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RESEARCH ARTICLE

OSN User Filtered Walls for Unwanted Messages Using Content Mining

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ABSTRACT:- *In today's On-line Social Networks (OSNs) is to give users the ability to control the messages posted on their own private space to avoid that unwanted content is displayed. Up to now, OSNs provide little support to this requirement. To fill the gap, in this paper, we propose a system allowing OSN users to have a direct control on the messages posted on their walls. This is achieved through a flexible rule-based system, that allows users to customize the filtering criteria to be applied to their walls, and a Machine Learning based soft classifier automatically labeling messages in support of content-based filtering. To study strategies and techniques limiting the inferences that a user can do on the enforced filtering rules with the aim of bypassing the filtering system by creating a instance randomly notifying a message system that should instead be blocked, or detecting modifications to profile attributes that have been made for the only purpose of defeating the filtering system. Automatically user will get a mail notification.*

KEYWORDS: *Online Social Networks, Short Text Classification, Information Filtering, Policy-Based Personalization, Filtering Rules and Blacklist Management*

I. INTRODUCTION

Online Social Networks (OSNs) are today one of the most popular interactive medium to communicate, share, and disseminate a considerable amount of human life information. Daily and continuous communications

imply the exchange of several types of content, including free text, image, audio, and video data. According to Facebook statistics¹ average user creates 90 pieces of content each month, whereas more than 30 billion pieces of content (weblinks, news stories, blog posts, notes, photo albums, etc.) are shared each month. The huge and dynamic character of these data creates the premise for the employment of web content mining strategies aimed to automatically discover useful information dormant within the data.

Information filtering can therefore be used to give users the ability to automatically control the messages written on their own walls, by filtering out unwanted messages. We believe that this is a key OSN service that has not been provided so far. Indeed, today OSNs provide very little support to prevent unwanted messages on user walls. For example, Facebook allows users to state who is allowed to insert messages in their walls (i.e., friends, friends of friends, or defined groups of friends). However, no content-based preferences are supported and therefore it is not possible to prevent undesired messages, such as political or vulgar ones, no matter of the user who posts them. Providing this service is not only a matter of using previously defined web content mining techniques for a different application, rather it requires to design ad hoc classification strategies. This is because wall messages are constituted by short text for which traditional classification methods have serious limitations since short texts do not provide sufficient word occurrences.

The aim of the present work is therefore to propose and experimentally evaluate an automated system, called Filtered Wall (FW), able to filter unwanted messages from OSN user walls. We exploit Machine Learning (ML) text categorization techniques [4] to automatically assign with each short text message a set of categories based on its content. The major efforts in building a robust short text classifier (STC) are concentrated in the extraction and selection of a set of characterizing and discriminate features. The solutions investigated in this paper are an extension of those adopted in a previous work by us [5] from which we inherit the learning model and the elicitation procedure for generating reclassified data. The original set of features, derived from endogenous properties of short texts, is enlarged here including exogenous knowledge related to the context from which the messages originate. As far as the learning model is concerned, we confirm in the current paper the use of neural learning which is today recognized as one of the most efficient solutions in text classification [4]. In particular, we base the overall short text classification strategy on Radial Basis Function Networks (RBFN) for their proven capabilities in acting as soft classifiers, in managing noisy data and intrinsically vague classes. Moreover, the speed in performing the learning phase creates the premise for an adequate use in OSN domains, as well as facilitates the experimental evaluation tasks. We insert the neural model within a hierarchical two level classification strategy. In the first level, the RBFN categorizes short messages as Neutral and Nonneutral; in the second stage, Nonneutral messages are classified producing gradual estimates of appropriateness to each of the considered category. Besides classification facilities, the system provides powerful rule layer exploiting a flexible language to specify Filtering Rules (FRs), by which users can state what contents should not be displayed on their walls. FRs can support a variety of different filtering criteria that can be combined and customized according to the user needs. More precisely, FRs exploit user profiles, user relationships as well as the output of the ML categorization process to state

the filtering criteria to be enforced. In addition, the system provides the support for user-defined Blacklists (BLs), that is, lists of users that are temporarily prevented to post any kind of messages on a user wall.

II. LITERATURE REVIEW

M.Chau and H.chen [3] proposed a machine-learning-based approach that combines Web content analysis and Web structure analysis. We represent each Web page by a set of content-based and link-based features, which can be used as the input for various machine learning algorithms. The proposed approach was implemented using both a feedforward/backpropagation neural network and a support vector machine. Two experiments were designed and conducted to compare the proposed Web-feature approach with two existing Web page filtering methods - a keyword-based approach and a lexicon-based approach. The experimental results showed that the proposed approach in general performed better than the benchmark approaches, especially when the number of training documents was small. The proposed approaches can be applied in topic-specific search engine development and other Web applications such as Web content management.

Marco Vanetti [1] presented a key OSN service that has not been provided so far. Indeed, today OSNs provide very little support to prevent unwanted messages on user walls. For example, Facebook allows users to state who is allowed to insert messages in their walls (i.e., friends, friends of friends, or defined groups of friends). Limitations are, however, no content-based preferences are supported and therefore it is not possible to prevent undesired messages, such as political or vulgar ones, no matter of the user who posts them. Providing this service is not only a matter of using previously defined web content mining techniques for a different application, rather it requires to design ad-hoc classification strategies.

Jaideep Srivastava [18] states that, the Web and its usage continues to grow, so grows the opportunity to analyze Web data and extract all manner of useful knowledge from it. The past five years it has been seen that emergence of Web mining as a rapidly growing area, due to the efforts of the research community as well as various organizations that are practicing it. He briefly described the key computer science contributions made by the field, the prominent successful applications, and outlined some promising areas of future research. Limitations are web search engines have limited options for keyword query combination, only data for the one server, only certain users.

Melichar, Borivoj[20] presented an string pattern matching algorithm, which finds all occurrences of one given string within another, in running time proportional to the sum of the lengths of the strings. The constant of proportionality is low enough to make this algorithm of practical use, and the procedure can also be extended to deal with some more general pattern-matching problems. A theoretical application of the algorithm shows that the set of concatenations of even palindromes. The main drawback of string pattern matching algorithms is the preprocessing time and the space required, which depends on the alphabet size and/or the pattern size.

Elisabetta Binaghi[6] states that, the main contribution of this paper is the design of a system providing customizable content-based message filtering for OSNs, based on ML techniques. Content-Based Filtering Information filtering systems are designed to classify a stream of dynamically generated information dispatched asynchronously by an information producer and present to the user those information that are likely to satisfy the requirements.

P.W. Foltz[7] and P.S. Jacobs[8] proposed in content-based filtering, each user is assumed to operate independently. As a result, a content-based filtering system selects information items based on the correlation between the content of the items and the user preferences as opposed to a collaborative filtering system that chooses items based on the correlation between people with similar preferences.

Y. Zhang and J. Callan[12] proposed that the documents in content-based filtering are mostly textual in nature and this makes content-based filtering close to text classification. The activity of filtering can be modeled, in fact, as a case of single label, binary classification, partitioning incoming documents into relevant and no relevant categories. More complex filtering systems include multilevel text categorization automatically labeling messages into partial thematic categories. Policy-Based Personalization of OSN Contents Recently, there have been some proposals exploiting classification mechanisms for personalizing access in OSNs. For instance, a classification method has been proposed to categorize short text messages in order to avoid overwhelming users of micro blogging services by raw data. The system described in focuses on Twitter and associates a set of categories with each tweet describing its content. The user can then view only certain types of tweets based on his/her interests. In contrast, Golbeck and Kuter proposed an application, called Film Trust, that exploits OSN trust relationships and provenance information to personalize access to the website. However, such systems do not provide a filtering policy layer by which the user can exploit the result of the classification process to decide how and to which extent filtering out unwanted information.

III. SYSTEM ARCHITECHURE

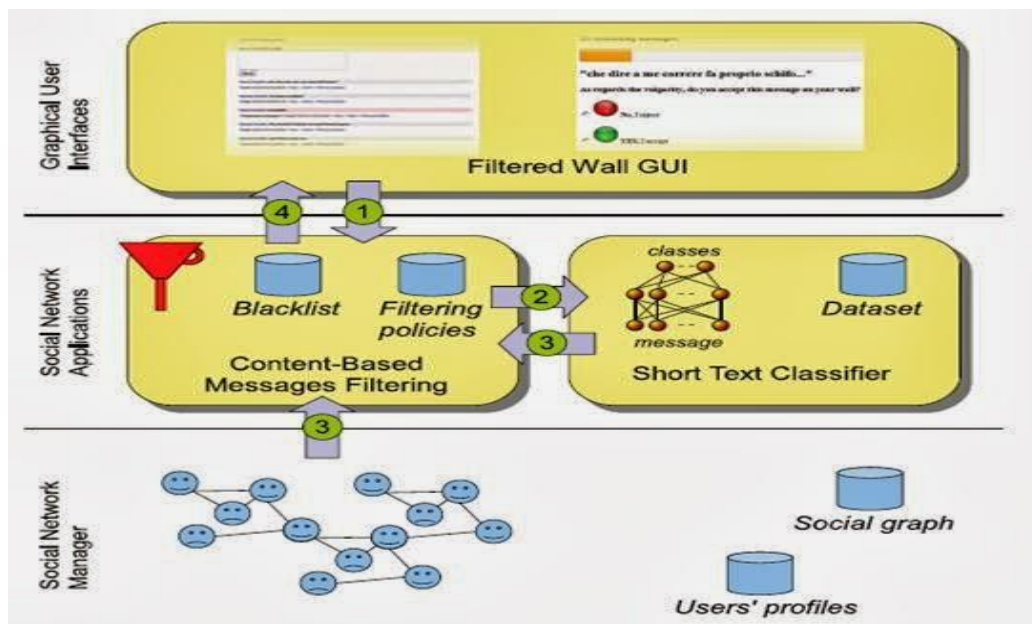


Figure1. System architecture

The architecture in support of OSN services is a three-tier structure (Fig. 1). The first layer, called Social Network Manager (SNM), commonly aims to provide the basic OSN functionalities (i.e., profile and relationship

management), whereas the second layer provides the support for external Social Network Applications (SNAs). The supported SNAs may in turn require an additional layer for their needed Graphical User Interfaces (GUIs). According to this reference architecture, the proposed system is placed in the second and third layers. In particular, users interact with the system by means of a GUI to set up and manage their FRs/ BLs. Moreover, the GUI provides users with a FW, that is, a wall where only messages that are authorized according to their FRs/BLs are published. The core components of the proposed system are the Content-Based Messages Filtering (CBMF) and the Short Text Classifier modules. The latter component aims to classify messages according to a set of categories. In contrast, the first component exploits the message categorization provided by the STC module to enforce the FRs specified by the user. BLs can also be used to enhance the filtering process.

IV. ANALYSIS OF PROBLEM

A system will automatically filter unwanted messages from OSN user walls on the basis of both message content and the message creator relationships and characteristics. The paper substantially extends for what concerns both the rule layer and the classification module. Major differences include, a different semantics for filtering rules to better fit the considered domain, an online setup assistant (OSA) to help users in FR specification, the extension of the set of features considered in the classification process, a more deep performance evaluation study and an update of the prototype implementation to reflect the changes made to the classification techniques. In web mining the most general sense it can contribute to the increase of profits, be it by actually selling more products or services, or by minimizing the costs. In order to do this, marketing intelligence is required. This intelligence can focus on marketing strategies and competitive analyses or on the relationship with the customers. The different kinds of web data that are somehow related to customers will then be categorized and clustered to build detailed customer profiles. This not only helps companies to retain current customers by being able to provide more personalized services, but it also contributes in the search for potential customers.

V. PROPOSED WORK

- User Friendliness is provided in the application with various controls provided by system Rich User Interface.
- The system makes the overall project management much easier and flexible.
- It can be accessed over the Intranet.
- The user information can be stored in centralized database which can be maintained by the system.
- This can give the good security for user information because data is not in client machine.
- Authentication is provided for this application only registered Users can access.
- There is no risk of data management at any level while the project development is under process.
- Categorization of computers in the database make easy to identify the various computer peripherals.

VI. IMPLEMENTATION

According to limitations and literature reviews of this paper will experimentally evaluated and implemented an automated system, called Filtered Wall (FW), able to filter unwanted messages from OSN user walls. We exploit Machine Learning (ML) text categorization techniques to automatically assign with each short text message a set of categories based on its content. Additionally, we plan to investigate the use of online learning paradigms able to include label feedbacks from users and we plan to enhance our system with more sophisticated to decide when a user should be inserted into a BL. The major efforts in building a robust short text classifier are concentrated in the extraction and selection of a set of characterizing and discriminate features. The solutions investigated in this paper are an extension of those adopted in a previous work by us from which we inherit the learning model and the elicitation procedure for generating pre-classified data. The original set of features, derived from endogenous properties of short texts, is enlarged here including exogenous knowledge related to the context from which the messages originate. As far as the learning model is concerned, we confirm in the current paper the use of neural learning which is today recognized as one of the most efficient solutions in text classification. In particular, we base the overall short text classification strategy on Radial Basis Function Networks (RBFN) for their proven capabilities in acting as soft classifiers, in managing noisy data and intrinsically vague classes. Moreover, the speed 2 in performing the learning phase creates the premise for an adequate use in OSN domains, as well as facilitates the experimental evaluation tasks. The goal of the paper is therefore to propose and experimentally evaluate an automated system, called Filtered Wall. System proposed Machine Learning (ML) text categorization techniques. Create neural model within a hierarchical two level classification strategy. Generate user-defined Blacklists (BLs) module.

VII. CONCLUSION

In this paper, we have presented a system to filter unwanted messages from OSN walls. On-line Social Networks (OSNs) is to give users the ability to control the messages posted on their own private space to avoid that unwanted content is displayed. Up to now OSNs provide little support to this requirement. To fill the gap, we enhance the system by creating a instance randomly notifying a message system that should instead be blocked, or detecting modifications to profile attributes that have been made for the only purpose of defeating the filtering system. Automatically user will get a mail notification. Additionally, we plan to investigate the use of online learning paradigms able to include label feedbacks from users and we plan to enhance our system with more sophisticated to decide when a user should be inserted into a BL.

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