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**Scam detection in image-based advertisements using domain adaptation techniques.**

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*Abstract*

*Scam detection is an important technique in the field of Computer Vision and Deep Learning. There are several approaches towards scam detection that detect money-based scams like credit card frauds, but in the case of picture-based product ads, it becomes a lot more complicated to detect due to the high variance in the type of ads the heavy labor needed to label them for all the different kinds of ads. So, to achieve this we use a novel cross-domain adaptation method to transform the knowledge from labeled classes to unlabeled classes. For our project, we use the office 31 dataset to adapt the learned knowledge to other kinds of products. Moreover, many products also share similarities with each other (especially electronic devices) and can be modeled together boost up the performance on scam detection. In this work, we attempt to produce results for a Cross Domain Adaptation task for scam detection in image-based advertisements by applying knowledge from Domain Adversarial Networks.*

***Keywords: Domain adaptation, deep learning, computer vision and scam detection.***