一种基于结构与内容的网络水军检测模型

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摘　要：随着网络水军团体行为破坏性越来越强，如何有效检测网络水军成为一个迫切问题. 针对这一问题，提出了一种基于结构与内容的网络谣言水军检测模型 MSD，该模型认为重叠结构中多次传播谣言的节点为网络谣言水军.MSD 首先从单位时间内发送信息的节点中，挖掘传播能力强的节点（重叠结构）；然后根据已知的谣言与重叠结构中的节点传播内容进行相似度检测，检测出嫌疑网络水军；最后根据疑似网络水军传播谣言的频率确定网络水军. 实验表明，MSD 模型较相关其他模型，在检测网络谣言水军方面具有更高的准确率.

关键词：社交网络；网络水军；谣言信息；重叠结构

A Webspammer Detection Model Based on Structure and Content

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Abstract：With the destruction of the Webspammer is more and more strong, how to efficiently and accurately detect the webspammer has become an urgent problem. To solve this problem, this paper proposes a webspammer Detection Model based on Structure and Content (MSD), the model considers the node in the overlaps structure repeatedly spread Internet rumors is the webspammer.First, In the unit time, from the node that has sent the information, MSD mining strong spread ability of the node (overlapping structure);Then, MSD can detect the the suspected webspammer according to the similarity between the rumor and the node spread content in the overlapping structure;Finally, determine the webspammer according to a suspected webspammer spread rumors frequency. Experimental results show that the MSD model is related to other model has higher accuracy in the detection of webspammer.

Key words：social networking; webspammer; rumor; overlapping structur