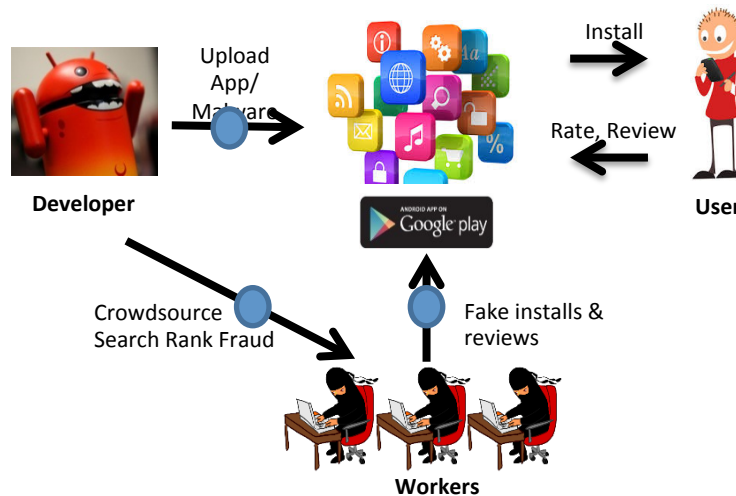


TWC: Small: Collaborative:

Cracking Down Online Deception Ecosystems

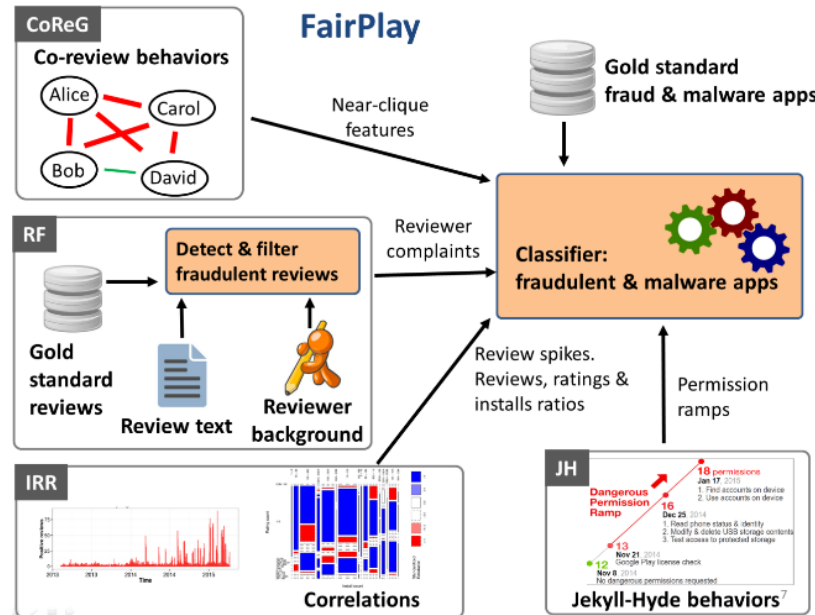
Challenges:

1. Existing techniques unable to curb **organized** online fraud
2. Fraud originates from **resourceful** human workers
3. Insufficient fraud behavior data
4. Highly dynamic online services



Solution:

1. Study fraudulent behaviors at intersection of **crowdsourcing sites and online services**
2. Collect and publish **gold standard** attributed fraud
3. Design **FairPlay** system to differentiate fraudsters from honest users
4. Design light-weight visualizations that help the user avoid fraudulent products



Scientific Impact:

1. Reveal unique fraud innovations and behaviors of fraudsters
2. Combine linguistic and graph methods to group fraud creators
3. Pave the way to **fraud attribution**: identify fraud promoters and creators

Broader Impact:

1. Protect people from
 - fake reviews, news
 - malware
2. Sub-projects used in REU and RET programs at FIU, GT
3. Established collaboration with K-8 teacher and students at Norman S. Edelcup/Sunny Isles Beach K-8 school