Celibrities accounts such as justin beiber has been a attraction for spammer

Justin spammer

In Spamalytics,

the authors are able to infiltrate the Storm botnet and alter

the emails being sent, directly measuring the conversion and clickthrough

rate of campaigns executed by the Storm botnet [11]. As

Twitter is a new medium for spam, we investigate the clickthrough

for spam tweets and offer comparison to that of email. We are currently

limited to observing clickthrough and cannot determine the

final conversion rate for Twitter spam.

traditional email spam requires access to bulk lists of

email addresses

user accounts with access to large groups of friends

and social circles. Without access to relationships with other users,

a message cannot be propagated. The challenge of a successful

spam campaign in Twitter is thus two fold: obtaining enough accounts

to carry out a campaign before the accounts involved are

suspended, and having enough fresh URLs to evade heuristic detection

for excessively posting the same link.

SPAM: Malware, phishing, scam

The random sample is used to generate

statistics about the fraction of URLs in tweets and general

Twitter trends, while the URL stream is used for all other measurements.

Story is this

With only 140 characters for spammers to present a message, we

analyze what Twitter-specific features appear in tweets with blacklisted

URLs compared to those of regular users. To act as a control,

we select two samples of 60,000 tweets, one made up of any tweet

appearing in our stream, while the second sample is generated from

only tweets containing URLs. Each tweet is parsed for mentions,

retweets, and hashtags, the results of which can be seen in Table 2.