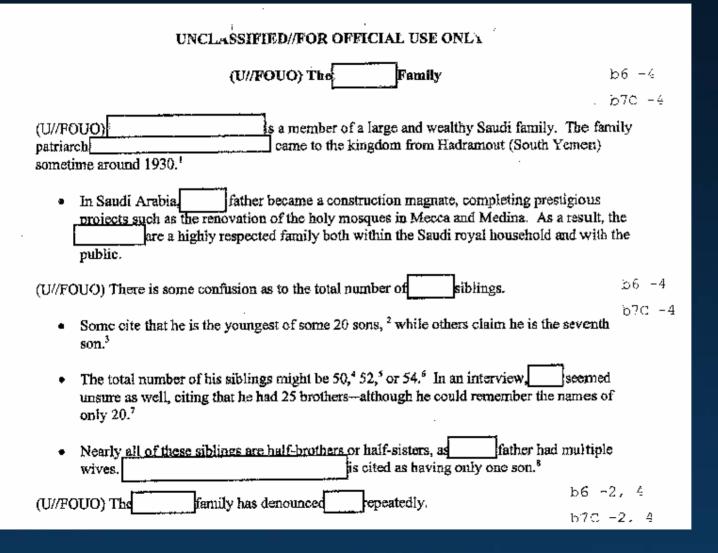
## Web-based Inference Detection

### Web 2.0 Security & Privacy, 5/24/2007

Richard Chow Philippe Golle Jessica Staddon PARC



## **Declassified FBI Report**





#### Web search on: "sibling saudi magnate"

<u>Yahoo</u>	<u>Yahoo! My Yahoo! Mail</u> Welcome, <b>Guest</b> [Sign In]									
_	Web   Images   <u>Video</u>   <u>Local</u>   <u>Shopping</u>   <u>more »</u>									
Y	AHOO! SEARCH	sibling saudi magnate	Search Advanced Search							
	$\frown$									
Sea	rch Results		1 - 10 of about 234 for <u>sibling saudi magnate</u> - 0.30 sec.							
d.	Bin Laden Sibling Gives DN									
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	spent some time with Osama in Saudi Arabia between 1978 to 1981 before									
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З.	NewsMax.com: Inside Cover	Story								
	A sibling of Osama bin Laden has reportedly given the CIA a sample of Alia Ghanem and the late Saudi construction magnate Mohammed bin Laden, he has									
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4.	Terrorist Attack Information	o Obly : Bin Laden Group								
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6.	Bin Laden Family Business	Seeks To Improve Image								
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	children of the late construction <b>m</b> www.rense.com/general17/binlade	a <b>gnate</b> Muhammad bin Laden. Infamily.htm - 4k - <u>Cached</u> - <u>More from this eite</u>								
		in <u>exerce</u> <u>increation the one</u>								



## Observations

- Most web pages with terms "sibling saudi magnate" also contain terms "osama bin laden"
- Hence, deduce the inference: {sibling saudi magnate} → {osama bin laden}
- Get most valid inferences, since the Web is a proxy for all human knowledge
  - Not complete though!
- Idea: Deduce inferences from co-occurrence of terms on the Web



#### **Conceptual Framework**

- Consider any Boolean formula of terms, e.g. (saudi AND magnate AND sibling), (osama AND bin AND laden)
- Evaluates to TRUE or FALSE for each Web page
  - Or, for each paragraph in each Web page...
- Strength of inference: Conditional Probability
  - Given (PRECEDENT) is TRUE, what is probability that (CONSEQUENT) is TRUE?
  - Write: (PRECEDENT) IMPLIES (CONSEQUENT)
- From now on, restrict to special case: Conjunction of terms implying another conjunction of terms
  - Other cases may be of interest as well:
     (xxx) IMPLIES (Person1 OR Person2 OR ...)



#### **Traditional Association Rules**

- Problem: Find market items that are commonly purchased together
  - Rules are of the form: (A) IMPLIES (B), A and B are sets of items
  - Legendary example: (diapers) IMPLIES (beer)
- Confidence of a rule: Pr (B | A)
  - Given that A is purchased, how likely is B to be purchased?
- Support of a rule: Pr( A and B)
  - What portion of all purchases contain both A and B?
- Apriori (Agrawal et al): well-known algorithm for this problem
   Works for given confidence and support cutoffs



## Web Association Rules

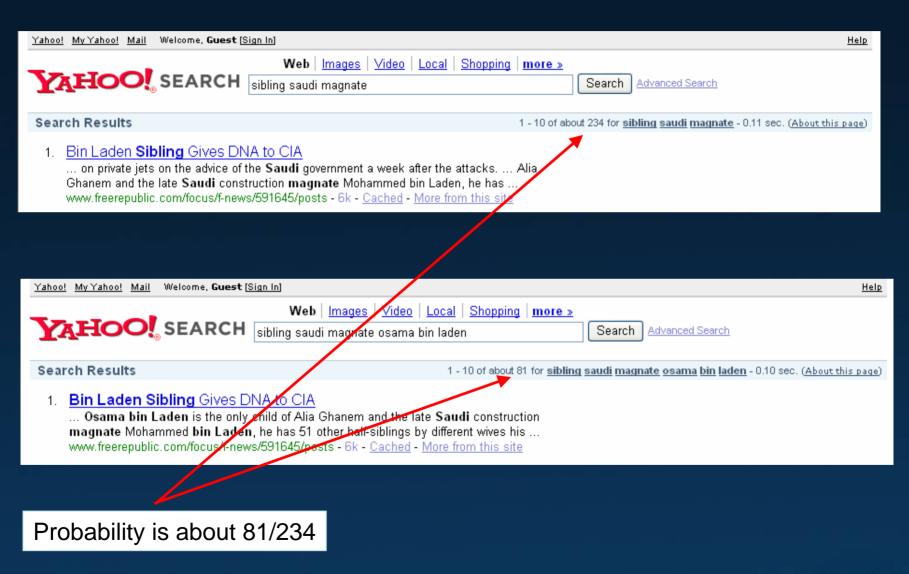
- Our problem: Find terms that are commonly found together on web pages
- Key differences from traditional association rules
  - Web is very large and unstructured
  - Natural Language Processing (NLP) may provide additional information since we are mining terms from text
  - More complex rules are of interest
    - Boolean formulae such as (A) IMPLIES (B OR C)
    - Linguistic patterns such as (a followed b) IMPLIES (C)
- Note that for privacy applications, need to find rules with very low support
  - Apriori algorithm not directly useful



# Using search engines to estimate probabilities

<u>Yahoo! My Yahoo! Mail</u> Welcome, <b>Guest</b> [Sign In]	<u>Yahoo! My Yahoo! Mail</u> Welcome, <b>Guest</b> [Sign In]					
Web   Images   Video   Local   Shopping   more .»           YAHOO! SEARCH         sibling saudi magnate         Search	Web   Images   Video   Local   Shopping   more .»           YAHOO! SEARCH         sibling saudi magnate osama bin laden         Search					
Search Results 1 - 10 of about 234 for	Search Results 1 - 10 of about 81 for sibling saudi magn					
<ol> <li>Bin Laden Sibling Gives DNA to CIA         <ul> <li>on private jets on the advice of the Saudi government a week after the attacks Alia</li> <li>Ghanem and the late Saudi construction magnate Mohammed bin Laden, he has</li> <li>www.freerepublic.com/focus/F-news/591645/posts - 6k - <u>Cached</u> - <u>More from this site</u></li> </ul> </li> </ol>	<ol> <li>Bin Laden Sibling Gives DNA to CIA         <ul> <li>Osama bin Laden is the only child of Alia Ghanem and the late Saudi construction magnate Mohammed bin Laden, he has 51 other half-siblings by different wives his             www.freerepublic.com/focus/f-news/591645/posts - 6k - <u>Cached</u> - <u>More from this site</u></li> </ul> </li> </ol>					
<ol> <li>Sibling to defend Bin Laden if needed (I will pay for Osama's defence  and daughters of the late Saudi construction magnate Mohammed bin Laden, who had spent some time with Osama in Saudi Arabia between 1978 to 1981 before www.freerepublic.com/focus/f-news/1436395/posts - 19k - <u>Cached</u> - <u>More from this site</u></li> </ol>	<ol> <li>Sibling to defend Bin Laden if needed (I will pay for Osama's defence</li> <li> of the late Saudi construction magnate Mohammed bin Laden, who had 22 wives</li> <li>Yeslam said Osama, who did not leave Saudi Arabia to study abroad like most of www.freerepublic.com/focus/f-news/1436395/posts - 19k - <u>Cached</u> - <u>More from this site</u></li> </ol>					
<ol> <li>NewsMax.com: Inside Cover Story         A sibling of Osama bin Laden has reportedly given the CIA a sample of Alia Ghanem and the late Saudi construction magnate Mohammed bin Laden, he has www.newsmax.com/scripts/showinside.pl?a=2001/12/16/51844 - 10k - <u>Cached</u> - <u>More from this</u> site     </li> </ol>	<ol> <li>Terrorist Attack Information Only: Bin Laden Group</li> <li>Osama bin Laden is one of 57 children of the late construction magnate Muhammad bin Laden Osama's sibling Abdullah Mohammed bin Laden told The www.suite101.com/discussion.cfm/investing/66790/555325 - 27k - <u>Cached</u> - <u>More from this site</u></li> </ol>					
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<ol> <li><u>Terrorist 9/11 Attack: Discussion 2,000 +</u>  54 children of a Saudi Arabian construction magnate and reportedly has look A sibling of Osama bin Laden has reportedly given the CIA a sample of his DNA to www.suite101.com/discussion.cfm/investing/68773/843-852 - 118k - <u>Cached</u> - <u>More from this structure</u></li> </ol>	<ol> <li>Printer Friendly Version Cairo, July 4: One of Osama bin Laden's half-brothers said he would pay for the of the late Saudi construction magnate Mohammed bin Laden, who had 22 wives www.expressindia.com/print.php?newsid=49986 - 5k - <u>Cached</u> - <u>More from this site</u></li> </ol>					
<ol> <li>Bin Laden Family Business Seeks To Improve Image         <ul> <li>firms approached by the Saudi-based conglomerate which is Osama bin Laden is one of 57 children of the late construction magnate Muhammad bin Laden             www.rense.com/general17/binladenfamily.htm - 4k - <u>Cached</u> - <u>More from this site</u></li> </ul> </li> </ol>	<ol> <li>Terrorist 9/11 Attack: Discussion 2,000 + A sibling of Osama bin Laden has reportedly given the CIA a sample of his DNA to Osama bin Laden is the only child of Alia Ghanem and the late Saudi www.suite101.com/discussion.cfm/investing/68773/848-857 - 61k - <u>Cached</u> - <u>More from this site</u></li> </ol>					

## Another Way





## **HIV Precision: Top 60 Inferences**

- Precision: fraction of "correct" inferences produced
- Analyzed top precedents appearing in at least 100K documents
- Medical expert reviewed these inferences
  - 28 were "correct"
  - 3 not necessarily connected to HIV, but were related conditions
  - 29 unknown or did not indicate HIV
- Medical expert appropriate for medical records note that appropriate reviewer depends on the application
  - "Montagnier" not considered "correct", but was discoverer of the HIV virus
  - "Kwazulu" not considered "correct", but this province of SA has one of the highest HIV infection rates in the world

1.049	antiretroviral	0.844	lopinavir	0.662	chancroid	0.604	viremia
			1				
0.969	$\operatorname{pmtct}$	0.84	microbicides	0.658	proviral	0.594	lymphotropic
0.967	cd4-gp120	0.834	lipodystrophy	0.651	retroviruses	0.583	lymphogranuloma
0.964	gp41	0.829	unaids	0.651	pneumocystis	0.578	hemophiliacs
0.953	nrtis	0.788	saquinavir	0.649	cd4-positive	0.578	mtct
0.953	ccr5	0.784	abacavir	0.642	cxcr4	0.577	lentivirus
0.939	nnrtis	0.784	defic	0.640	htlv	0.573	trichomoniasis
0.927	efavirenz	0.782	didanosine	0.638	seroconversion	0.557	gonorrhoea
0.922	8-antiretroviral	0.779	indinavir	0.635	acquir	0.557	seronegative
0.902	gp120	0.775	nevirapine	0.623	retroviral	0.538	contagiosum
0.892	zidovudine	0.758	coinfection	0.619	integrase	0.535	nucleoside
0.888	azt-3tc	0.749	virologic	0.616	anti-p24	0.519	montagnier
0.878	aidsinfo	0.741	ritonavir	0.610	carinii	0.517	mononucleosis
0.866	syndr	0.693	immunodeficiency	0.608	kwazulu	0.514	postexposure
0.854	cd4-ccr5	0.662	coreceptor	0.607	seropositive	0.513	gonococcal



## **Inference Problem**

- More and more publicly available data
  - Web 2.0 technologies becoming common
  - "long tail of the Internet"
- How to control the release of data?
  - What does the data reveal?
  - Need automated techniques
- Scenarios:
  - Individuals
    - Anonymous blogs or postings
    - Redaction of medical records
  - Corporations
    - News releases
    - Identification of content representing risk
  - Government
    - Declassification of government documents

