TRAFFICVIS
FIGHTING HUMAN TRAFFICKING THROUGH VISUALIZATION

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Human Trafficking (HT) for forced sexual exploitation affects over *4.8 million people world-wide* and the majority of victims are advertised online. HT detection algorithms look for clusters of similarly phrased ads, indicating that one controller is writing ads for multiple victims.

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

Inspect metadata over time for spikes or periodic behavior

Look for hot spots in patio-temporal information

Consider patterns in ad text with highlighted differences

Label the behavior – curating dataset for future algorithm development

Ongoing Work

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