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RESEARCH APPLICATION OF THE SPAM FILTERING ALGORITHM ON SOCIAL MEDIA

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Abstract: Today there are a lot of different social networks and messengers, which in today's society, especially in times of pandemic corona-virus have become an integral part of our daily lives, including work activities. At the same time there is a lot of unnecessary information coming to users every second, so the problem of dealing with spam messages in social networks and messengers is now very relevant.

By spam we mean any messages that a person, or an entire company, considers unnecessary in a particular text stream.

The project is devoted to solving the scientific and applied problem of detecting spam messages in the text context of any social network or messenger using various spam detection algorithms. Three algorithms were implemented and investigated: an algorithm using naive Bayesian classifier, Support-vector machine and multilayer perceptron neural network.

The main idea is to develop a spam detection algorithm that is fast and easy to integrate in a messenger (social network). It is proposed to use the obtained solutions for IT companies. The developed algorithm should recognize spam based on the context of a particular firm and quickly remove or mark it. Since the spam detection task is essentially the task of sorting messages into A and B classes, the developed algorithm can be used not only for spam filtering but also, for example, for monitoring chat rooms for the messages that are important to a particular employee of the company.

Keywords: spam, social network, naive Bayesian classifier, Support-vector machine, multilayer perceptron neural network.

I. INTRODUCTION

In 2019, the percentage of spam in global mail traffic was 56.51%, which is 4.03% more than in 2018 [1] (Fig. 1.1).



Fig 1.1. Percentage of spam in email traffic in 2019

Unlike inboxes, most social media chat rooms do not have built-in anti-spam algorithms. Although there is not as much spam in chat rooms as in email services, the cost of an extra message can cost a particular firm a lot of money. For example, when a spam message contains a link to a resource that infects a user's computer and penetrates a company's internal network. The effects of such interference can be very costly for a firm. Therefore, there is the issue of monitoring the incoming text stream in social networks and messengers arises.

By being able to filter spam messages in messengers and social networks, firms can save their employees' time and prevent losses information.

To solve the problem we were used algorithms using naive Bayesian classifier, support vector method and multilayer perceptron neural network. An approach with integrated application of the investigated algorithms can begin to solve the problem of spam in social networks and messengers.

II. LITERATURE ANALYSIS

2.1 Characterization of spam. Ways to deal with spam

Spam is a mass mailing of correspondence of an advertising to people who have not expressed a desire to receive it [2].

The various types of spam generally include: advertisements; Nigerian emails; phishing; other types of spam. Other types of spam include: mass mailings of letters with religious content; mass mailings to put the mail system out of service (causing

the system to fail); mass mailings on behalf of another person in order to cause a negative attitude towards that person; mass mailings of letters containing computer viruses (for their initial spread).

The basic ways of spam spread today include [2]: e-mail; Usenet; messengers; substitution of Internet traffic; SMS messages; phone call, etc.

Spam messages cost the perpetrator virtually nothing, but the recipient of the spam usually has to pay the Internet provider for the time used to receive the spam. The mass spread of spam also complicates the operation of information systems and resources, and there is a very large amount of unnecessary load on them. Due to mass mailings the user has to spend unnecessary time filtering the messages. To avoid this, users use anti-spam filters to save time. But spam filters can also accidentally erase an important message by recognizing it as spam.

The surest way to deal with spam is to prevent spammers from getting hold of your email address.

Auto-Spam Detection Software is called Anti-Spam Filters. They can be applied by end-users or on servers. This software has two main approaches [3]:

1) the content of the message is analyzed and based the algorithm decides whether it is spam or not. If a message is classified as spam, it can be marked, moved to another folder, or even deleted. Such software can run both on the server and on the client computer. With this approach you don't see the spam filtered, but you continue to pay the full cost for receiving it, because the anti-spam software receives each spam message anyway (wasting your money) and only then decides whether to show it or not;

2) it classifies the sender as a spammer without looking at the text of the message. This software can only work on the server which directly receives the messages. With this approach it's possible to reduce the cost - money is only spent on communicating with spam mailers (i.e. refusing to accept the messages) and on contacting other servers for verification. The gain, however, is not as great as you might expect. If the recipient refuses to accept the message, the spammer program tries to bypass the protection and send it another way. Every of such attempt has to be handled separately, which adds to the overhead on the server.

This project discusses a statistical Bayesian spam filtering, method using a support vector method and a multilayer perceptron neural network.

2.2 Analysis of spam detection algorithms. Naive Bayesian classifier

A naive Bayesian classifier is a probabilistic classifier that uses Bayes theorem to determine the probability of an observation (sample element) belonging to one of the classes under the assumption of (naive) independence of the variables [4]. Examples of how this method works are: recognizing spam, analyzing emotional coloring of texts, detecting racism in text voters, any information processing systems and the like.

If it is possible, based on the values of the variables, to unambiguously determine which class an observation belongs to, the Bayesian classifier will report the probability of belonging to this class [5].

In other cases, when an observation can belong to different classes with different probabilities, the result of the classifier will be a vector whose components are the probabilities of belonging to one or another class [6].

The advantage of this approach is that the sample size requirements are reduced from exponential to linear. The disadvantage is that the model is accurate only when the assumption of independence is satisfied. Otherwise, strictly speaking, the calculated probabilities are no longer accurate (and even more, their sum may not equal one, making it necessary to normalize the result).

The probabilities involved in Bayes' theorem may have different interpretations. In one of these interpretations Bayes' theorem is used directly in a particular approach to statistical speculation. In the Bayesian interpretation of probability, this theorem expresses how a subjective measure of certainty should rationally change when accounting for evidence: it is a Bayesian view that is fundamental to Bayesian statistics [7]. However, Bayes' theorem has numerous applications in a wide range of calculations involving probability, not just Bayesian using.

Mathematically Bayes' theorem is [8]:

$$(2.1) \quad P(A | B) = \frac{P(B | A) P(A)}{P(B)}$$

where A and B are events:

- P (A) and P (B) are the probabilities of A and B without relation to each other;
- P (A | B) is the probability of observing event A if B is true;
- P (B | A) is the probability of observing event B if A is true.

2.3 Analysis of spam recognition algorithms. Support-vector machine

In machine learning, Support Vector Method (SVM) is a data analysis technique for classification and regression analysis using supervised learning models with linked learning algorithms, called support vector machines [9, 10]. For a given set of training samples, each marked as appropriate to one or the other of two categories, the SVM training algorithm builds a model that assigns new samples to one or the other category, making it a probabilistic binary linear classifier. The SVM model is a representation of samples as points in space, reflected in such a way that samples from individual categories are separated by a net gap, which is the widest. New samples are then mapped into the same space and predictions are made about their category membership based on which side of the gap they fall on (Fig. 2.1).

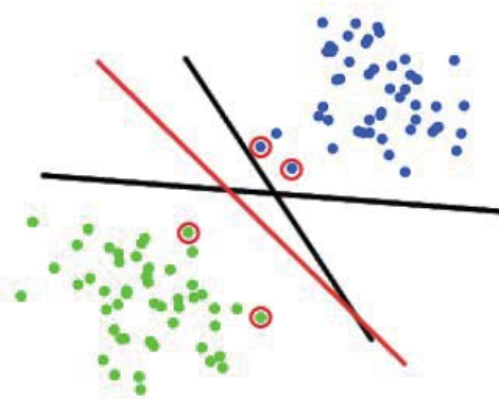


Fig. 2.1. Operation of the method with linearly separate data

But there are situations where the data are not linearly separable. For this reason, it has been proposed to map the primary finite-dimensional space into a space with more dimensions, presumably making splitting easier in this space (Fig. 2.2).

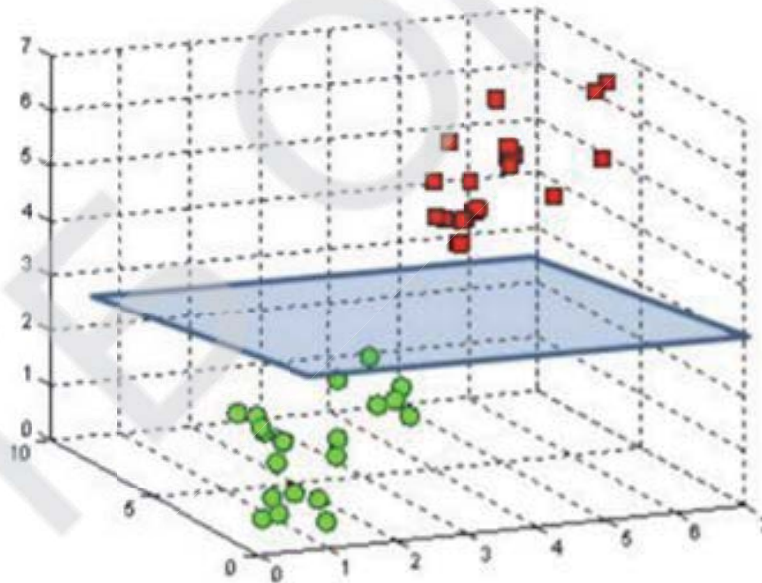


Fig. 2.2. Linearly inseparable data

You can also visually see the algorithm work (Fig. 2.3).

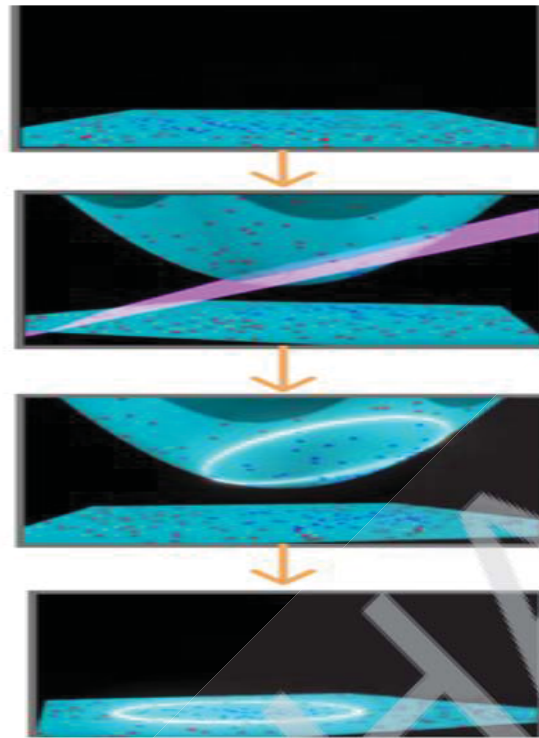


Fig. 2.3. The SVM method operation

2.4 Analysis of spam recognition algorithms. Perceptron

The Perceptron is a mathematical or computer model of information perception by the brain (cybernetic brain model), proposed by Rosenblatt in 1957 and implemented as the Mark-1 electronic machine. The main mathematical problem it can cope with the linear partitioning of arbitrary non-linear sets [11].

A perceptron consists of three types of elements, namely signals from sensors are fed into associative elements, and then into reactive elements. In this way, perceptron allows the creation of a set of "associations" between input and the desired output response. In biological terms, this corresponds to transforming, for example, visual information into a physiological response of motor neurons

Fig. 2.4 shows a model of an elementary perceptron.

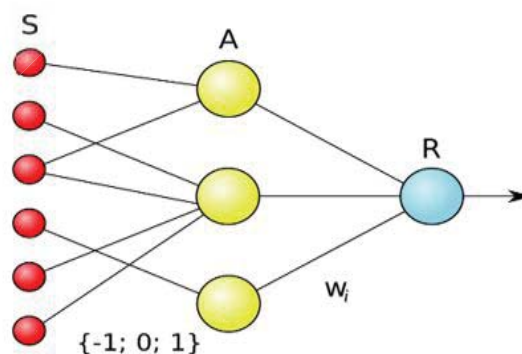


Fig. 2.4. Logic diagram of an elementary perceptron

III. OBJECT, SUBJECT AND METHODS OF RESEARCH

The aim of the work is to study the possibility of using different algorithms in the development of software for filtering spam in the textual content of social network messengers and speed response to unnecessary messages.

The aim is to do the following tasks: a) the analysis of the special possibilities of the recognition of spam messages; b) the analysis of the existing methods of spam recognition c) the realization of the methods of combating spam based on the naive Bayesian Classifier, the method of reference vectors and multilayers perceptron neural network; d) the analysis of the used algorithms.

The object of the research is the process of identifying spam in the text context of SOCIAL networks messengers.

Subject of study – the process of filtering spam messengers in SOCIAL networks using the base of methods for recognizing spam.

Research methods: classification theories, probabilistic classifiers, the theory of neural quantities, statistical methods of analysis of linguistic methods.

Scientific novelty – improved methods for the recognition of spam in the messenger using text messages of a particular text stream.

IV. RESULTS

As a training dataset was chosen the dataset of spam messages from the kaggle SMS Spam Collection Dataset, but the dataset of messages from a particular company can also be used to train the algorithm [12]. To implement the spam filtering algorithms we used the Python 3.6 programming language, the PyCharm programming environment and the Keras, NumPy, Sklearn and Pandas libraries [13].

The simulation was performed on a LifeBook E744 notebook with 8Gb RAM, an Intel Core i7 CPU (up to 3.2 GHz) and an Intel HD Graphics 4600 video processor.

The spam messages dataset contains two columns, the first one contains the message class (ham – normal message, spam – spam messages). Let's first convert the first class column to an array of integers. A 1 will indicate that the given message is spam, a 0 – normal message.

To turn the whole text of the messages into numbers (vectorization), we need to make a dictionary of words, an array of words [11, 13]. Each word in the dataset is converted to lower case. Since our set could get punctuation marks, the next step is to clear the dictionary of unnecessary words.

After that, each word is brought to the infinitive (permanently -> permanent).

Having analyzed the resulting set of data, we can see some words are repeated very often, and others, on the contrary, very rarely. We will remove from the resulting set of words that are repeated more than 1000 and less than 5 times.

Then, on the basis of the obtained set of words we will create a dictionary, deleting all repetitions (i.e. every word in the dictionary is unique). The vectorizer from sklearn library was used for this purpose.

The created vocabulary included 1191 words. The sentences of the dataset are vectorized using the dictionary. After transformation, the data can be fed to the input classifiers. Also, some part of the dataset (about 600 messages), which is not part of the training data, was rejected for further testing of algorithms.

By testing each of the algorithms, we will count the number of mistakes and percentage of the mistakes.

The general scheme of execution of the developed software application is given in fig 4.1 [14].

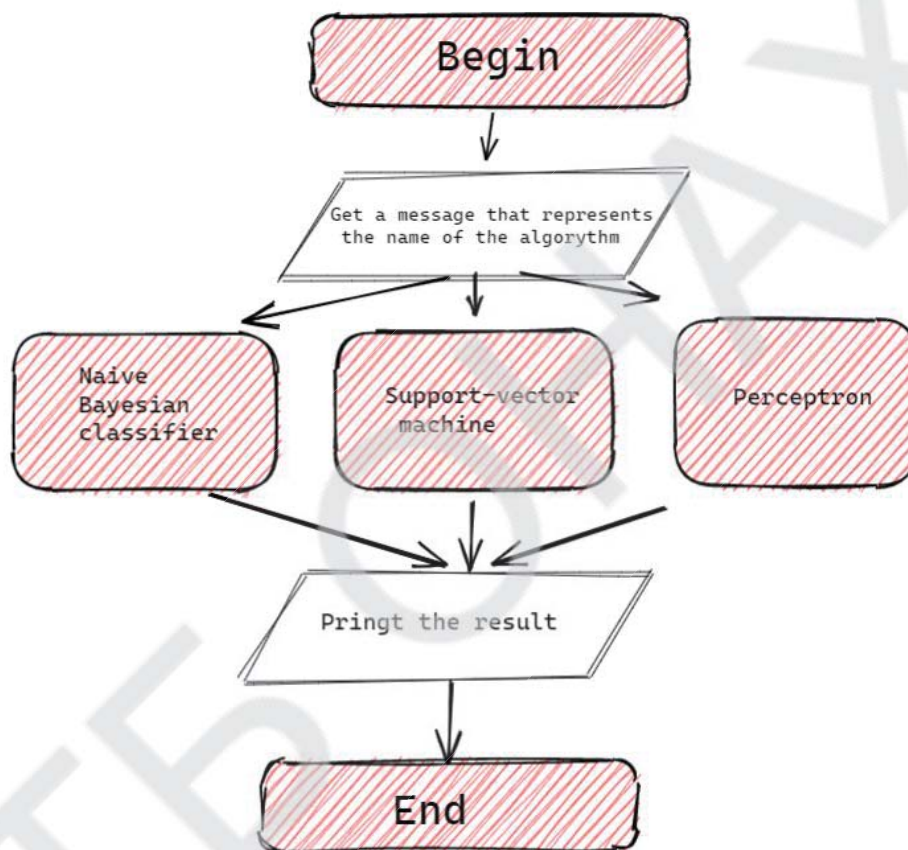


Fig. 4.1. The general scheme of execution of the developed software application

Algorithm of analyzing spam messages contains the following steps:

- 1) the user enters into the software application the initial text that should be analyzed;
- 2) software application parses the initial text into array of words, then each word is converted to the infinitive, then the resulting set of words is vectorized and transmitted to the input to the selected algorithm;
- 3) the algorithm analyzes the received data and returns the result as the probability of belonging the received data to the class (our algorithm has two classes: spam and non-spam);

4) the received data is analyzed and converted to a human readable representation;

5) the software application displays the result of the analysis and the probability of belonging the message to the spam-class;

6) the results of the analysis can be saved to the selected file if it is needed.

Firstly we have tested a perceptron multilayer neural network, which consists of 4 layers: 1 input, 2 hidden, and 1 output (Fig. 4.2).

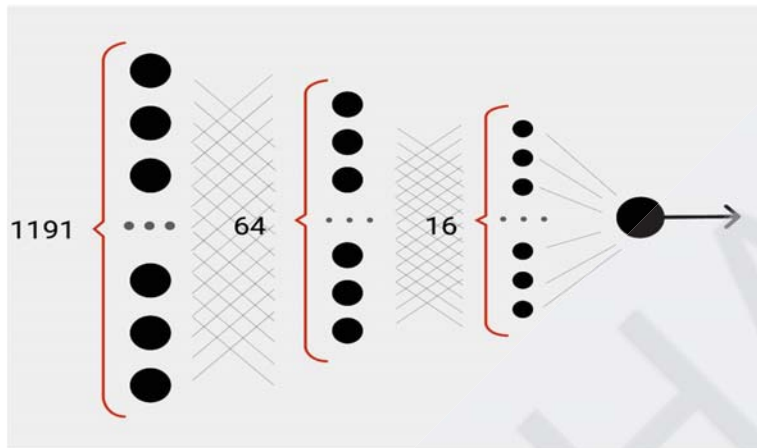


Fig. 4.2. Schematic model of the perceptron neural network

Having tested the created model we get:

Count mistake: 12
Mistake: 2.086957 %

Fig. 4.3. Results of the perceptron neural network

As can be seen on Fig. 4.3 the average number of perceptron mistakes is 12 out of about 600 messages, and the average mistakes probability is 2%.

Using the same input data, let us test an algorithm based on the naive Bayesian classifier (Fig. 4.4) and the Support Vector Method (SVM) (Fig. 4.5).

Count mistakes: 10
Mistake: 1.739130

Fig. 4.4. Results of the naive Bayesian classifier

Count mistakes: 6
Mistake: 1.043478

Fig. 4.5. The results of the method of support vectors

From the obtained data let's draw a graph in Fig. 4.6.

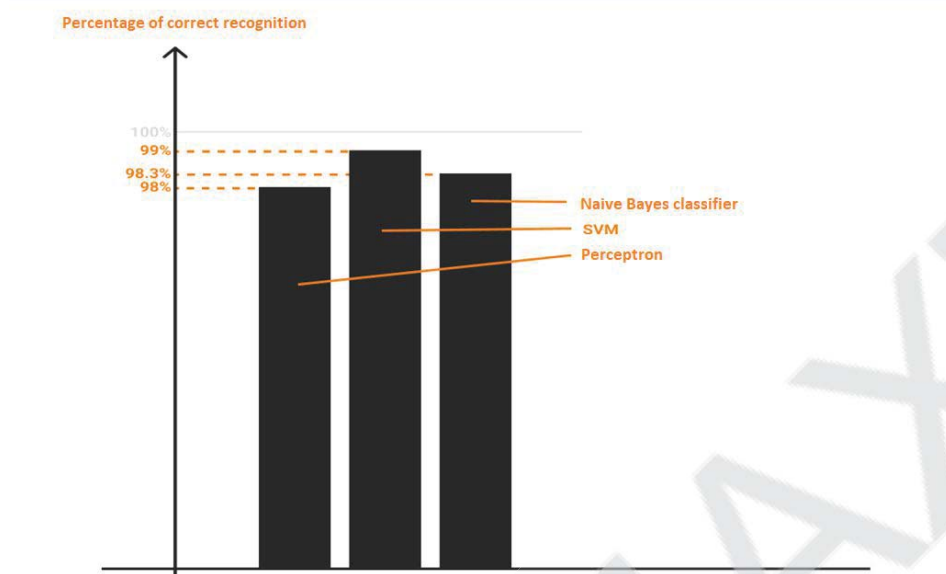


Fig. 4.6. Comparative graph

The analysis shows that the most accurate for the given dataset of spam messages is the application of the support vector method.

The work of the algorithms was also tested in the popular messenger Telegram [15].

V. CONCLUSIONS

As part of this research, the scientific and applied problem of determining spam in the textual context of social networking messengers was solved by the example of Kaggle SMS Spam Collection Dataset using chatbots in the popular messenger Telegram.

1. Considered the relevance of spam detection and possible problems due to spam intervention.

2. Considered the basic methods of spam recognition, namely naive Bayesian classifier, the method of support vectors and multilayer perceptron neural network.

3. It was developed the program to filter spam in the messenger Telegram, that uses three implemented algorithms for spam recognition.

4. A comparative analysis of the three most popular methods for recognizing spam messages was performed and it was shown that the most effective method is the support vectors algorithm with a mistake of only 1.044%. In second place was the algorithm based on the naive Bayes classifier with a mistake of 1.739%. The third place for our case was taken by the multilayer perceptron neural network with a mistake of 2.087%.

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Research of the LOGO! microcontroller programming system. Author: <i>Idrisov Marat Rinatovich</i> , Advisor: <i>Seytkanov Sabriden Seytkanovich</i> , Academician K. I. Satpayev Ekibastuz Engineering and Technical Institute (Republic of Kazakhstan)	135
It solution regarding to the implementation of the EU GDPR. Authors: <i>Aurelian Gore, Ivan Postu</i> , Advisor: <i>Rodica Bulai</i> , Technical University of Moldova (Moldova)	143
Study of methods of setting the automatic control system of industrial control systems. Author: <i>Timakov Gennady Sergeevich</i> , Advisor: <i>Seytkanov Sabriden Seytkanovich</i> , Academician K. I. Satpayev Ekibastuz Engineering and Technical Institute (Republic of Kazakhstan)	159
Hall elements study with microprocessor system. Author: <i>Gergana Mironova</i> , Advisors: <i>Goran Goranov, Anatolii Aleksandrov</i> , Technical University of Gabrovo (Bulgaria)	170
Researching the system for vulnerability to MITM attacks by creating Fake Ap. Authors: <i>Ulyana Karpenko, Igor Chebanenko</i> , Advisor: <i>Sergey Krivenko</i> , Mariupol State University (Ukraine)	177
Portable weather station on a microcontroller. Author: <i>Lilia Bosenko</i> , Advisor: <i>Volchikov Igor</i> , Professional college of oil and gas technologies, engineering and service infrastructure of the Odessa National Academy of Food Technologies (Ukraine)	188
Application of ARDUINO microcontroller system in the educational process. Author: <i>Yakovleva Katerina</i> , Advisor: <i>Volchikov Igor</i> , Professional college of oil and gas technologies, engineering and service infrastructure of the Odessa National Academy of Food Technologies (Ukraine)	200
ATDH-Remote. Authors: <i>Yevhenii Khytruk, Roman Didenko, Andrii Rozhanskyi</i> , Advisors: <i>Tetiana Makhometa, Ivan Tiahai</i> , Pavlo Tychyna Uman State Pedagogical University (Ukraine)	209
Cryptocurrency as element of digital economy. Author: <i>Dzmitry Pashkevich</i> , Advisor: <i>Ekaterina Dudko</i> , BSEU(Belarus)	217
Development of a milling machine with computer numerical control. Author: <i>Serhii Shevchenko</i> , Advisor: <i>Serhii Kochuk</i> , National Aerospace University M. E. Zhukovsky «Kharkiv Aviation Institute» (Ukraine)	229
The modernization of the information measuring system of positioning of the optical grinding machine. Authors: <i>Cherniak Ann, Matveenkov Vladislav</i> , Advisors: <i>Isaev Alexander, Sukhodolov Yury</i> , Belarusian National Technical University (Belarus)	240
Information and technological restart of the hotel and restaurant business in post COVID-19 conditions. Authors: <i>Sofiia Ustymenko, Viacheslav Balko</i> , Advisor: <i>Tetiana Tkachuk</i> , Kyiv National University of Trade and Economics (Ukraine)	256
Research application of the spam filtering algorithm on social media. Author:	264

<i>Vasyl Oliinyk</i> , Advisors: <i>Andrii Podorozhniak, Nataliia Liubchenko</i> , National Technical University «Kharkiv Polytechnic Institute» (Ukraine)	
Application of the method of gradual formation of sets of admissible values for solving combinatorial optimization problems. Author: <i>Mariia Mushyn</i> , Advisor: <i>Olexandr Shportko</i> , Academician Stepan Demianchuk International University of Economics and Humanities (Ukraine)	275
Digital path of industrial development in the Republic of Belarus. Author: <i>Nina Stoma</i> , Advisor: <i>Olga Dovyдова</i> , The Belarus State Economic University (Minsk, Belarus)	288
Analysis of lip-sync technologies and possible ways to improve them. Authors: <i>Isaiko Svitlana, Pohorieltsev Pavlo</i> , Advisor: <i>Muntian Iryna</i> , Professional College of Industrial Automation and Information Technologies of the Odessa National Academy of Food Technologies (Ukraine)	299
Cybersecurity as a method of combating unauthorized influence in the field of information security. Author: <i>Iliа Burykin</i> , Advisor: <i>Iryna Muntian</i> , Professional College of Industrial Automation and Information Technologies of the Odessa National Academy of Food Technologies (Ukraine)	304
Simulation of motion of an unmanned aerial vehicle for measuring purposes and prototyping of its kinematic diagram. Author: <i>Oh Suchan</i> , Advisor: <i>Leshkevich S.V.</i> , Belarus State University (Belarus)	312
Development of electronic application for rendering of Bezier curves. Author: <i>Andrii Kurhanskyi</i> , Advisor: <i>Nadiia Olefirenko</i> , H. S. Skovoroda Kharkiv National Pedagogic University (Ukraine)	320
Investigation of the influence of external factors on the potential performance of a person at the computer and his brain activity. Authors: <i>Aleksandr Marchuk, Yaroslav Davydov</i> , Advisors: <i>Liudmyla Vasyliєva, Ihor Staskevych</i> , Donbass State Engineering Academy (Ukraine)	333
Prospects of intelligent automation in software testing process. Author: <i>Anna Bilovus</i> , National Technical University “Kharkiv Polytechnic Institute” (Ukraine)	344
Application of image processing with multilevel thresholding for mould detection on blue cheese cut surface. Authors: <i>Ivaylo Ivanov, Vladimir Karparov, Magdalina Kutryanska</i> , Advisors: <i>Assoc. Prof. PhD Atanaska Bosakova-Ardenska, Assoc. Prof. PhD Peter Panayotov</i> , University of Food Technologies (Bulgaria)	349
Automatic nail transfer to the IMM zone system. Authors: <i>Natallia Unarava, Aleksey Pronchak</i> , Advisors: <i>Andrey Tyavlovsky, Alexander Isaev</i> , Belarusian National Technical University (Republic of Belarus)	365
Interactive entertainment application generation system. Author: <i>Dmytro Pисariev</i> , Advisor: <i>Maryna Bulaienko</i> , O. M. Beketov National University of Urban Economy in Kharkiv (Ukraine)	380
Artificial intelligence. Author: <i>Aleksandar Cvetanov</i> , Faculty of Electrical Engineering and Information Technologies Ss. Cyril and Methodius University, Skopje, (Republic of North Macedonia)	394

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