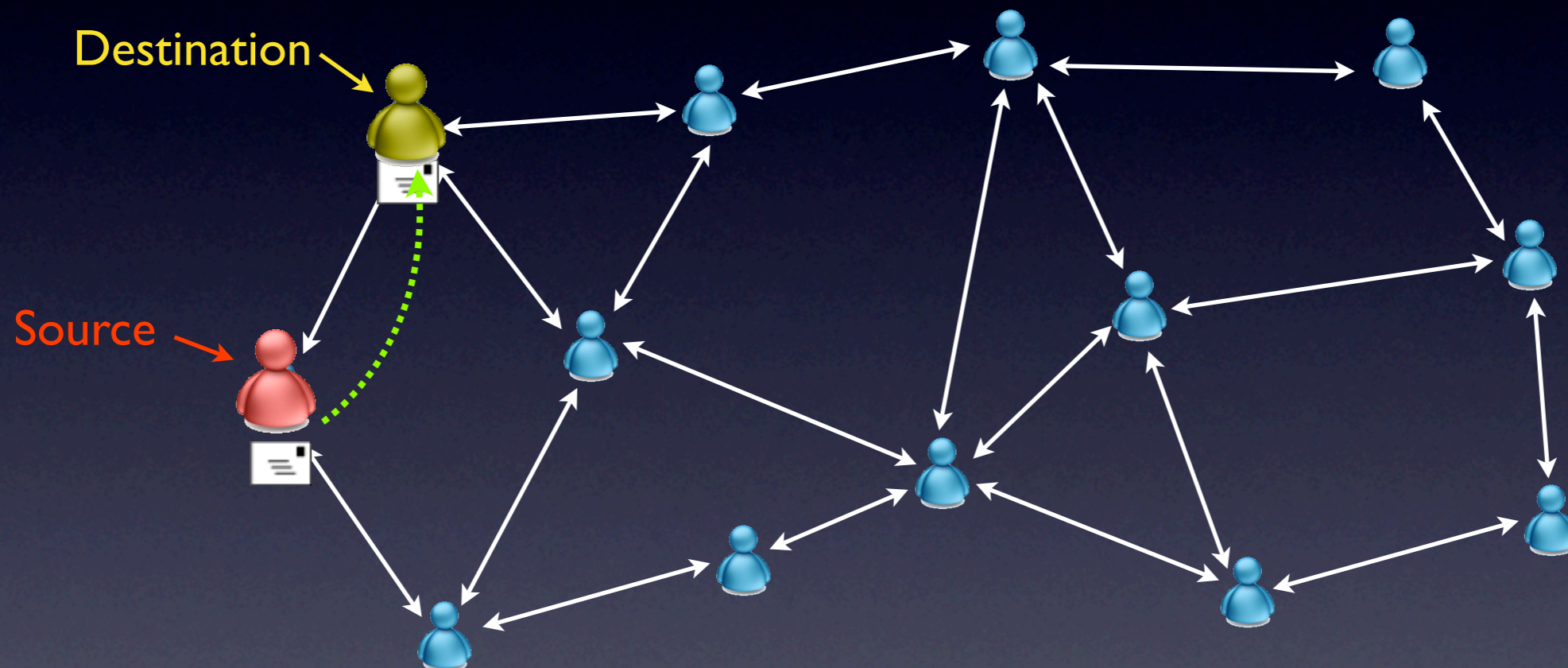


# Ostra: A new approach



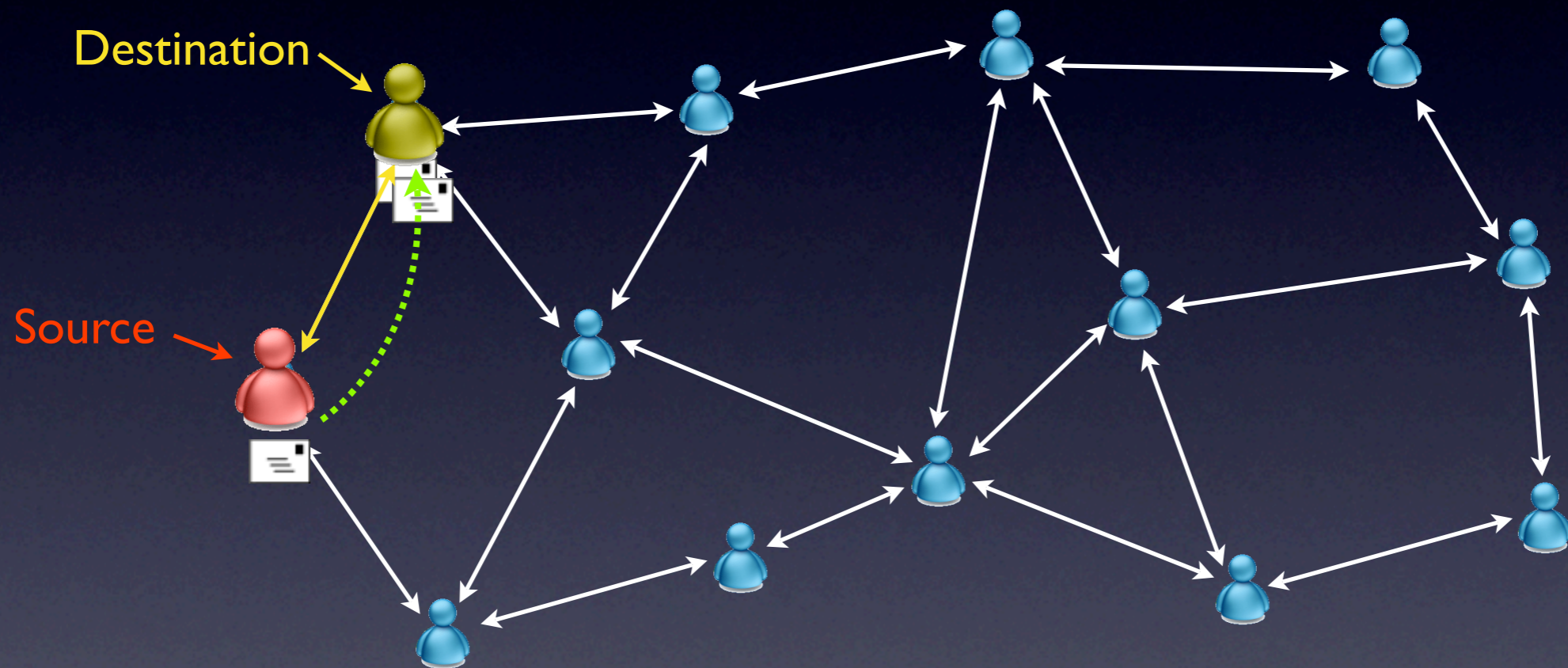


# Ostra: A new approach



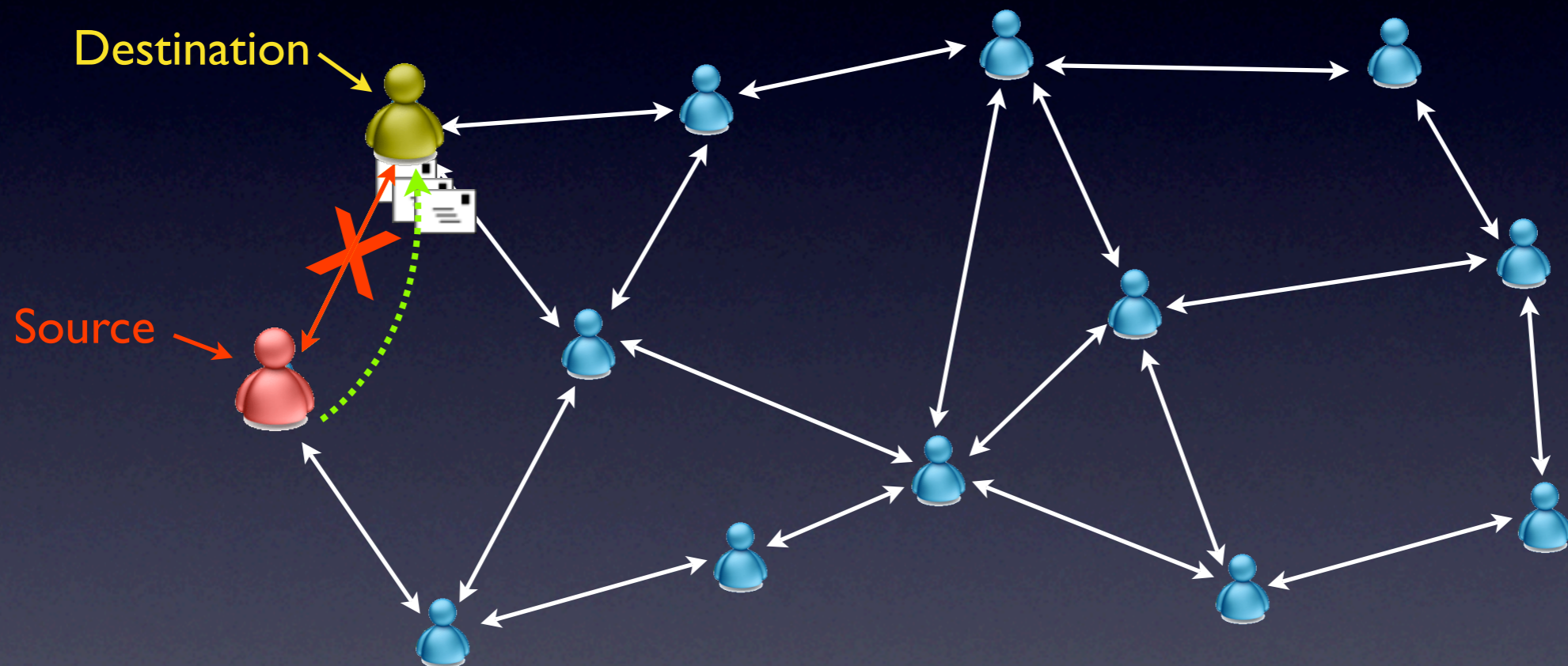


# Ostra: A new approach



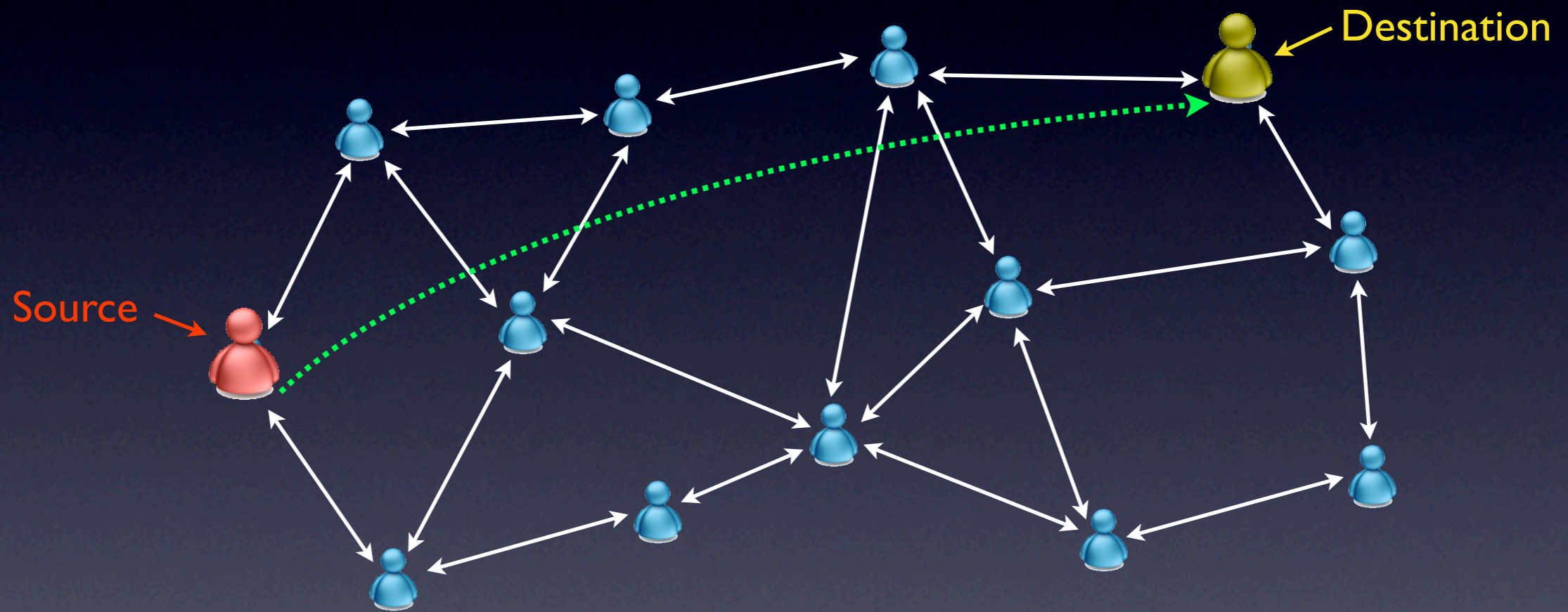


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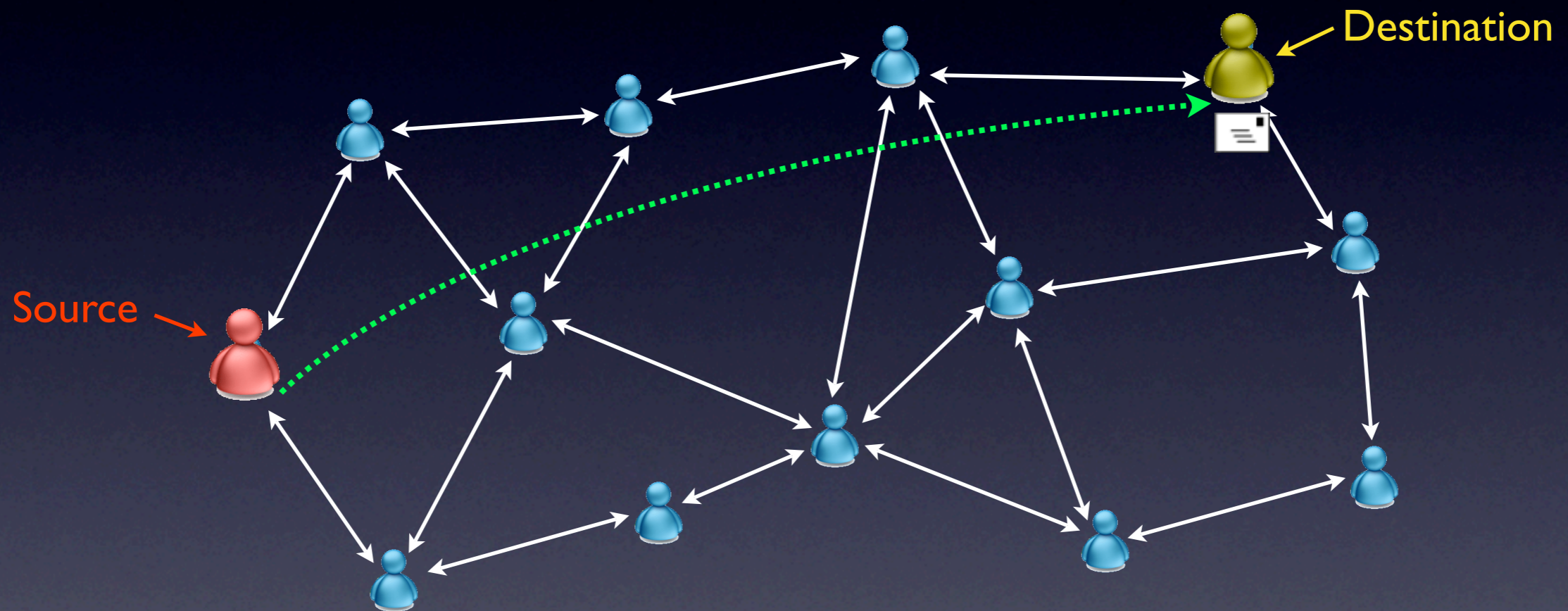


# Ostra: A new approach



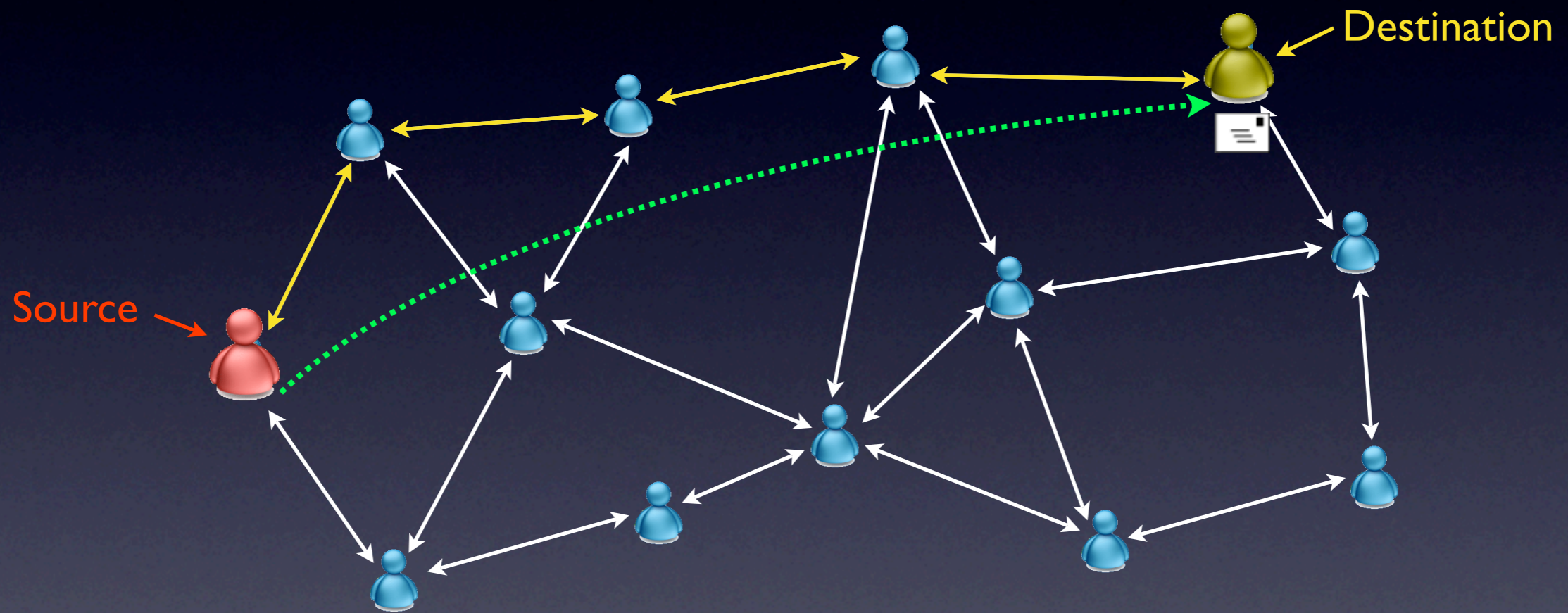


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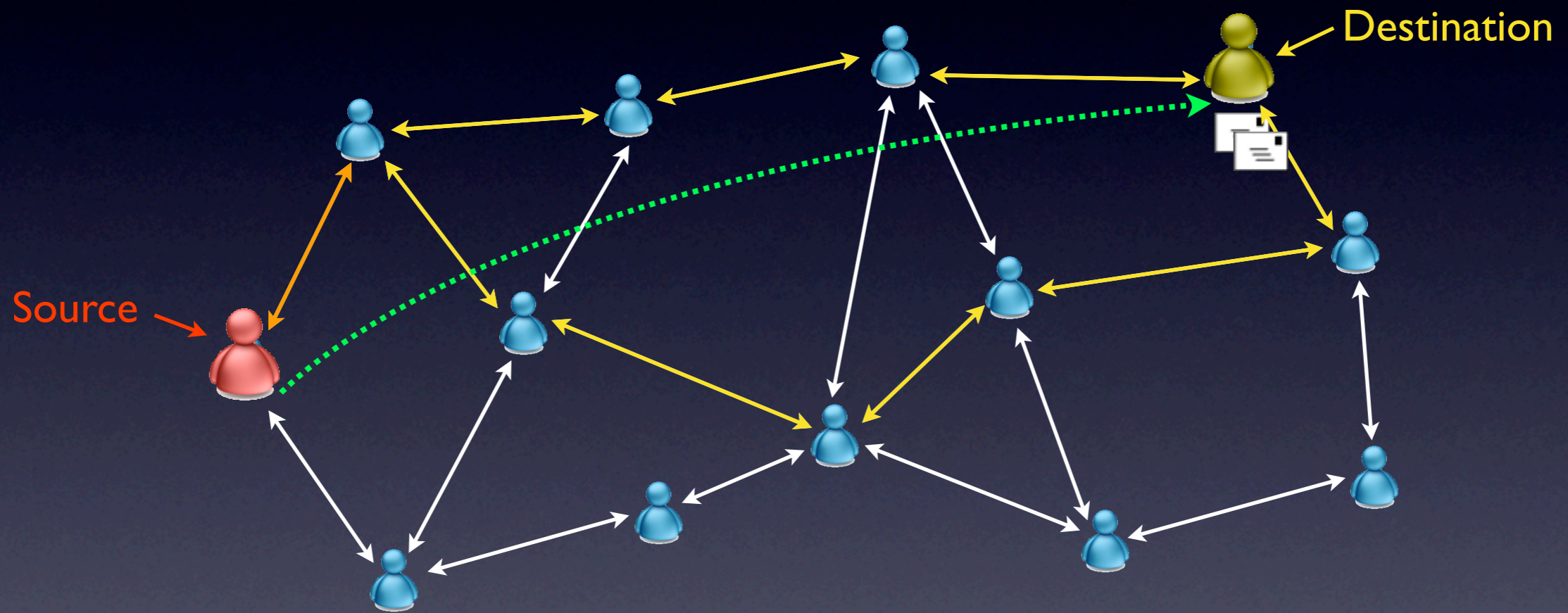


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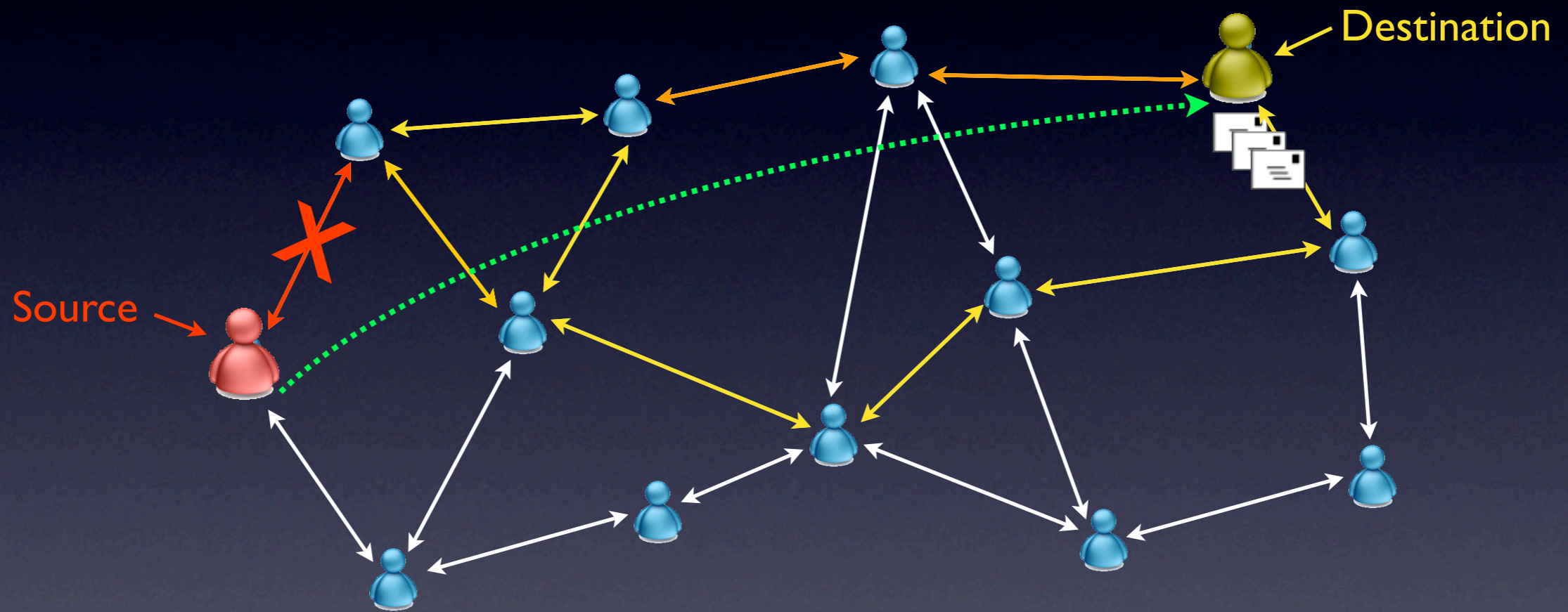


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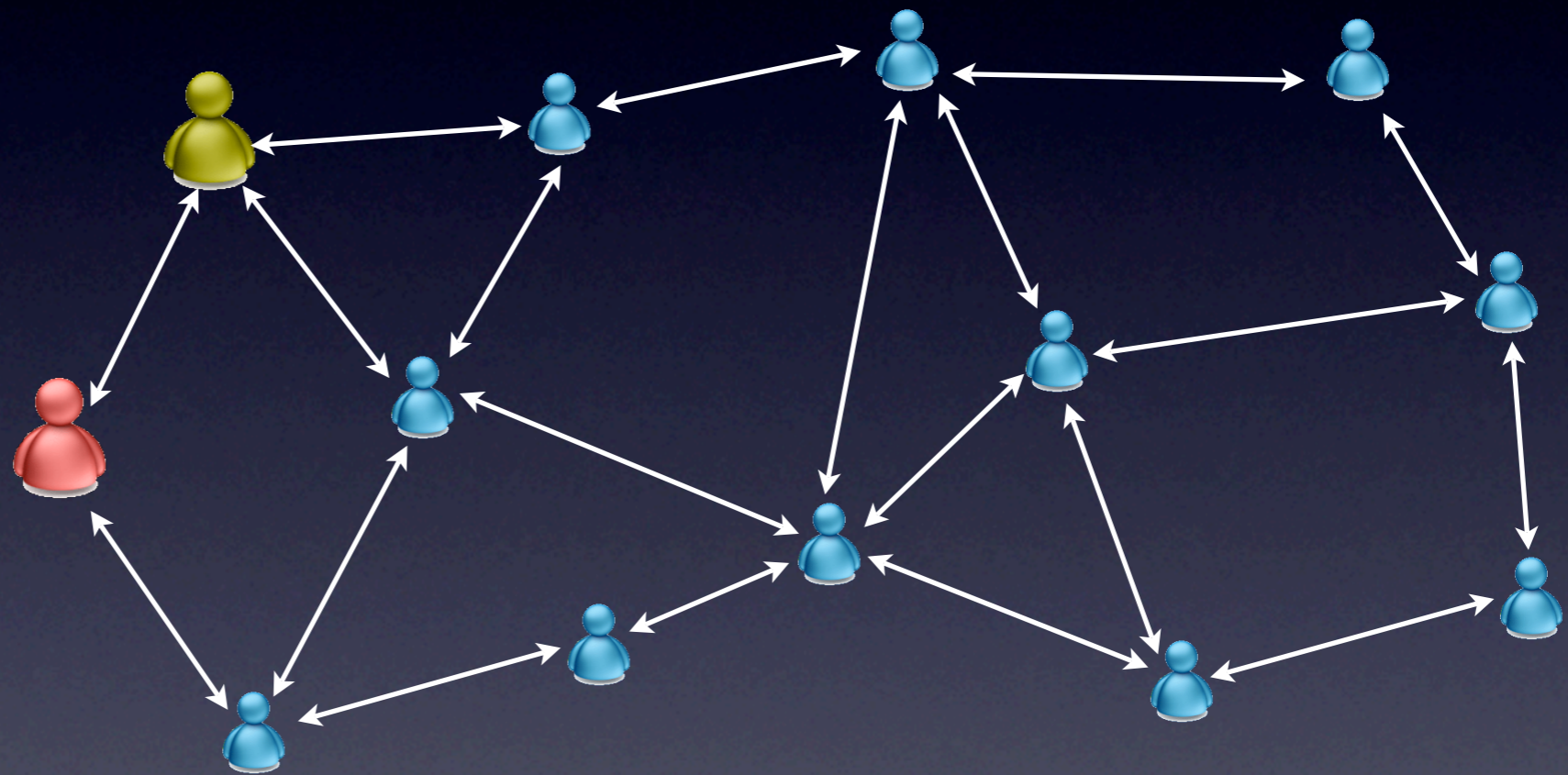
# Ostra: A new approach





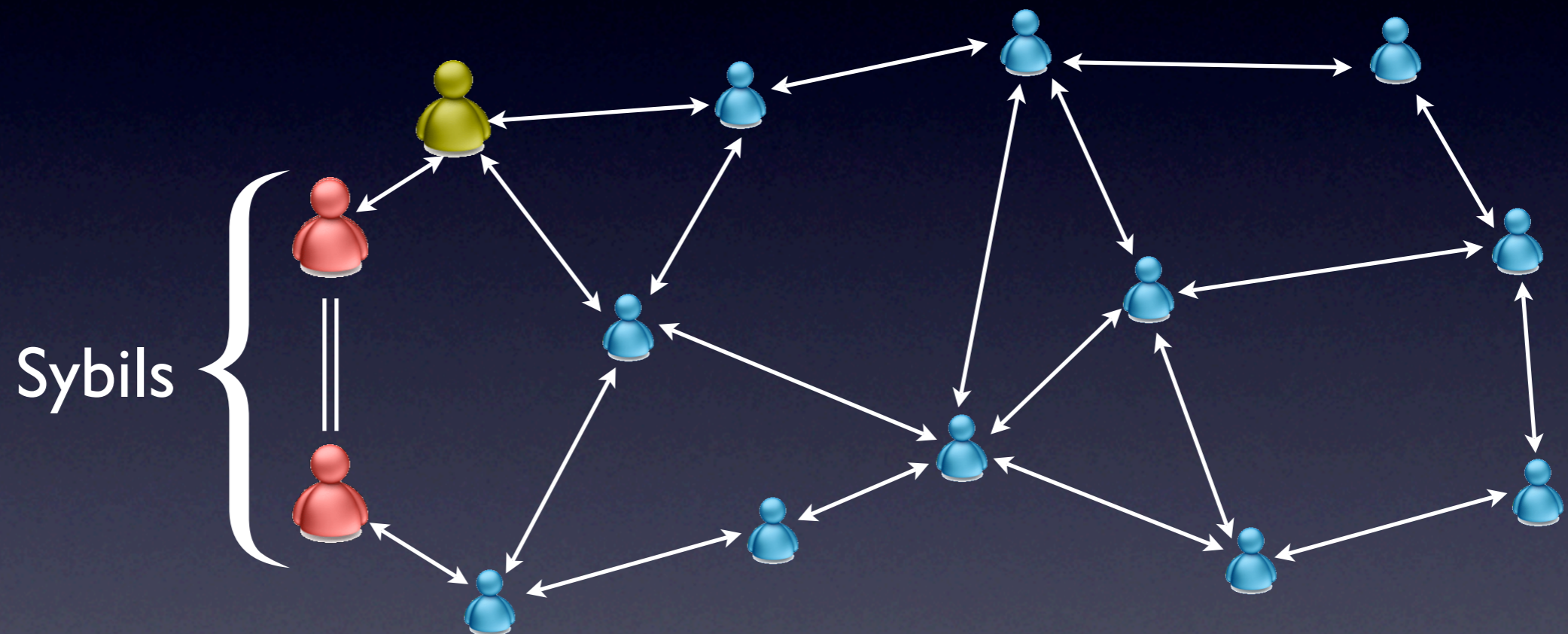
# No requirement of strong identities

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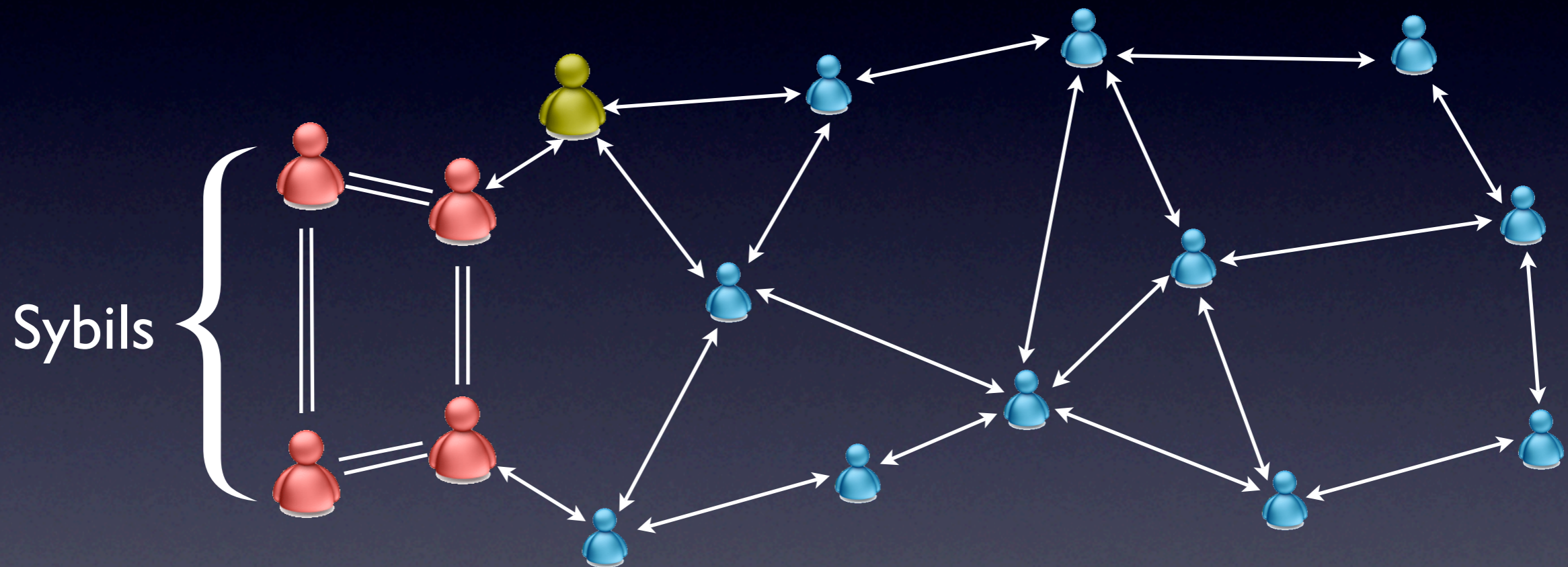


# No requirement of strong identities



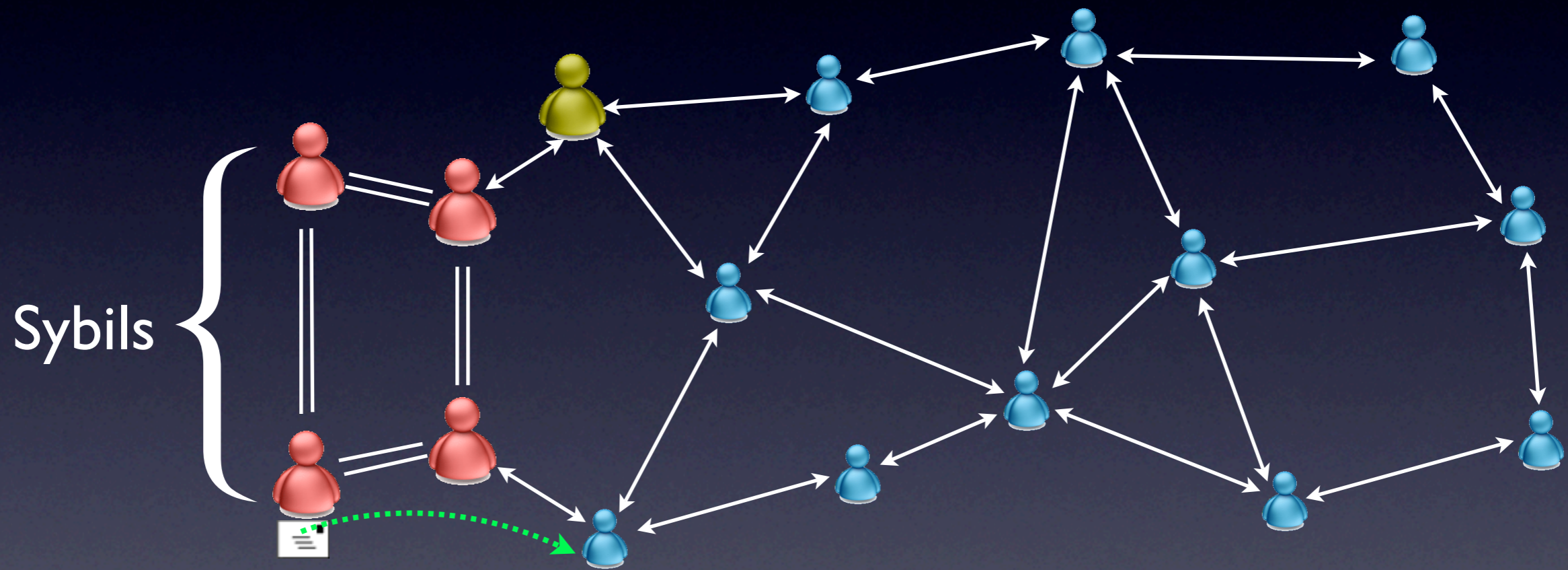


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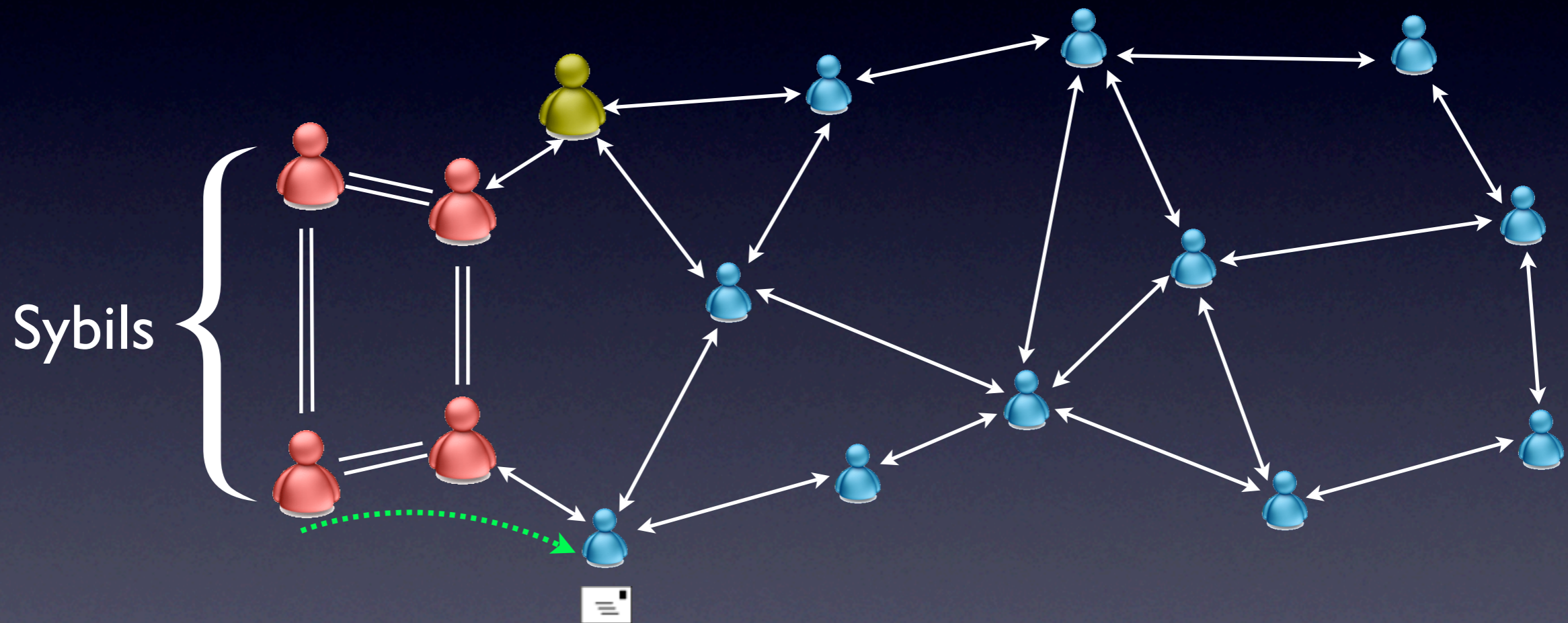


# No requirement of strong identities





# No requirement of strong identities





# Ostra: Leveraging trust

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- We present Ostra, a **new approach**
  - Prevents unwanted communication in an existing system
    - Examples: Email, Skype, IM, YouTube
- Ostra uses the **relationships which exist between users**
  - Often already present (i.e. social networks)
- Ostra has desirable properties
  - Does not require global user identities
  - Does not rely on automatic content classification
  - Respects recipient's notion of wanted/unwanted communication



# Thanks!

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