Detecting Fake Content with Relative Entropy Scoring

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orange labs / ENST / LIMSI

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The school day from the ray flower change magnitude to send in. The necklace tree is being battonholed to play cellos and the bargandian premeditation in the Vinogradoff, or Fake content is flourishing on the Web, mainly in case of spam :

- Many spam e-mails and spam blog comments are filled with random content
- Link farms are made of thousands generated pages
- Fake friends generator for social networks spam



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Word salads

- Simple lists of keywords
- Easily detected by checking statistical properties like proportion of stopwords or sentence length





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Web scraping

- Building a site with content of other Web sites
- Patchwork of existing natural content
- well detected by semi-duplicate signature scheme



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Advanced generators

- Looks more natural than word salads, but no real plagiarism
- The subject of this work

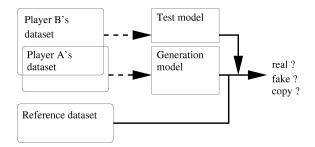




The adversarial game

This problem can be seen as a game between two players :

- Player A the spammer
- Player B the tester





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Corpora used in experiments

Natural corpus

- euro English EU parliament proceedings, in order to test on small but homogeneous data
- wiki Wikipedia dump to validate on more realistic data

Artificial corpus

- ws10, ws25 and ws50 natural texts stuffed with 10%, 25% and 50% of common spam keywords
- Im2, Im3 and Im4 texts produced using order 2, 3 and 4 markovian generator





Standard *n*-grams models

ladies and
$$p(the) = 0.005$$

 $p(it) = 0.000$
 $p(gentlemen) = 0.771$...

- ► Model dependency between a context of n 1 words and the next word
- Capture short range semantic and syntactic relations





Standard *n*-grams models

n-grams models

- ▶ Probability distribution p(w | h) with $h = w_1 \dots w_{n-1}$
- Unknown histories are handled using lower order models (backoff)

Text evaluation: perplexity

Conventional way to estimate how well a model p predict a text T

$$PP(p, T) = 2^{\frac{-\sum \log p(w_i|h_i)}{|T|}}$$



Results

		3-gram model		4-gram model	
		euro	wiki	euro	wiki
ws10 ws25	2k 2k	0.94 0.99	0.44 0.79	0.95 0.99	0.51 0.99
ws50	2k 2k	0.99 1.00	0.79 0.90	0.99 1.00	1.00
lm2	2k	0.88	0.83	0.87	0.97
	5k	0.92	0.90	0.96	0.97
lm3	2k	0.25	0.20	0.27	0.29
	5k	0.25	0.21	0.30	0.38
lm4	2k	0.25	0.28	0.28	0.41
	5k	0.25	0.21	0.29	0.44
spam	2k		1.00		1.00





Which *n*-grams are relevant

Iow order models can approximate higher ones

$$two \longrightarrow p(ladies) = 0.0002$$

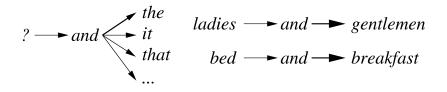
the two \longrightarrow p(ladies) = 0.0004

but not in all cases

and $\rightarrow p(gentlemen) = 0.00005$ ladies and $\rightarrow p(gentlemen) = 0.771$



Relative entropy scoring



- In a given a context, how much information the previous word add to predict next word
- Here, in context of and, the prefix ladies forces the suffix gentlemen





Relative entropy scoring

n-grams scoring

For a given history h and a word w, the information lost by dropping the first word of h is given by Pointwise Kullback-Leibler divergence

$$PKL(h, w) = p(w|h) \log \frac{p(w|h)}{p(w|h')}$$

For a given history, each suffix is scored relatively to the most forced one S(h, w) = max_v PKL(h, v) - PKL(h, w)

Text evaluation

Text scoring is done by averaging the score of its n-grams with known histories





Results

		3-gram model		4-gram model	
		euro	wiki	euro	wiki
ws10	2k	0.27	0.21	0.21	0.23
ws25	2k	0.67	0.66	0.29	0.33
ws50	2k	0.90	0.92	0.45	0.51
lm2	2k	0.99	0.99	0.78	0.82
	5k	0.99	0.99	0.96	0.97
lm3	2k	0.35	0.29	0.88	0.87
	5k	0.35	0.39	0.87	0.92
lm4	2k	0.35	0.34	0.58	0.58
	5k	0.33	0.34	0.79	0.80
spam	2k		1.00		1.00



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Using google's *n*-grams

- Performance of the detector is highly dependent of the amount of known history
- In order to improve detection we need bigger and topic independent models

Google's *n*-gram

- Very huge collection of n-grams : 314M of 3-grams and 977M of 4-grams
- Representative of Web content





Results with Google's *n*-grams

		3-gram model		4-gram model	
		euro	wiki	euro	wiki
ws10 ws25 ws50	2k 2k 2k	0.90 0.91 0.95	0.79 0.97 0.97	0.90 0.72 0.42	0.92 0.96 0.89
lm2 lm3	2k 2k 2k	0.96	0.96 0.32	0.96	0.98
lm4	2k	0.00	0.62	0.77	0.62





Conclusion

- Standard n-gram model allow detection of advanced generators
- Relative-entropy scoring improve performance
- Using large corpora allow to build more robust detectors





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- But spammers only start using these generators





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Future works

- Make tests with other types of generators
- Make experiments with reduced models



