Abstract

From last few years, mobile technology has been received much more attention since it is most popular and basic need of today’s world. Due to the popularity, mobiles are major target for malicious applications. Key challenge is to detect and remove malicious apps from mobiles. Numerous amounts of mobile apps are generated daily so ranking fraud is one of the major aspects in front of the mobile App market. Ranking fraud refers to fraudulent or vulnerable activities. Main aim of the fraudulent is to knock the fraud mobile apps in the popularity list. Most App developer generates the ranking fraud apps by tricky means like enhancing the apps sales or by simply rating fake apps. Thus, there is a need to have novel system to effectively
analyze fraud apps. This paper provides a survey on various existing techniques with the novelties highlighting the need of novel technique to detect fraud mobile apps. This paper is motivated by arising need to detect fraud apps with less time. In proposed system, we add recommendation based on the modified ranking.

References

- Hengshu Zhu, Hui Xiong, Senior Member, IEEE, Yong Ge, and Enhong Chen, Senior Member, IEEE, "Discovery of Ranking Fraud for Mobile Apps", IEEE TRANSACTIONS ON KNOWLEDGE AND DATA ENGINEERING, VOL. 27, NO. 1, January 2015. Learn. Res. 3 (Mar. 2003), 1289-1305.
Index Terms

Computer Science
Information Sciences

Keywords

Mobile Apps  Ranking Fraud Detection  Evidence Aggregation  Historical Ranking
Records  Rating And
Review