The Discovery of a Dual Pointing Mechanism Mobile Apps Applications

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ABSTRACT:

These days any Smart phone today. Different applications should be installed on your Smartphone. Users of the application in the Google Play Store as smart phones, Apple etc. Memory Play store you visit so he or she lists the various applications is seen to be able to travel to Download Apps Store. This list is created on the basis of promotion or advertising. User application (ie, the application useful or useless) has no knowledge of. Then you look at the list and the App Store, charging more than the first page of the application. But sometimes it happens that the downloaded application does not work or does not make sense. This means that fraud is not in the list of mobile applications. To avoid this scam, we do use, we studied the list of applications. We are actively seeking a list of applications for the first time that meetings of the leaders are meeting. We also are testing three types of investments: evidence-based testing and rating ranking based on transparency, based on tests. With these three tests, in the end, we calculate the aggregation of these tests. We have a long period of time for the actual data to be collected to assess the Play Store with our application. Mobile Apps, fraud detection evidence rankings, ranking the historical documents, assessment and review.

INTRODUCTION:

The number of mobile applications at a breathtaking speed has grown rapidly in recent years. For example, as of the end of April 2013, more than 1.6 million on the Apple app store and Google Play applications. Mobile applications development, to encourage multiple daily chart App Store application is launched, showing the classification of the most popular applications.

In fact, one of the most significant opportunities for mobile applications Council head should be encouraged to apply. Ranking high on the head are usually a large number of downloads and millions of dollars in revenue would have. Therefore, application developers to promote their applications, their application, the application chart is selected as high as possible in the campaign for the detection of different ways. However, a new trend, rather than as a targeted increase in traditional marketing solutions, application developers use some suspected fraudulent means and their applications in the app store, manipulate chart placement. It is usually implemented using the so-called"Startup" or the fields "of human water armies" in a very short time the app download and review inflate relationships. For example, it said in an article from VentureBeat, an app that was promoted by ranking manipulation, number 1800 top 25 ranking of the top free Apple and more than 50,000 users in 100,000new can be operated inside a few days ago to buy. In fact, such a fraud ranking raises great concern in the mobile app industry. For example, the Apple application developers warn of action, ranking in the Apple app store to fraud. Revenue is information that can be used, reducing costs to increase - general data mining on data mining (sometimes called data exploration or knowledge) to analyze the structure of synthesize, useful information process data from different points of view, or both, data mining software for the analysis of data is one of a range of analytical tools. The users, classify and analyze many different dimensions or angles, identifying relationships allows to summarize the data. Technically, data mining, process or correlation patterns among dozens of fields in large relational databases to find.

While a separate transaction for large information technology and analysis systems have been developed, mining, provides the connection between the two. Data mining software transaction reports and query users on the basis of open data model stored analyzes. Different types of analysis software: statistics, machine learning and neural networks. Category: Data predefined sets of data will be used to detect. For example, a restaurant chain mining customers, when customers visit and can usually determine what purchase. This information can be used to increase traffic to the daily deals.Cluster data elements are grouped according to logical relationships or consumer preferences. For example, market or consumer data to identify areas of convergence can be achieved. Associations: The data can be extracted to identify associations. Mining is an example of associative beer example diapers. Sequential patterns: Data are extracted to anticipate behavior patterns and trends. For example, a retailer of outdoor equipment sleeping bag and a bag of shoes on the purchase by a consumer to buy can predict the likelihood of this. Data mining consists of five main elements: Extract, transform and load transaction data to the data warehouse system. And for managing a multidimensional database system to save data. Business analysts and IT professionals use to enter data. Analyze the data. Applications such as a chart or analysis table.Different level to present data in a usable format, the software are available: Artificial neural networks: Non-linear predictive models that learn through training and structure in organic neural networks resemble. Genetic algorithms: Optimization techniques that the genetic combination, mutation and natural selection in a design based on natural evolution concepts such as the use of processes based. Decision trees: Tree structures, represent the number of decisions. These decisions to classify a data set to generate rules. Classification and regression tree methods specific decision tree (CART) and Chi Square Automatic Interaction Detection (CHAID) are included. CHAID decision trees for classification of a dataset car and technology. They are rules that you have to predict the outcome of a new one for the record data (not rated) to provide a set of can apply.

Cart segments while CHAID segments using chi-square test multi-partition, create a dataset by creating 2-way divisions. CART CHAID data usually requires less preparation. Nearest neighbor method is a technique that records a dataset K (S) Each record classified into classes based on a combination of a set of more historical data (where k = 1) is like. K-nearest neighbor technique sometimes. Rule induction: the statistical significance of the data based on the extraction of useful if-then rules. Data visualization: multidimensional data in the visual interpretation of complex relationships. Graphics tool used to describe the relationship between the data are. Data mining features: for example, such a large data should be analyzed using automated techniques that amount, satellite information, credit cards, etc. According to statistics incomplete transactions: large amounts of data incorrect all data collection is characterized by the data. Complex data structures: statistical analysis of data stored in traditional impossible heterogeneous legacy systems. The benefits of data mining: and the most effective services that are available today. the business decisions to improve their own business an unprecedented as an infinite number of organizations use data mining for data mining projects have been established to provide a comprehensive overview helps customers be made in respect and help them in their marketing strategies (campaign) to data mining generally with a strong customer orientation is used by organizations.

RELATED WORK

This paper aims to identify users or control production spammers spam reviews. We attribute these actions to identify and amend the spammer behavior modeling to detect spammers. In particular, we try to model the behavior. In the first place, spammers certain products or groups of products targeted in order to maximize their impact. In the second place, in his review of the different products are taken by other key. We critically evaluated for each spam scoring methods for measuring and reviewing data to Amazon proposes to implement it. We specialize our users a web-based spammer analysis for user assessment testing by using

specially developed software for further examination to select a subset of highly questionable referee. Our results show that our ranking methods proposed and tested to outperform other basic method is effective in the sand spammers are based on the discovery of voice alone subsidiary. We finally show that spammers have a huge impact on the assessment of auditors is useless. For this article, we called: the concept extraction to remove the rating and review ranking.Concept. Advances in GPS tracking technology, GPS tracking devices to collect a large amount of GPS installation of taxi in the city is allowed to work under time constraints explains. These GPS tracks offer us unprecedented opportunities to highlight the activities of fraudulent taxi drivers. In this paper we explore the taxi system, which is capable of systematic fraud by cabbie scam has developed a disc. In this system, we must first work to two aspects of testing: test route and try route. In addition, a third party based on the principle of evidence is designed to combine both aspects of the evidence. To implement the system, first GPS taxi identify interesting places for a large amount of goods. Then we test the path proposed to remove a nonparametric method. We also mark the introduction path from one location to another interesting represents a path to a specific guide. Based on the distribution of the guide path route tag and path attributes to identify test a productive use of statistical models.Finally, we have a large real-world driving in a taxi with GPS taxi strains evaluating fraud detection system. In experiments, we routinely examine fraudulent activities to drive the taxi driver and a fraud scam analysis of data generated by the pilot to find the motivation to commit. We called this document: the concept of the text on the web fraud detection evaluate products, services, events, people, etc. have become an important source of recent opinions on, many researchers reviews, forum posts and blogs of opinion as these sources studied. However, the current classification and natural language processing and data mining technology with focused research on the synthesis of ideas. An important issue that has been overlooked is the reliability of opinion spam or online opinion. In this article we look at this issue in the context of the review, are rich in ideas and is widely used by consumers and producers. Many startup companies first review appeared in the last two years a total review. So it is high time to review the study of spam. To my knowledge, there are no published studies on the subject, even if the Web spam and email spam has been studied extensively. We will see very different opinion of the web spam, and e-mail spam, and thus requires different detection techniques. 5.8 million and 2.14 million, based on the analysis of auditors review amazon.com, we show that the opinion of the spam is widely used in the review. This paper analyzes the spam activity and offers a number of new techniques to detect that. Information retrieval, natural language processing, data mining and related fields as a contrast to the multiple applications in respect of certain criteria for the classification of the Court requiring a ranking. In addition, they have different rankings for many of these problems is well established models have been studied, and it is desirable to combine their results in the general ranking, as a rank aggregation called formalism. This article post aggregation (ULARA) a linear combination of the individual standings leader based on the principle of agreement between rewarding tasks trim yields presents a novel algorithm for unsupervised learning. Presenting ULARA Furthermore, we aim for all recovery system at a working data fusion demonstrate its effectiveness.

SYSTEM PRELIMINARIES

The main evidence session mining, based on the ranking, evidence-based assessment, assessment of evidence, evidence gathering session for the first module we detail our system with major mining environment as an app store application development. Intuitively, a mobile application is leading the meetings, represent their popularity at this important meeting takes place in the rankings is only chaos. Therefore, the problem of fraud, fraud detection main meetings is to find out the ranking. The line, the first thing, that my record of encounters lead as its historical rankings with a mobile app. There are two main steps for mining leaders' meetings.

First, we find a record of events that led from the historical rankings application needs. Secondly, we are adjacent events leading to the need to combine the realization of important meetings. This module developed ranking system based on the evidence in the ranking based on evidence. Ranking historical documents Apps ", the ranking of a given web applications ever major event model ranked serve treat Turkey, rank analysis consisting of three distinct phases, increase the time, the recession phase and say especially for participation., ranking one spot in the ranking increases application (that is, the growing phase), then such a top position a holding period (that is, the maintenance phase) for, and finally in any event, the leader of the first moves to end the event (ie recession). evidence based on the third module, we expand the system with evidence-based evaluation form. rankings fraud detection, classification of based element is useful. However, sometimes it's just not enough evidence-based ranking uses., for example, by some well-known, such as application developers Game lost, a few events that larger values of U1 "developers and" credibility "word-of-mouth advertising effect may be due to get started with. Moreover, such "limited in time" discount, as some of the legal marketing services based testing can become a significant ranking.To solve this problem, we also "historical voting records to remove evidence of fraud on applications examine. Testimonials by rating evaluation module add this module in our system based on the evidence. In addition to the vote, App application main view of the significant handling fraud rankings. more said before downloading a new mobile app or their decision, and a mobile app before its historic opinion that most of those positive reviews will attract more users to download . Therefore, to allow about impostors often, meetings that often involves buying the farm aggregation modules we tested our system for stockpiling board.Evidence leader in developing apps for application downloads increased ranking on a specific application and get so much fake review. After extraction three types of evidence of fraud, the next challenge is how to combine evidence of fraud standings.

Really patch-based models such as dots patterns and Dempster-Shafer rule placement process and test combination is described in the literature, see. However, a global ranking of all candidates to focus on learning some of these methods. The new applications for fraud detection is not perfect for finishing. Other methods of supervised learning techniques that depend on the selected training data and are based on heavy use. Instead, we have an approach to combine fraud equality proposed by the test.

CONCLUSION:

Fraud detection system for mobile applications we have developed a ranking. Then we found based on rankings, evidence of fraud detection and verification based on the evaluation of the test try. In addition, we aggregation method is an adaptation of mobile applications to integrate all the tests to assess the reliability of the meeting of leaders has to offer. This approach has a unique perspective of all the evidence that can be modeled by statistical hypothesis testing, so it is with other domain knowledge test rankings fraud detection is easy to be extended. Finally, the data collected by the Apple app store on the actual application of the proposed system with extensive testing confirms. Experimental results showed the effectiveness of the proposed method. In the future we plan and latent evidence of fraud, effective feedback, validation and analysis to study the relationship between the rankings. Also, we like to recommend mobile applications to improve the user experience for mobile services with other apps such as fraud detection, improve our ranking approach.

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