Understanding and Mitigating Spam on Web Forums

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Abstract

Public Web forums, such as blogs, wikis, webboards and guestbooks, are inundated with spam today. Unfortunately, the countermeasures deployed by forum operators, such as account registration, email verification, and solving CAPTCHAs are not very effective against forum spamming since they can be effortlessly defeated by forum spam automating tools. In this talk, I will present empirical data on the prevalence of forum spam on the Web. I will also throw light on spammers' modus operandi by presenting an analysis of popular forum spam automators. Finally, I will present a supervised machine learning-based approach that forum spam operators can use to effectively defend against forum spam.

Bio

Minaxi Gupta is an Associate Professor of Computer Science at Indiana University (Bloomington). Dr. Gupta's research interests are in Computer Networks and Security. Her current work focuses on advertisement fraud on the Web, scam on electronic marketplaces such as Craigslist, and Web censorship. In addition to being published at prominent networking and security venues, Dr. Gupta's work has been featured on many occasions in popular media. Dr. Gupta holds an M.S. and a Ph.D. in Computer Science from Georgia Tech. She is the recipient of the Trustees Teaching Award and an Outstanding Junior Faculty Award from Indiana University. More information about Minaxi Gupta is available on her web-page: http://www.cs.indiana.edu/~minaxi/

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