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## 摘要

As Internet prevails and the users' age is decreasing, filtering improper contents of Web sites becomes increasingly important. There are generally two methods for the filtering purpose, including keyword matching and uniform resource locator (URL) identifying. Both methods have their pros and cons. For example, the former might entail with a high error rate, while the latter suffers from the difficulty of determining whether the content of a Web site specified by a certain URL is appropriate. This research focuses on the problem of the latter method where the relationship of interconnected advertisements is investigated. We employ several factors indicating the strength level of the relationship, including frequency, amount of linkage, and pre-defined weight values. The research aims to increase the correct identification rate in an automatic manner, and thus the URL list can be timely updated.

關鍵字:Hyperlink Lever Relation, Web Content Filtering, Web Page Classification