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# Social Cloud: Cloud Computing in Social Networks

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#### Abstract:

With the increasingly ubiquitous nature of Social networks and Cloud computing, users are starting to explore new ways to interact with, and exploit these developing paradigms. Social networks are used to reflect real world relationships that allow users to share information and form connections between one another, essentially creating dynamic Virtual Organizations. We propose leveraging the pre-established trust formed through friend relationships within a Social network to form a dynamic "Social Cloud", enabling friends to share resources within the context of a Social network. We believe that combining trust relationships with suitable incentive mechanisms (through financial payments or bartering) could provide much more sustainable resource sharing mechanisms. This paper outlines our vision of, and experiences with, creating a Social Storage Cloud, looking specifically at possible market mechanisms that could be used to create a dynamic Cloud infrastructure in a Social network environment.

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