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WEB CONTENT TRUST ASSESSMENT MODEL USING ADVANCE WEB MINING TECHNIQUES

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ABSTRACT

The growth of internet is phenomenal. However the growth of e-commerce and online business activities are low compared to other activities such as increasing the speed, email, chat, surfing, etc. The main reason behind the low online e-commerce & business activities is the lack of online security and trust. People in the country like India are afraid to transfer their personal data online because of lack of security and trust on the web site. There is no perfect automated model available where one can review the trustworthiness of web sites based on contents. Through this paper, researchers have tried to fill the gap by proposing a model which analyses the web site contents and generate accuracy level of web site trustworthiness.

KEYWORDS
Trustability, Web Content Mining, Web Trust.

INTRODUCTION

Internet is a giant network which connects world through computers. The Internet was introduced by ARPANET in 1969 [9]. The use of the internet has increased in structure and usages. Total growth of the internet usage from year 2000 to 2010 is 1520 %. [9] Internet usage is increased but no change in information trustworthiness is observed. Research communities continue to work on web trust including user online security, integrity and trustworthiness of web content [8]. Trustworthiness is more than merely an important attribute of a website.

This paper proposes an effective web content trust assessment model (WCTAM) for evaluation of web sites for its trust ability using web mining techniques. Web mining is an application of data mining. Web mining is a technique to extract knowledge from web data. Web mining has three categories like Web content mining, Web structure mining and Web usage mining. Using Web content mining extracts and integrates useful data, information and knowledge from web page contents. An effective trust assessment tool must be able to correctly identify and determine the trustworthiness level of sites. Web site contents, such as text and other meta-data are analyzed using Web content mining then after assessment techniques are applied on that data. After that, WCTAM will classify the web site according to its contents in three categories like high trust worthy, mid trust worthy and low trust worthy.

RELATED WORK

MODEL OF TRUST IN ECOMMERCE

Florian N. Egger developed a model of trust in eCommerce which is known as MoTEC (model of trust in eCommerce) which classifies the characteristics of trust in e-commerce in terms of company, security policy, product , usability , policy, return policy, and warranty policy. [8]

THIRD PARTY REGULATION

In any web site the online trade communities' is self regulated. Such self-regulation increases the growth of trust among consumers. By participation in status-based scheme which provides a seal (i.e. proving trustmarks or log). Once the web site satisfies minimum trust criteria, seal is provided. In website any violation done then the seal is withdraw.

There are two most popular trust label programs such as:

- TRUSTe (www.trust.org)
- BBBOnLine (www.bbbonline.org).

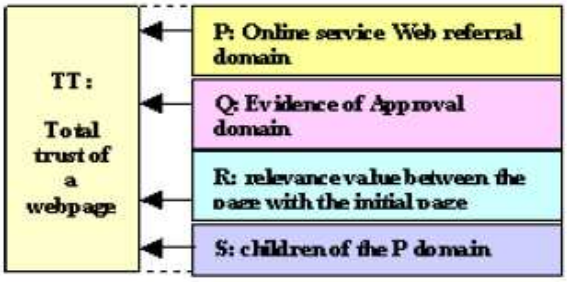
TRUSTe organization mission is to build trust in the Internet by promoting principal of disclosure. TRUSTe organization is non-profitable organization. Privacy is main trust criteria in TRUSTe system. If any online organization requests, TRUSTe checks the organization's web site.[3]. If web site establishes privacy principles, meets the core criteria and is willing to fulfill with oversight the consumer resolutions procedures, the TRUSTe seal can be provided to the website. Similarly, the BBBOnLine Privacy program offers a 'seal' to websites which post online privacy policies and meet the principles of the Better Business Bureau (disclosure, choice and security). It also monitors compliance and applies specific sanctions for non-compliance [4]. Trust label programs require vigilance in their monitoring to ensure whether the privacy standards are upheld. However, a recent survey shows that people do not seem to understand privacy seal programs [1].

W3 TRUST MODEL

W3 Trust model (W3TM) approach is to utilize a metadata mechanism to extract hidden trust information from web documents and other sources to enable trust assessments. Based on the result of trust assessments, Web users can be made informed about business decisions. Hence, user confidence can be enhanced. Figure 1 shows how W3TM calculates the trust weight.

W3TM use three categories like Category A (Service Information), Category B (Reputation, legal requirement) and Category C (Digital certificate information) for calculation of TT. [11]

FIGURE 1: W3TM: TRUST WEIGHT ASSESSMENT CALCULATION



Formal Trust calculation base on
TT=tt(P,Q,S)=[A+(B+C)/2+S]/3
The main disadvantage of this approach is that W3TM is only prototype not implementation tool and W3TM uses only meta-data.

PROPOSED APPROACH

From the above discussion it is clear that existing models work on policy statements and seal programs to validate trust on web site. But there is no proper model which will validate the trust based on the contents of web site. Our model WCTAM validates the web site for trust worthiness based on the contents. WCTAM is used to collect information from web source and then information repository is prepared. Then we apply the content processing and generate score. Here, automated classified techniques are used for trust evaluations. Figure 3 shows the steps of WCTAM.

INFORMATION COLLECTION

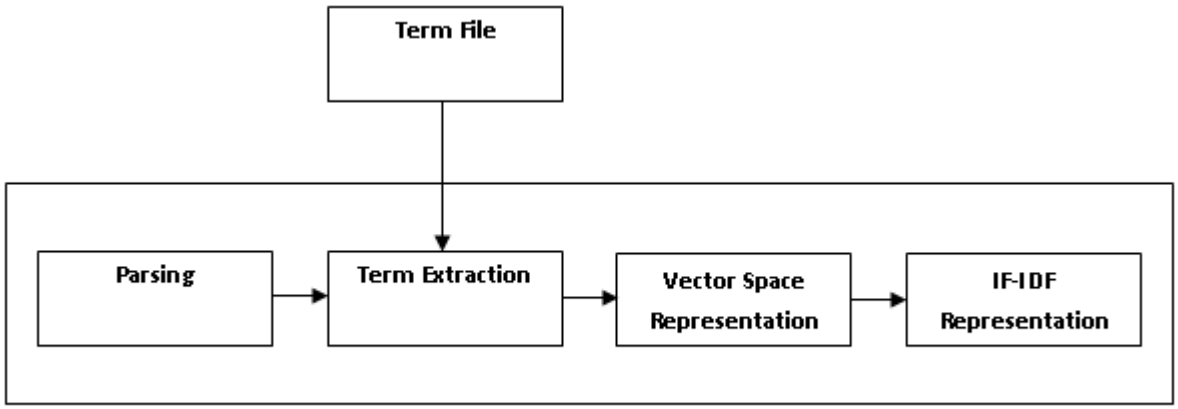
Web information study has its root in information retrieval (IR). For such study it requires large collection of information from web documents. Traditional IR assumes that the basic information unit is document or a large collection of documents is available to form text data base [6]. For web, the large collection of documents is web pages. As a result, we can use web crawler for collection of information. Web crawlers are used to prepare information repository.

CONTENT PROCESSING

The web page data are unstructured so, it requires preprocessing. Techniques like content processing are used for data preprocessing. Figure 2 shows the steps of content processing.
In Figure 2, Parsing means (I) to remove noisy information like HTML tags such as font, table, heading etc., (II) stop word removal process (III) tokenization of documents.
After parsing, the process for extraction of term is applied on clean documents and the data are represented in vector space model.
The term frequency (TF) approach is used to normalize the document length. For each term t_i and each document d_j, the TF (t_i ,d_j) measure is computed. For calculation of TF we can use the techniques like Sum of terms counts overall term, Maximum of term count over all terms in document and Log scale condition the term count. We use log scale condition the term count.[6,7] technique because the complexity of this approach is O(log n).

$$TF(t_i, d_j) = \begin{cases} 0 & \text{if } n_{ij} = 0 \\ 1 + \log(1 + \log n_{ij}) & \text{if } n_{ij} > 0 \end{cases}$$

FIGURE 2: CONTENT PROCESSING



$$TF(t_i, d_j) = \begin{cases} 0 & \text{if } n_{ij} = 0 \\ 1 + \log(1 + \log n_{ij}) & \text{if } n_{ij} > 0 \end{cases}$$

The basic idea of the inverse document frequency (IDF) approach is to scale down the coordinates for some axes, corresponding to terms occurring in many documents. So, according to their occurrences we can assign the weight to each term.[6,7]

$$IDF(t_i) = log \frac{1 + |D|}{|D_{t_i}|}$$

In the TFIDF representation each coordinate of the document vector is computed as a product of its TF and IDF components [6].

$$d_j^i = TF(t_i, d_j)\, IDF(t_i)$$

The basic idea of the Inverse Document Frequency (IDF) approach is to scale down the coordinates for some axes, corresponding to terms occurring in many documents. In such case, if IDF value is minimum, it indicates that it occurs frequently. According to the occurrence of number of documents (Nod), the weight (W_i) is assigned to each term.

SCORE GENERATION

After calculating the weight of each document (W_i), Total of Trust Document (TTD) is calculated. We can apply the classification techniques for assessment of each document based on TTD value. TTD value can be calculated by following equation

$$TTD = \sum_{i=0}^{i=n} W_i * T_i$$

T_i indicates each term of document. W_i indicates weight of each term of document.

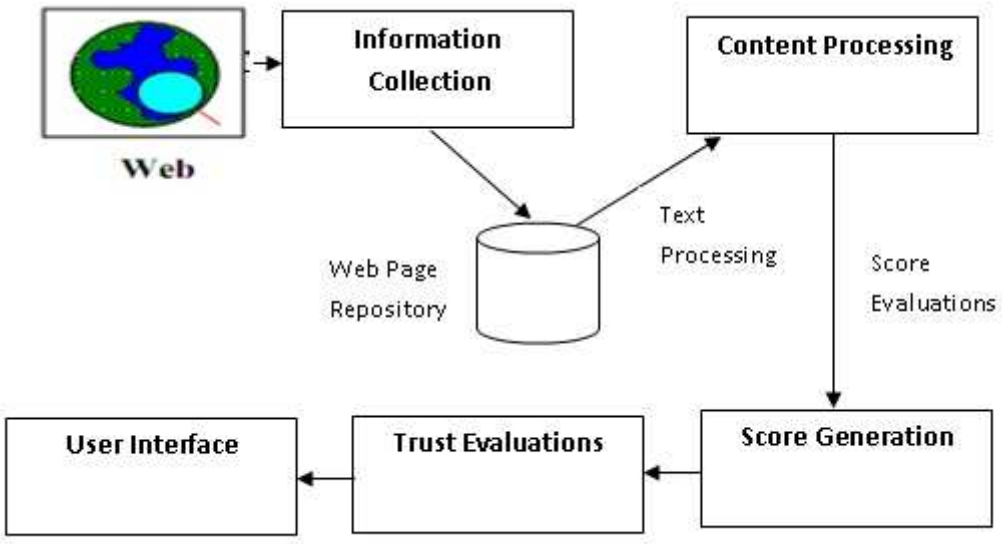
TRUST EVALUATION

After calculation of TTD value, web documents are automatically classified into high trust, mid trust and low trust categories. For this categorization supervised techniques like classification is used. First the model will be trained by training data and then test data will be applied on the model to assess the accuracy of the model. It will generate the confusion matrix. Based on the confusion matrix we can derive precision, recall, F-Score and accuracy level. Confusion matrix can be generated by various supervised machine learning algorithms like Naïve Bayesian, Support Vector Machines and K-Nearest Neighbor to major the accuracy level [5]. This accuracy level is used to improve the website content credential.

EXPERIMENTAL SETUP

A C#.Net program is used in this model for content processing and score generation. It will generate classified document data in excel file that will be used by Weka machine learning algorithm [10] for evolution of classification accuracy.

FIGURE 3: WEB CONTENT TRUST ASSESSMENT MODEL (WCTAM)



CONCLUSION AND FUTURE WORK

The WCTAM aims to verify the trustworthiness and credibility of web sites in terms of its contents. This will help to improve the contents of web site. This model is also helpful to check whether the contents of site are highly trustable, low trustable or semi trustable. This model allows user to major trust percentage based on its contents and advice to improve the contents of web sites. In future such model can be used in any e-commerce site and other sites to measure the trustworthiness of such sites.

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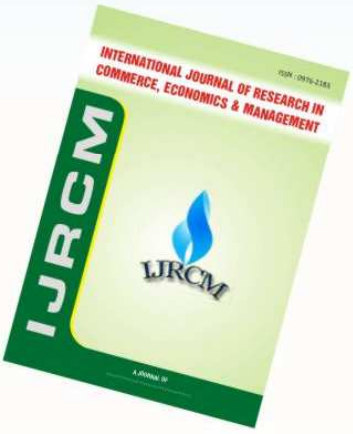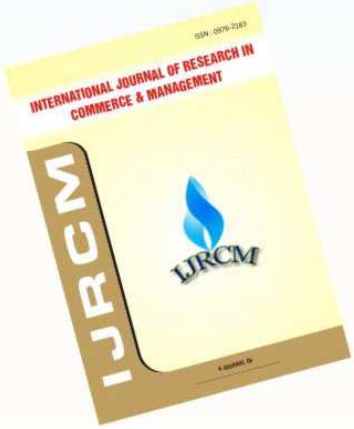
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