

## Chapter 4

### Experiments

#### 4.1 Result Analysis

##### DATA COLLECTION

The experimental platform in this study is the online media social network platform CyVOD [25]. CyVOD is an Internet plus technology information service application platform that integrates science and technology policy, scientific and technological achievements, and technology and social interaction. The CyVOD platform comprises the website platform and Android and iOS applications. On CyVOD, the user clickstream behavior is obtained by a data burying point, and user clickstream data is collected server-side. In the realistic environment, for your own website, you can use the buried technology to get the corresponding data; for other websites, you need to get the data by working with the website or by calling the corresponding API (if provided). The acquisition of user's action in our own website is shown in Figure 1. You can pass the corresponding buried data to the server and record it in the server through the code when you manipulate some controls of the UI layer. In the real social network platform, many platforms use the burying technology to obtain the user's behavior data. In the research, many scholars choose to cooperate with the social platform or call the corresponding API of the social platform to obtain data.

##### EXPERIMENTAL DESIGN

A total of 1500 malicious social bots accounts on the CyVOD platform are assigned different tasks, including malicious social bots that perform a single task, malicious social bots that coordinate to perform tasks, and malicious social bots that perform mixed tasks. For example, a user can perform two or more actions in the actions of liking, comment, sharing and so on. The social bot for malicious likes, the value of the  $P(\text{play}, \text{like})$  (the transition probability of “the current click event is and the next click event is liking”) would be high and the value of other transition probability features would be small or zero. The mixed social bot, the values of six transition