TREND MICRO™

Securing Your Web World

Improve the classification accuracy of WRS by the automatically accumulated human knowledge

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WRS

- URL Filtering Service Offering
  - URL Categorization, grant URL Category type to each URI
  - Pharming/Phishing Detection
  - Solution to stop users download/visit the malicious URLs
  - Block malicious URL before virus patterns release
- Web Reputation Service (WRS) Offering
  - URL Reputation Scoring, grant WRS Score to each URI
  - Solution to stop users download/visit the malicious URLs
  - Block malicious URL before virus patterns release

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But it is not always right.

TREND MICRO   *Online URL Query - Feedback System*

Trend Micro Online URL Query - Feedback System

Type a URL in the field below to:

- Check which category it belongs to or
- Submit feedback about the current category it belongs to

Complete URL*:

www.csdn.com

Only HTTP and HTTPS are supported. (e.g., http://www.trendmicro.com)

Category result: **Shopping**

[Check category]   [Submit feedback]

TOD: to demonstrate articles from csdn can not be accessed.

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Problem: URLs with wrong category in WRS

URL	Simple introduction	Category of WRS
www.csdn.com	Computer information	Shopping
www.cnn.com/	news	Arts / Entertainment
...		

Problem: URLs without category in WRS

URL	Simple introduction	Category of WRS
www.ontechnews.com	Computer tech news	Unrated
http://www.mollify.org/	File share manager	Unrated
http://livingstories.googlelabs.com	News	Unrated
http://www.chelseafc.com.cn/	Football club	Unrated

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User Feedback

TREND MICRO *URL Feedback*

URL Feedback Submission Form

URL :   **www.csdn.com**

Suggested Category * :   Shopping   Select...

Additional comments :

Recommend Category - Mozilla Firefox

http://reclassify.url.trendmicro.com/submit-files/categories.aspx

Select a Recommended Category

Category List

○ Abortion	○ For Kids	○ Nudity
○ Activist Groups	○ Gambling	○ Password_Cracking_Apps
○ Adult/Mature Content	○ Games	○ Pay to Surf
○ Adware	○ Gay/Lesbian	○ Personals/Dating
○ Alcohol/Tobacco	○ Government/Legal	○ Peer-to-Peer
○ Alternative Journals	○ Hacking	○ Personal Websites

完成

If you are a Home / Home Office user, please enter your serial number here * :

If you are using products other than Trend Micro Internet Security or Trend Anti Virus please enter your Activation Code * :

Your email address (optional) :

Please provide your email address so we can contact you for follow up inquiries regarding your submission.
Note: Trend Micro highly values privacy and will never share your email address with other companies.
Fields marked with an asterisk * are required.

Enter the characters shown in the picture: Submit   Clear

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Experiments shows that, it is always not easy to explore users' idea by asking them answer your question. ☹

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Is there a large data source with aggregation of massive structured URLs and have accurate classification information which also comes from the knowledge and experiences of human beings rather than the machine generation ?

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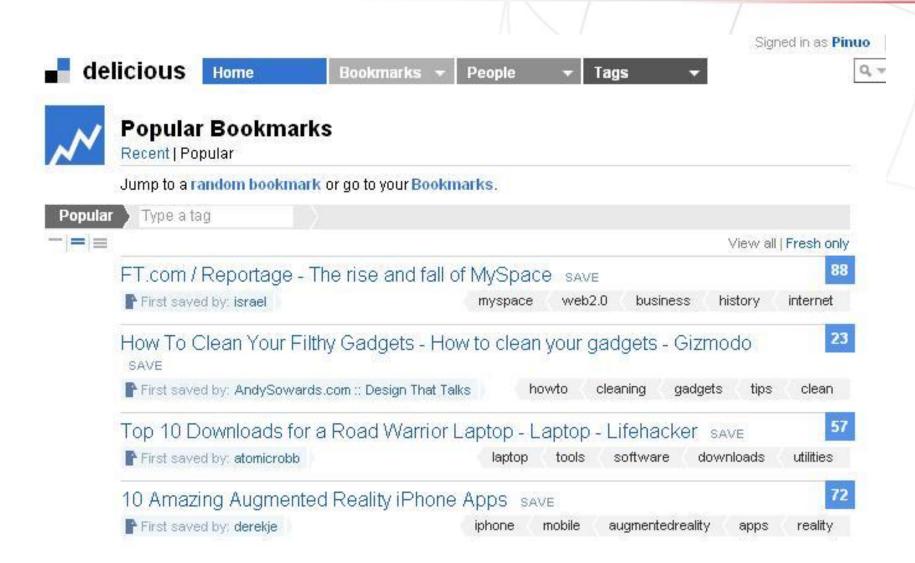# Yes, there are.

- By the Web2.0, user can express their idea as they want everywhere.

- You can pick up this tool link in nearly all the popular news, blog.
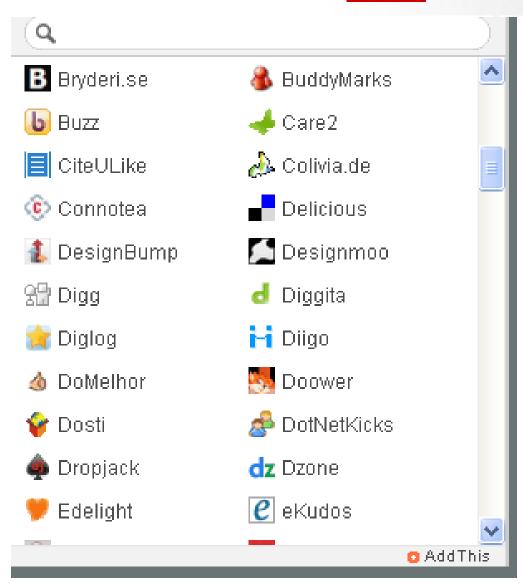
Tags: Creative Bus Stop Advetisements

Share this: **f** Facebook **E** Twitter **⊞** Digg **▪** Delicious

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For example, the famous delicious…

You can find more here

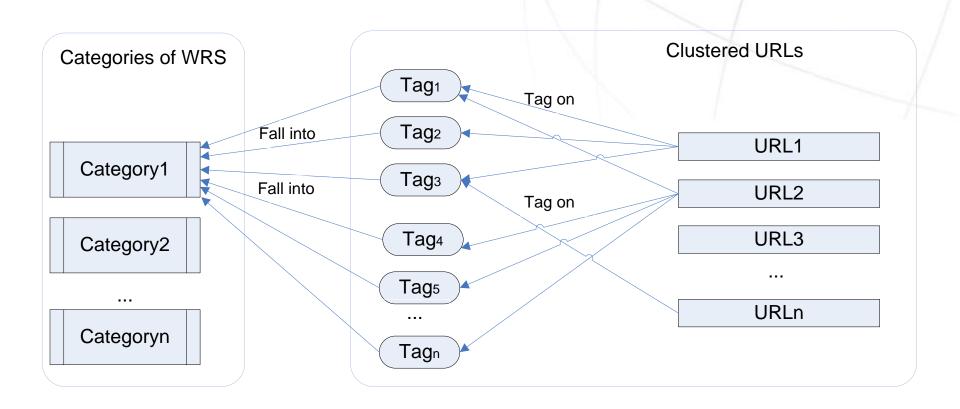|		
B Bryderi.se		**BuddyMarks**
b Buzz		Care2
CiteULike		Colivia.de
c Connotea		Delicious
DesignBump		Designmoo
Digg		Diggita
Diglog		Diigo
DoMelhor		Doower
Dosti		DotNetKicks
Dropjack		**dz** Dzone
Edelight		**e** eKudos

AddThis

TREND MICRO
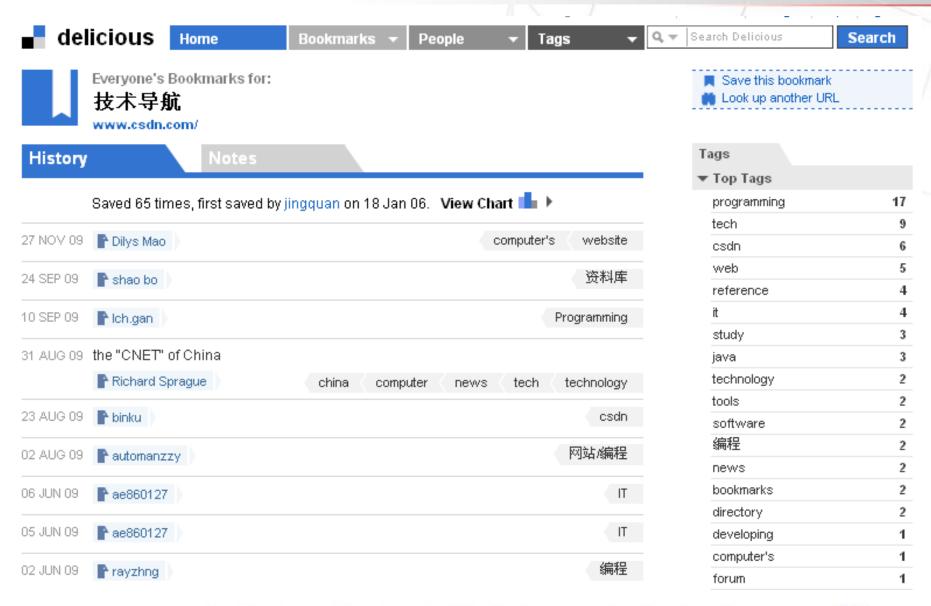
All we need to do is .

- Import the users' knowledge from other place to our system.

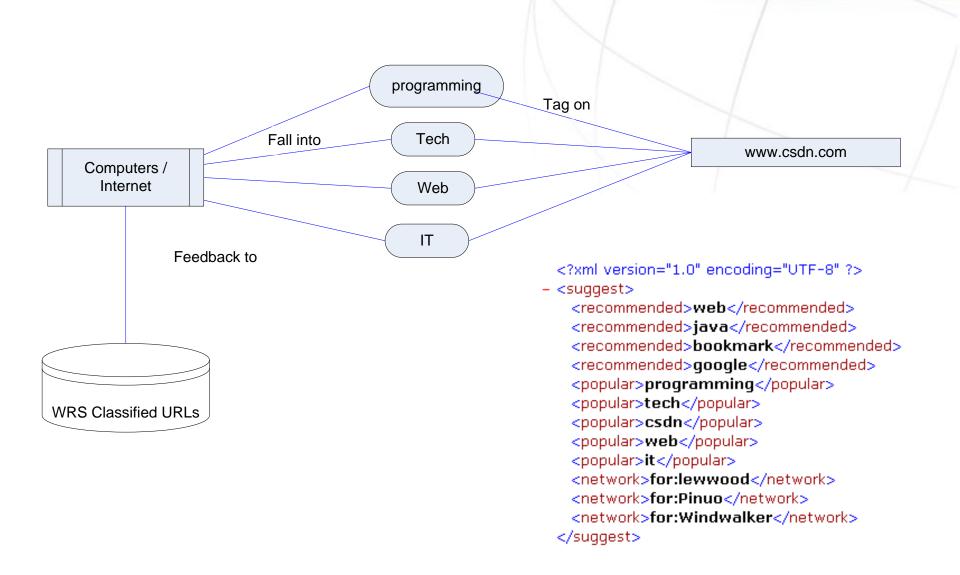- And extract information which help us make a classification.

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The process looks like this.

www.csdn.com in delicious

Feedback to WRS

programming

Tech

Web

IT

Computers / Internet

Fall into

Tag on

www.csdn.com

Feedback to

WRS Classified URLs

```xml
<?xml version="1.0" encoding="UTF-8" ?>
- <suggest>
    <recommended>web</recommended>
    <recommended>java</recommended>
    <recommended>bookmark</recommended>
    <recommended>google</recommended>
    <popular>programming</popular>
    <popular>tech</popular>
    <popular>csdn</popular>
    <popular>web</popular>
    <popular>it</popular>
    <network>for:lewwood</network>
    <network>for:Pinuo</network>
    <network>for:Windwalker</network>
  </suggest>
```

Reference

- http://reclassify.url.trendmicro.com/submit-files/onlinequery.aspx

- http://delicious.com/help/api

- http://delicious.com/url/d2c82efdd26138da82f538044fd3c0be

- http://www.techcrunch.com/2007/09/06/exclusive-screen-shots-and-feature-overview-of-delicious-20-preview/

- http://ishare.trendmicro.com/enggroup/CoreTech/ContentSecurity/TMUFE/Product%20Integration%20Guide/When%20Will%20We%20Get%20WRS%20Score%2075.aspx

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