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**TrafficVis** is an interactive application for domain experts to visually inspect suspicious clusters and label their likelihood to be HT or another organized activity (i.e. spam, scam, massage parlors).

- **First of its kind**
- **Meta-clustering**
- **Time-saving**

![View text cluster activity over time](image1)

![Inspect metadata over time for spikes or periodic behavior](image2)

![Look for hot spots in patiotemporal information](image3)

**Ongoing Work**

- Perform user study
- Curate high-quality labeled dataset
- Release TrafficVis to domain experts

**Consider patterns in ad text with highlighted differences**

**Label the behavior – curating dataset for future algorithm development**

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