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Advertisement detection using Wavelet-based Machine Learning Algorithm.

Internet advertisement is the most popular form of advertisement today. Advertisement agencies use this approach by collecting data from the user to display advertisements customized by the user's web history. This includes search history, recently visited websites and more. Some known companies in this field are Google and Facebook, as well as others that are comparable. The advertisements seen by users are accurate, meaning users are more likely to purchase the product being advertised to them. The purpose of this research project is to create a wavelet-based machine learning algorithm to compare with existing Naïve Baye algorithm used by Google, Facebook, and etc. We will compare the effectiveness of our method with the Naïve Baye algorithm to show that our method is more accurate in advertisement detection. (Received September 25, 2018)