

SMART INDIA HACKATHON 2018

Tool required to get real time logs of internet advertisements

(An application for providing real time logs of internet advertisements.)

Ministry: Ministry Of Information & Broadcasting

Problem Code: #MIB14

Priority: high

Team: SICETA2

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PROBLEM:

In present days product advertising methodology is not up to the standard on the internet world. The major issue with advertisements which appear in browsing sites is that they have some security issues when a user is surfing on the internet. During this process the user may come across genuine or illegitimate advertisements which appear as pop-ups on background which lead to security issues such as attack of malware. The government has no proper details about these illegal ads. So for the government to be aware about these illegal ads, a web application should be developed with automated tags which can send logs of advertisements automatically to D.A.V.P (Directorate of Advertising and Visual Publicity) main database. By doing so the government can take action about these illegal ads.

ABSTRACT:

Now-a-days, internet usage is increasing rapidly day-by-day with various pros and cons. The major disadvantage of internet usage is dealing with malicious virus which lead to the damage of system software and hardware. Awareness should be created about the proper usage on internet. Do not open or download any attachments from an unknown source as they may contain virus.

Advancement in internet technology have evolved the business world in a number of ways, including taking advertising techniques to a new level.

Everyone today has an opinion about online ads. Many internet users even equate display ads with spam, especially the ads that auto play or force you to close them in order to proceed. Using pop-up ads has obvious issues and advantages. No matter how strong your ad is, it won't make an impact if people are literally blocking it from their pages. However, if pop up advertisements are used in a proper, professional manner, the possibility for additional revenue is endless. If you are using third party ads or pop-ups which are illegal then certain action is taken.

Hence there is a need to understand that an immediate solution is to be presented to this problem and is done by our team by presenting a web application which will give a good interface to government. The following project can be divided as given.

Interface with Authorities:

The interface will have real time logs which gives immediate report about ads on internet websites automatically to the authorities of D.A.V.P (main database).

Every internet website is provided SSID. When a user sends request from internet website to the main database (D.A.V.P) immediately it will scan the session id of a particular website and creates log of advertisements which are appeared on the respective website.

When the user interacts with website, the API call with SSID is send to the main database (Authorities).

Then the SSID checking will be done in the main database, if SSID is validated with the user in the database then the log is created with SSID.

If the SSID doesn't match then the admin receives the logs with unauthorized website details.

SSID is unique for every website.

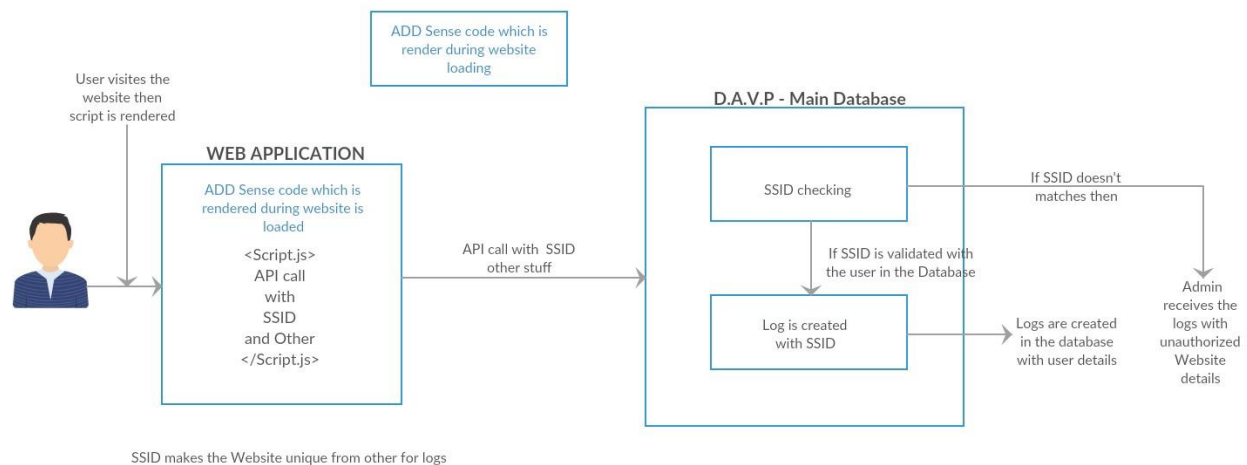
Technology Stack:

Web Application development: HTML, CSS, JAVASCRIPT, and Google Analytics.

Programming interface: JSON programming language.

Server and Database Management: Oracle server and Oracle database.

UML diagram and case study:



Pseudo code:

Step 1: Initially we are creating websites which are used to test our application.

Step 2: This website is created by using HTML, CSS, JavaScript, and JSON (Java Script Object Notation).

Step 3: A proper use of google analytics (Website tracking) included in JavaScript is used to get important analytics data.

Step 4: When user visits the website then API is called using JSON language, for every website we will create an unique SSID (Authentication keys).

Step 5: Every website has a unique authentication key. After user visits the website API call will be send to D.A.V.P main database to check the SSID (Authenticating key).

Step 6: In D.A.V.P main database the SSID will be checked. If SSID is validated then go to step 7 else go to step 8.

Step 7: Logs are created in the database with user details.

Step 8: Admin receives the logs with unauthorized website details.

Advantages:

- The web application so developed will help D.A.V.P (Directorate of Advertising and Visual Publicity) to have control over the third party advertisements.
- By this security issues are reduced.
- It creates real time logs of internet advertisements automatically in the main database (D.A.V.P).
- By this, illegal advertisements are restricted on internet websites.
- The websites should possess a valid authentication key so that people can't misuse the services provided by the website.
- We can improve the productivity of legal internet advertisements.
- It leads to significant rise of legal advertisements.

Dependencies:

- User support should be needed for convenient web tracking.
- Help will be needed from the government to authorize server and database to store the credentials.
- Google Analytics are used for website tracking that can collect and store data and then send that data to Google Analytics.