Abstract

The improvement of the technology and web-based application over the crime and fraud give best result in online advertisement. In recent years fraud is major problem in online advertising. It can affect the trust, beliefs and encouragement of the customer on online marketing. In this thesis, the development of this system can be done using Naive Bayes classifier and Apriori algorithm. The system can find fraud or scam in web based marketing and advertisement. It can also give the solution to the fake advertisement. Main aim of development of this system is public awareness which is very important in today’s market.

References
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Index Terms

Computer Science    Security

Keywords

Fraud    Naïve Bayes    Apriori    Scam