

Abstract

TrustRank, a web ranking method that seeks to overcome the link-based spam and brought the idea that non-spam website has never reference the web spam. How the proposed method is to form the seed set that contains several web that has been known for certain status as non-spam website. Then from the seed set trust values distributed across the web that out of seed set. The farther distance from the seed set the web is less likely to get the distribution of trust values.

But in fact the web spam can get references from the non-spam web, although by indecent trick, even with significant amounts in a short amount of time. This phenomenon makes the performance of TrustRank to assign the fairness value of trust become worse.

This research proposes the modification of TrustRank algorithm by adding IGR factor. IGR is a factor used to determine changes in the structure of the web Inlink. The greater value IGR of web is more likely detected as web spam, and the smaller value of the trust must be accepted by the web.

The results showed that the addition of IGR factor in TrustRank algorithm provide a more fair ranking. Web spam that previously dominated much of the order of the top bucket drops drastically at the end of the bucket.

Keywords : *TrustRank, web spam, seed set, IGR, bucket.*