

What is claimed is:

1. A method performed by at least one computer processor, said method comprising:
 - receiving a request for a truncated social graph, said truncated social graph comprising anonymized nodes and non-anonymized nodes and being a subset of a large social graph, said request comprising an identifier for a first person;
 - identifying a first user node within said large social graph, said first user node representing said first person within said large social graph, said large social graph comprising relationships between said first user and a plurality of other nodes, said plurality of other nodes having a permission setting;
 - traversing said large social graph to identify a first set of nodes having a first set of relationships to said first user node where sharing permission is granted and a second set of nodes having a second set of relationships to said first user node where sharing permission is not granted;
 - for each of said second set of nodes, creating a set of anonymized nodes,
 - wherein the creating the set of anonymized nodes comprises aggregating a plurality of nodes and edges;
 - and wherein the creating the set of anonymized nodes further comprises creating a set of randomized nodes and edges and aggregating said plurality of nodes and edges with said set of randomized nodes and edges;
 - and wherein said set of randomized nodes and edges comprises adding false data to protect user nodes for which sharing permissions have not been granted;
 - creating said truncated social graph comprising said first set of nodes and said set of anonymized nodes; and
 - transmitting said truncated social graph.
2. The method of claim 1, said permission for a first node being permission granted by a person having a relationship to said first node.
3. The method of claim 2, said person being said first person.
4. The method of claim 2, said person being a person other than said first person.
5. The method of claim 1, said large social graph comprising:
 - attribute nodes comprising descriptors; and
 - object nodes comprising at least one of a group composed of: persons, places, things, brands, communities, and groups.

6. The method of claim 5, said large social graph further comprising edges defining relationship strengths between nodes of said large social graph.

7. A system comprising:
a hardware processor;
a memory communicatively coupled to the hardware processor, the memory having stored thereon:

a first database comprising social relationships between users; a query system that: receives a request for a truncated social graph, said request comprising an identifier for a first person, said truncated social graph being a subset of a large social graph;

derives said large social graph from said first database comprising social relationships between users; identifies a first user node within a large social graph, said first user node representing said first person within said large social graph, said large social graph comprising relationships between said first user and a plurality of other nodes, said plurality of other nodes having a permission setting; traverses said large social graph to identify a first set of nodes where sharing permission is granted and a second set of nodes where sharing permission is not granted;

for each of said second set of nodes, creates a set of anonymized nodes,

wherein said creation of said set of anonymized nodes comprises aggregating a plurality of nodes and edges;

and wherein said creation of said set of anonymized nodes further comprises creating a set of randomized nodes and edges, and aggregating said plurality of nodes and edges with said set of randomized nodes and edges;

and wherein said set of randomized nodes and edges comprises adding false data to protect user nodes for which sharing permissions have not been granted;

creates a truncated social graph comprising said first set of nodes and said set of anonymized nodes, said first set of nodes being non-anonymized nodes;

and transmits said truncated social graph.

8. The system of claim 7, said large social graph being further derived from at least one secondary database comprising a plurality of attributes associated with at least one node derived from said first database.

9. The system of claim 8, said first database comprising implied social relationships derived from location information associated with said first person and a second person.

10. The system of claim 9, said permission for a first node being permission granted by a person having a relationship to said first node.
11. The system of claim 10, said person being said first person.
12. The system of claim 10, said person being a person other than said first person.
13. The system of claim 7, said large social graph comprising:
attribute nodes comprising descriptors; and
object nodes comprising at least one of a group composed of: persons, places, things, brands, communities, and groups.
14. The system of claim 7, said large social graph further comprising edges defining relationship strengths between nodes of said large social graph.