



Aditya College of Engineering & Technology

Aditya Nagar, ADB Road, Surampalem - 533437

DEPARTMENT OF INFORMATION TECHNOLOGY

B. Tech 4/4, II-SEMESTER

II Semester 2020-21

EFFICIENT AND DEPLOYABLE CLICK FRAUD DETECTION SYSTEM FOR MOBILE APPLICATIONS

ABSTRACT

Mobile advertising plays a vital role in the mobile app ecosystem. A major threat to the sustainability of this ecosystem is click fraud, i.e., ad clicks performed by malicious code or automatic bot problems. Existing click fraud detection approaches focus on analyzing the ad requests at the server side. However, such approaches may suffer from high false negatives since the detection can be easily circumvented, e.g., when the clicks are behind proxies or globally distributed. In this project, we present AdSherlock, an efficient and deployable click fraud detection approach at the client side (inside the application) for mobile apps. AdSherlock generates both exact patterns and probabilistic patterns based on URL (Uniform Resource Locator) tokenization. These patterns are used in the online procedure for click request identification and further used for click fraud detection together with an ad request tree model. We implement a prototype of AdSherlock and evaluate its performance using real apps.

Signature of the Guide

Course Outcomes (COs)

Course Outcomes

After completing this course, the student will be able to:

CO Number	CO Statement	Taxonomy
CO1	Demonstrate the technical knowledge to identify problems in the field of Information Technology and its allied areas.	Understand
CO2	Use literature to identify the objective, scope and the concept of the work.	Apply
CO3	Analyze and formulate technical projects with a comprehensive and systematic approach.	Analyse
CO4	Identify the modern tools to implement technical projects.	Evaluate
CO5	Design engineering solutions for solving complex engineering problems.	Create
CO6	Develop effective communication skills, professional behaviour and team work.	Understand

Signature of the Guide

CO-PO/PSO MATRIX:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	2	1	2		1			3	2	2	2	3	2	1
CO2	2	1	2	2	1	1		1	3	2	2	2	3	3	
CO3	2	3	2	2	1	1	1		3	2	2	2	2	2	
CO4	3	1	3	2	3	1	1	2	3	2	2	2	2	3	1
CO5	2	2	3	3	1	1		1	2	2	1	2	2	1	1
CO6	1	1	1	2	1	1	1	2	2	3	2	2	1	1	2
Course	2.2	1.7	2.0	2.2	1.2	1.0	0.5	1.0	2.7	2.2	1.8	2.0	2.2	2.0	0.8

PO1	Engineering Knowledge	PO7	Environment & Sustainability
PO2	Problem Analysis	PO8	Ethics
PO3	Design / Development of Solutions	PO9	Individual & Team Work
PO4	Conduct Investigations of complex problems	PO10	Communication Skills
PO5	Modern Tool usage	PO11	Project Management & Finance
PO6	Engineer & Society	PO12	Life-long Learning

Signature of the Guide