

SECURITY TEAM 2

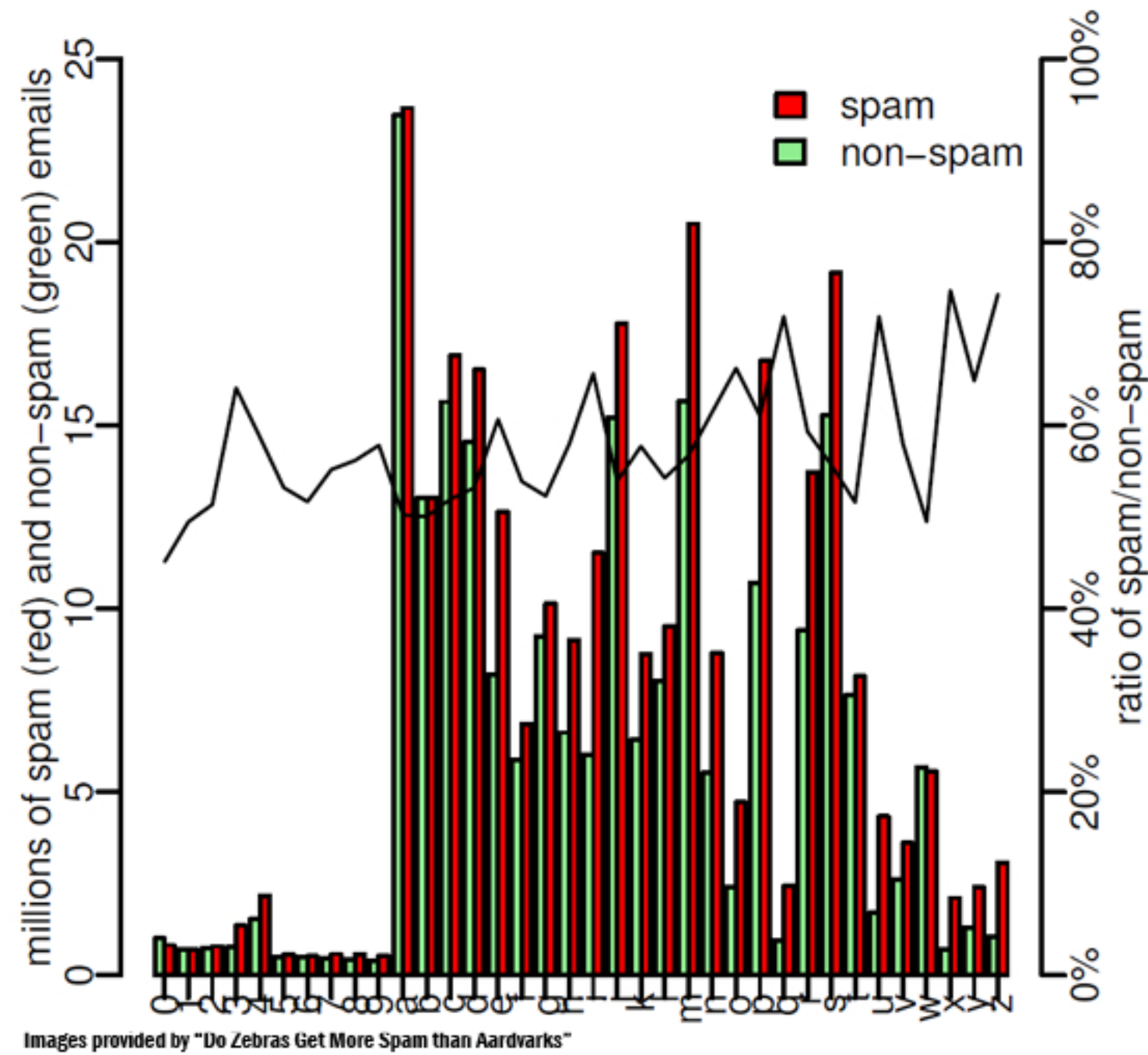
SPAM - BATTLE FOR THE INBOX

Strategies to Receive Spam

- Created Facebook accounts
- Created Amazon Accounts
- Posted all email addresses on Wordpress, and Huffington Post
- Responded to spam emails

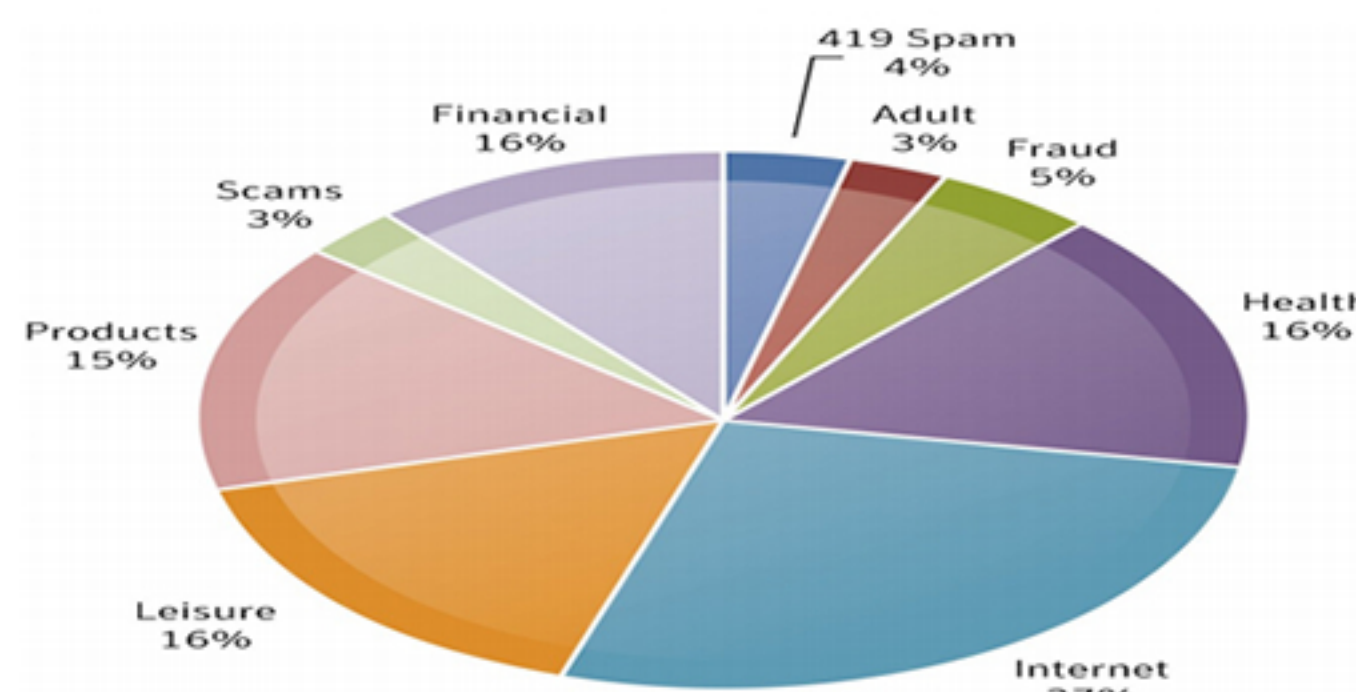
We found posting on Wordpress to be the best strategy to receive more spam.

Creating Amazon accounts seemed to be the least useful, especially because the accounts were never active.



Spam (red) and non-spam (green) email for 8 week period, where local parts begin with particular letters. Line shows percentage of email that is spam

Metrics Digest: Global Spam Categories:



Images Provided by Symantec's "State of Spam report"

Category Name	9-Jan	9-Feb	Change
Internet	19%	27%	8%
Health	20%	16%	-4%
Leisure	9%	16%	7%
Products	23%	15%	-8%
Financial	12%	11%	-1%
Fraud	4%	5%	1%
419 spam	3%	4%	1%
Adult	7%	3%	-4%
Scams	3%	3%	No Change
Political	<1%	<1%	No Change

References

- Clayton, Richard. Do Zebras get more Spam than Aardvarks? . In Proceedings of the Fifth Conference on Email and Anti-Spam (CEAS), (April 26, 2011) <http://www.cl.cam.ac.uk/~mc1/aardvark.pdf>
- Bowers, Doug, and Dermot Harnett. State of Spam Report A Monthly Report. Symantec. (April 26, 2011). http://eval.symantec.com/mktginfo/enterprise/other_resources/b-state_of_spam_report_03-2009.en-us.pdf

Project Summary

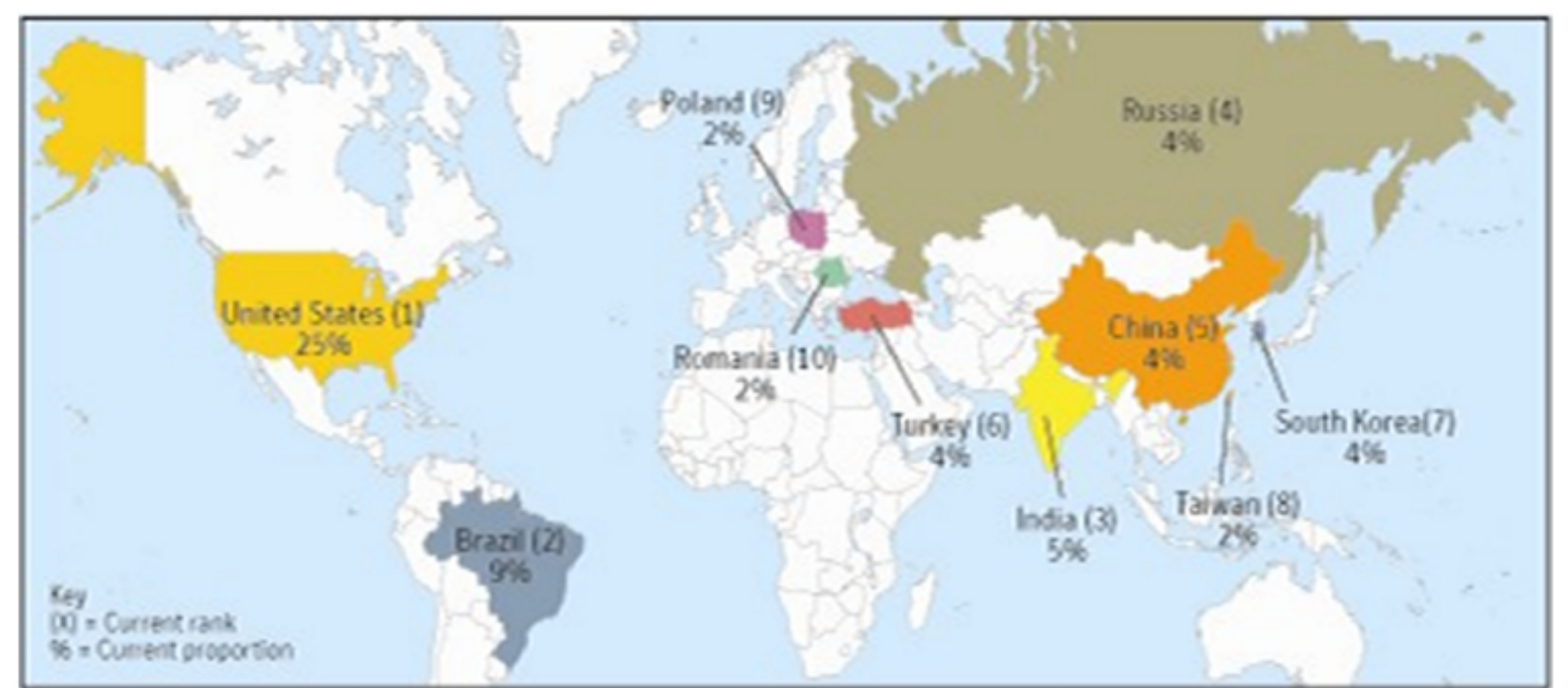
- Started out creating honeypot accounts with 3 different email providers (Hotmail, Gmail, and Yahoo) using different variables

- Age
- Gender
- Location
- Connections (Facebook or Amazon)

- After receiving minimal amounts of spam, we decided to try other approaches:

- Post email addresses on the Huffington Post blog
- Post email addresses on two different Wordpress blogs
- Respond to spammer email addresses

- Finally, we had to take a different approach to our project because we did not receive enough spam data to perform a quantitative analysis. Instead, we performed a qualitative analysis on several research articles found online.



Images Provided by Symantec's "State of Spam report"

Country	January 2009	February 2009	Change
United States	23%	25%	2%
Brazil	10%	9%	-1%
India	4%	5%	1%
Russia	4%	4%	No Change
China	7%	4%	-3%
South Korea	4%	4%	No Change
Turkey	3%	4%	1%
Taiwan	3%	2%	-1%
Romania	Not listed in top ten region/country of origin	2%	N/A
Poland	Not listed in top ten region/country of origin	0.02	N/A

Fun Facts

- 'Aardvarks' receive more spam than 'zebras'
Emails beginning with the letter 'a' receive more spam than emails beginning with the letter 'z'
- The most important influence on amount of spam received was the email service provider
Hotmail received more spam than any other service provider
- 81% spam only servers only send spam within a short period of time - 1 day out of 2 month period