

METHOD AND DEVICE FOR COLLECTING AUDIENCE INFORMATION

Abstract

Various embodiments provide a method for collecting audience information of a group of users in an audience measurement. The method may include each user dividing its private information into a private portion and a predetermined number of exchange portions; each user transmitting each of its exchange portions to a respective user of the predetermined number of users selected from the group of users; each user aggregating its private portion and exchange portions received from other users of the group of users, thereby producing randomized information; and aggregating the randomized information of the group of users, thereby producing aggregated private information for the group of users.

Fig. 3