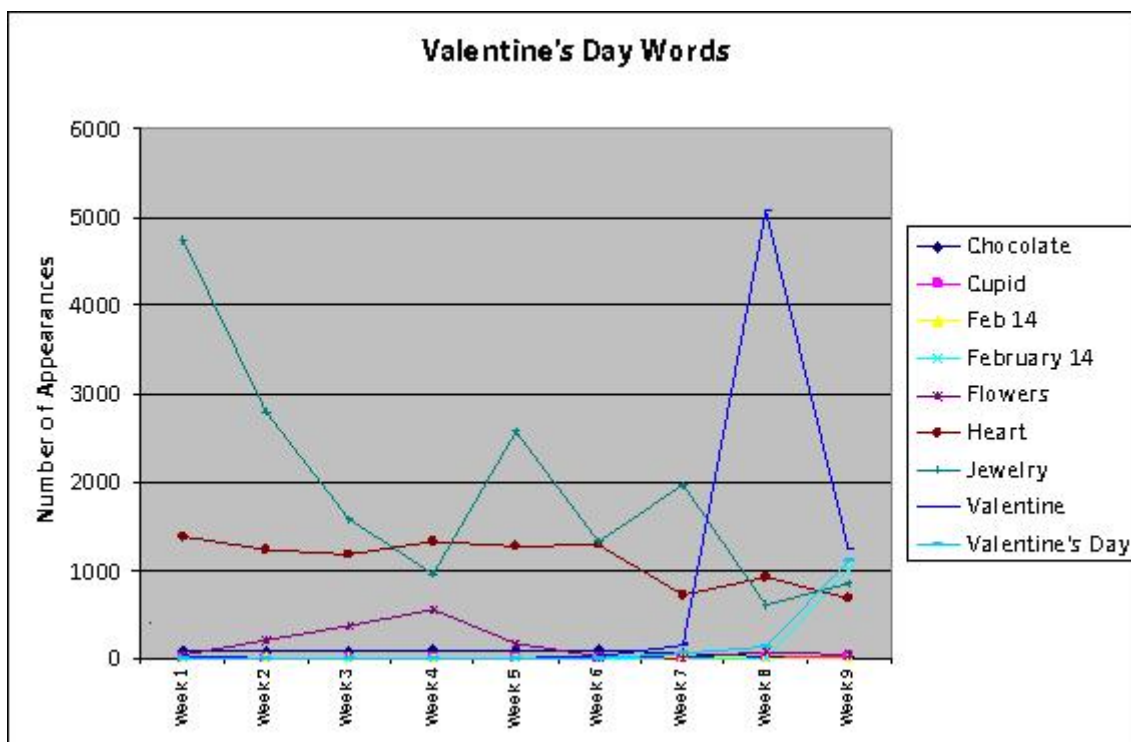


What's in a Valentine's Day spam word? by Dylan Morss, Symantec Manager of Business Intelligence

After the blog [I posted last week](#) on Valentine's Day spam subject lines, I thought it would be interesting to take a closer look at specific Valentine's Day related words that have been appearing in spam subject lines to see if there are any trends. I had previously noted an increase in the appearance of a few Valentine's Day related words: cupid, Feb 14 and February 14, and I wanted to expand the search a bit. I was hoping to try and redeem the reputation of Valentine's Day spam since my previous post put the spammer's intentions in a less romantic light than the holiday warrants. I decided to search for traditional Valentine phrases including: chocolate, cupid, Feb 14, February 14, Flowers, Heart, Jewelry, Valentine and Valentine's Day.

As expected, coming out of the end of year holiday stretch there are some words that are considered 'Valentine-like' which appear more in December than January/February. There are also some obvious phrases and words that are specific to the Valentine's Day holiday that are on the increase as we head into the countdown to the auspicious day.

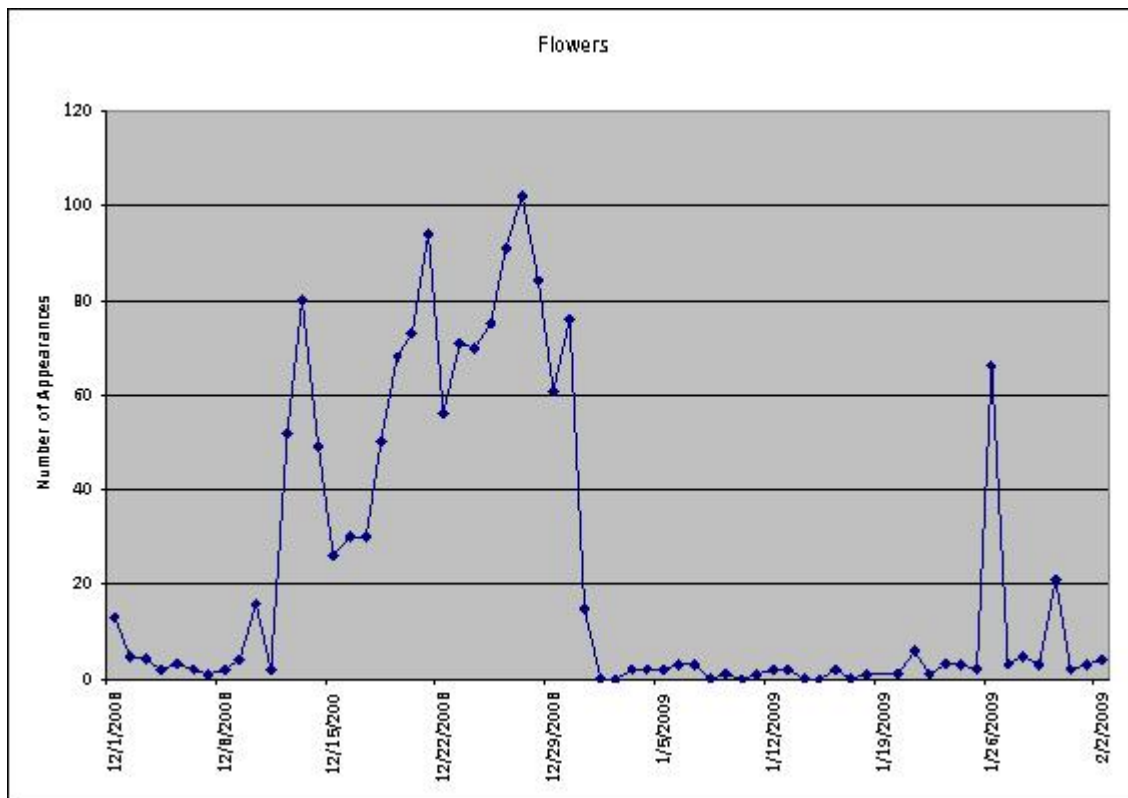


The phrases and words whose stock are going up as we approach Valentine's Day are: **cupid, Valentine, Valentine's Day, Feb 14** and **February 14**. Valentine is definitely the word of choice.

The phrases and words whose appearances are on the way down as we pull away from the end of year holidays include: **chocolate, heart, and jewelry**.

There was one word that had a high appearance rate in December and saw a sharp drop off after the New Year's holiday but has started to appear more frequently again. **Flowers**

Spam with the word 'flowers' in the subject line rose sharply at the beginning of December and then almost disappeared by Jan 1. With the holiday of love looming on the horizon, we're once again seeing flower spam bloom.



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