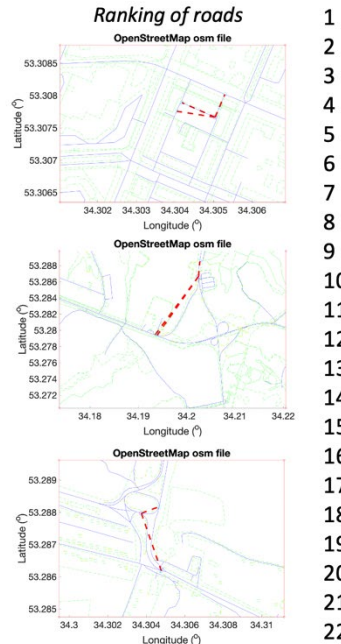
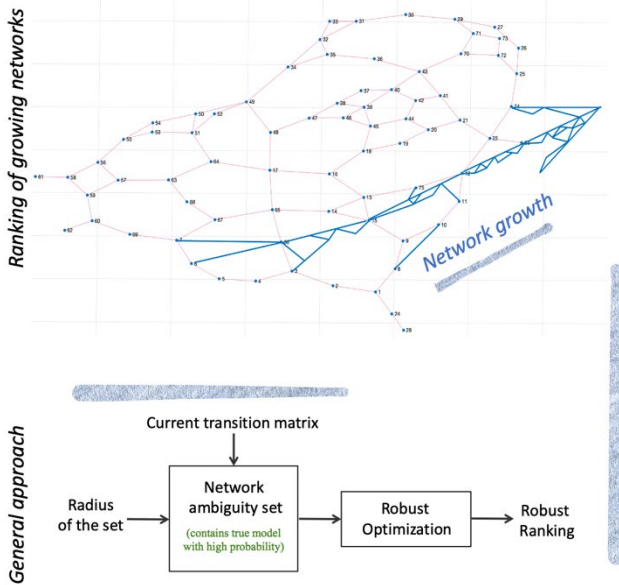


# FindeX: Growth-Adjusted Web-Ranking



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Date	07/10/2021

FindeX ranks networks accounting for their growth and the uncertainty in links. The optimal solution is robust to variations in network's size and structure.

## Description

An Internet search for "Watch latest X for free" returns links to numerous sites offering the opportunity to do precisely that. On clicking through to these resources, the broadcast really begins, only to stop after a couple of minutes. To continue viewing, the user is often prompted to create a free account. However, when the Continue button is clicked, the site asks for additional information and bank card details, including the three-digit security code (CVV) on the reverse side. The site administrators assure that funds will not be debited from the card. However, instead of continuing the broadcast, the scammers simply pocket the details.

Our web-ranking technology, called FindeX, is able to help in automating spam- and scam-filtering for users in the Internet. This is achieved due to the robustness of our technology to the growth and structural changes in the network: the factors which scammers often use to achieve high webpage ranks.

## Advantages

Spam- and scam- filtering is incredibly valuable to users in the Internet due to cyber threats implying the existence of numerous sites which drag people into providing their personal information, including even credit card details. Users looking to watch a stream are also often tricked into allowing notifications, which bombard them with explicit and extreme content, as well as scams and links to other malicious sites.

Furthermore, the robustness of our technology allows to use less electrical power for ranking than currently existing search engines. This is achieved via subdividing Internet into parts, which is not possible without robustness to the Internet growth. We refer to this feature as to sustainability or climate-friendliness.

## Applications

Natural applications are Internet ranking, scientometrics, ranking of music, movies and online products, cybersecurity. Other possible applications include estimation of systemic risk in banking sector, cost control for road renovations etc.