

Incentivized Reviews Radar



Andy Wang

The Problem

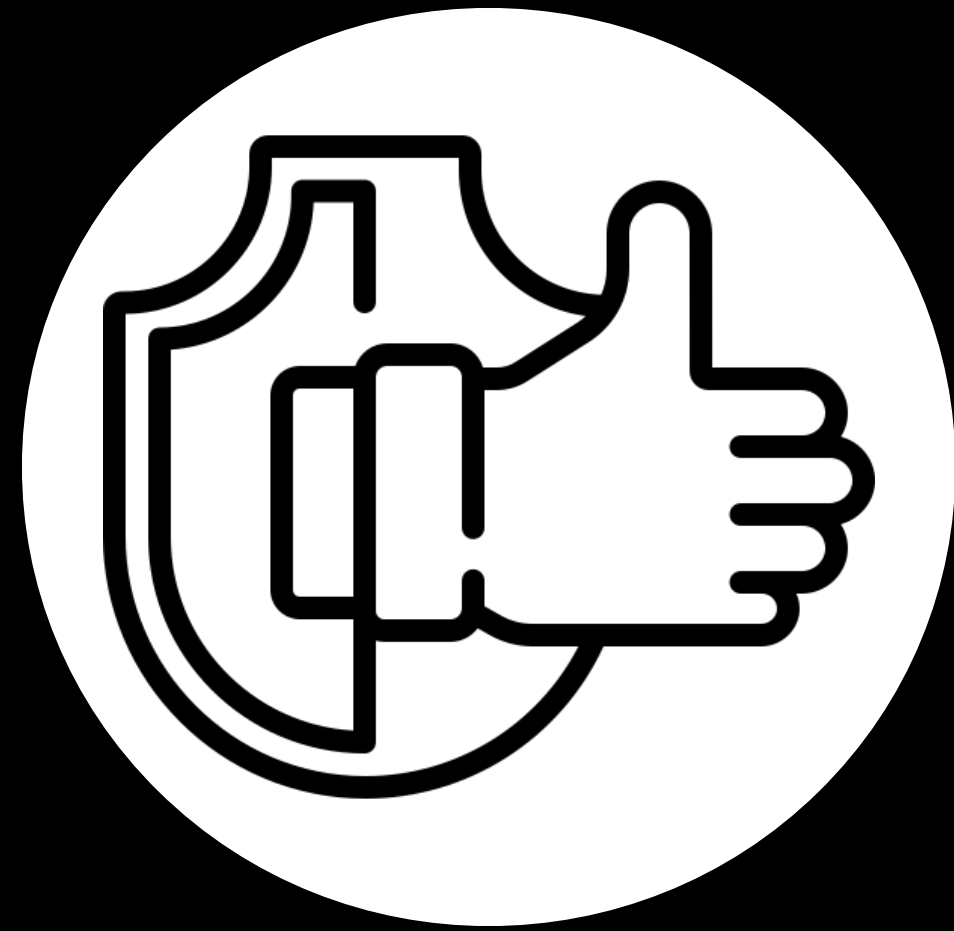
The Washington Post
Democracy Dies in Darkness

How merchants use Facebook to flood Amazon with fake reviews

By Elizabeth Dwoskin and Craig Timberg

April 23, 2018

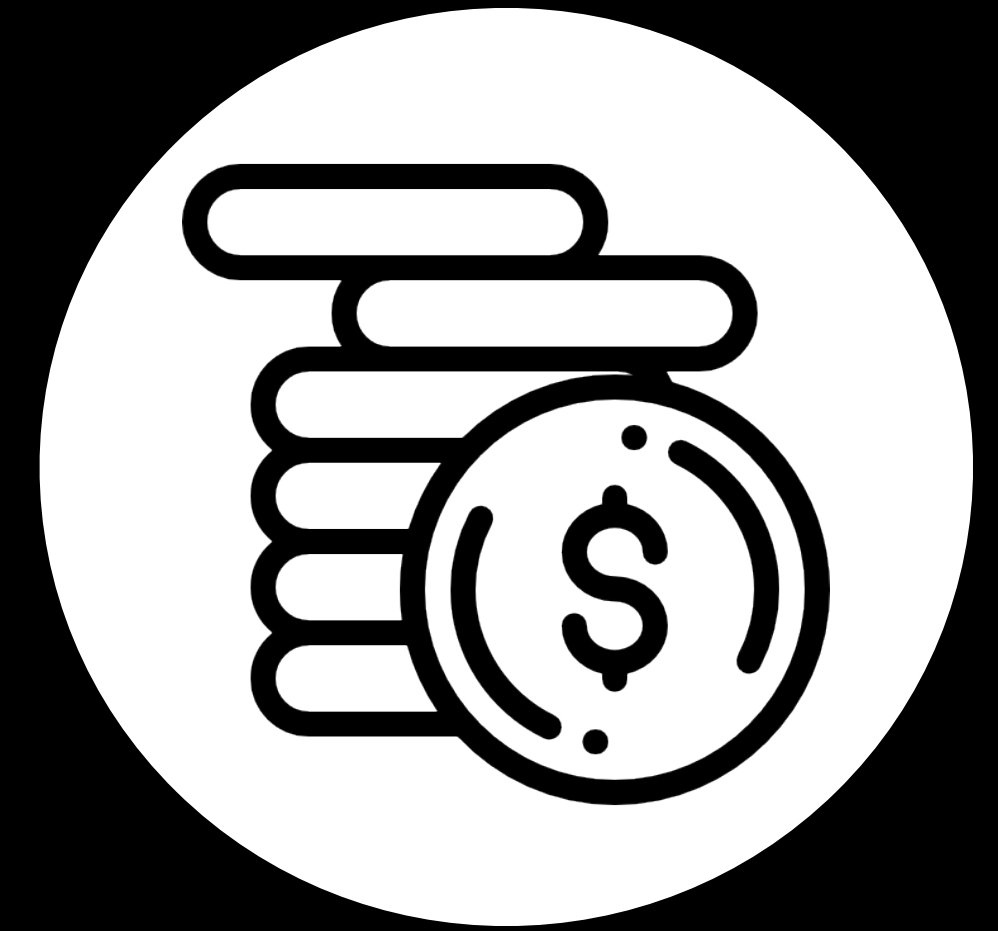
Why it's important?



Trust



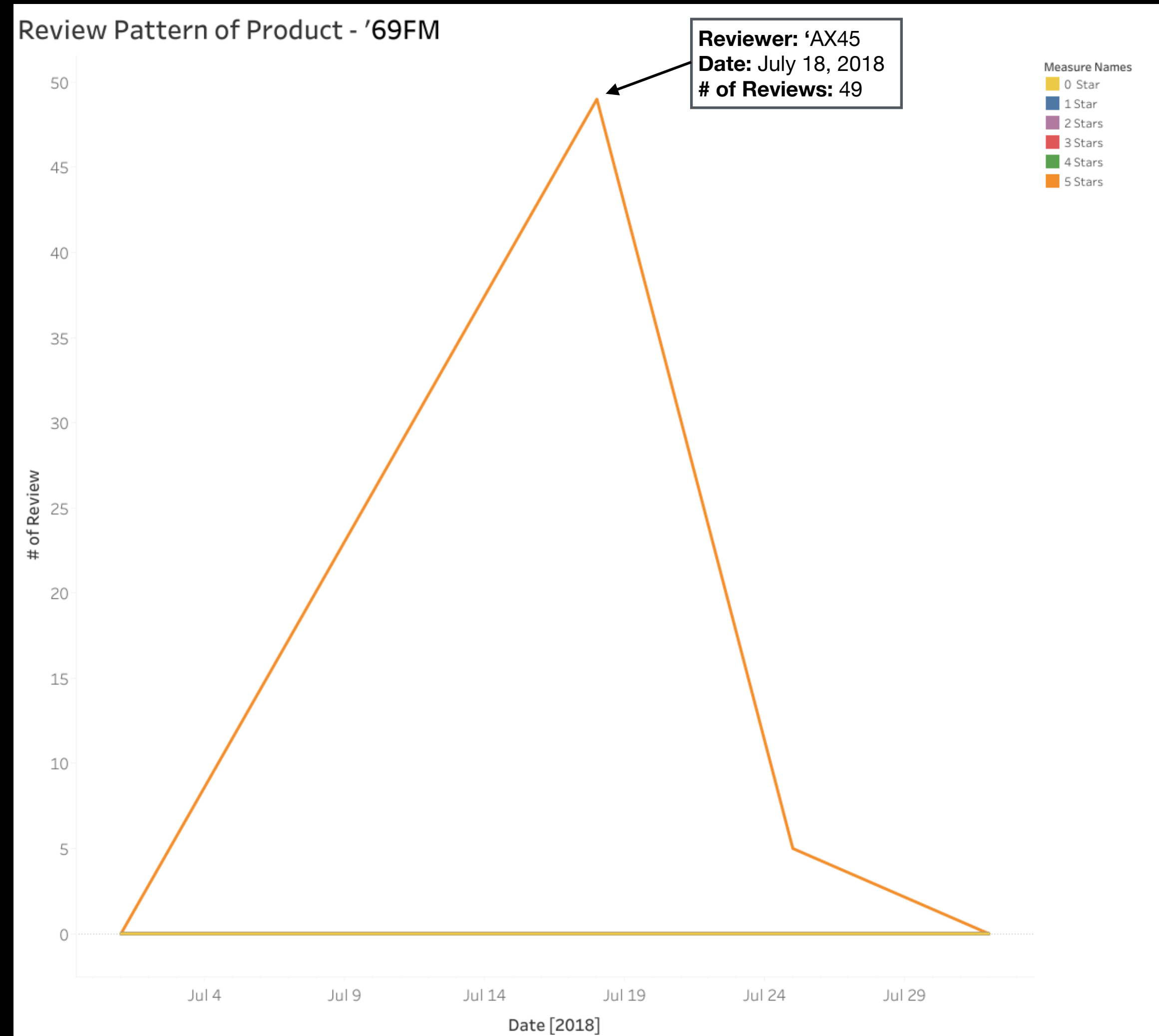
Satisfaction



Money

Preliminary Analysis

Preliminary Analysis

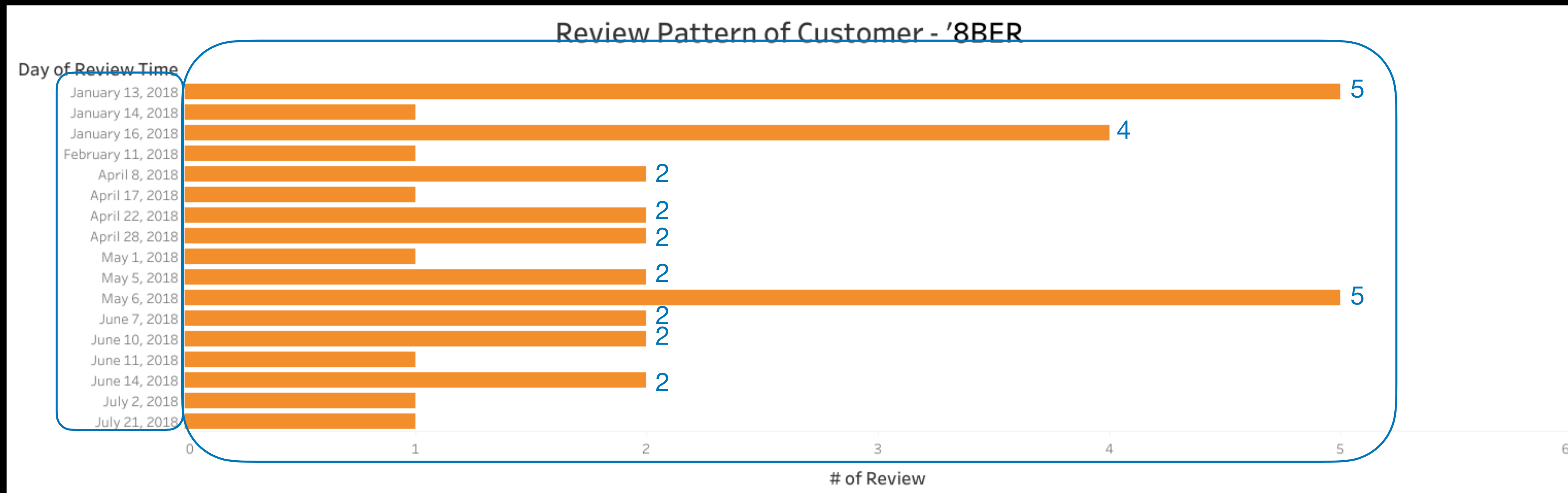


Preliminary Analysis

- “Excellent wireless charge pad. It goes into sleep mode when the phone is really charged, this helps prevent the battery from getting hot. I **have four of them**, 1 at my office, 1 in my truck, and two at home. No more messing around trying to get the cord plugged into the phone.”
- “Samsun Galaxy S6 active.. Works perfect, **bought two** one for my night stand one for the truck. Made a tray holder for the truck now when I drop my phone in the tray it is charging.”
- “I really like this wireless charger. It has working on every phone I threw at it: **iPhone 8 Plus, LG G3, S5, S5 Active (universal receiver), S6 active, S3, Note 3, and Note 4.** I **bought 3 of them**, and I gave one to a relative.”

PLUS more in other reviews

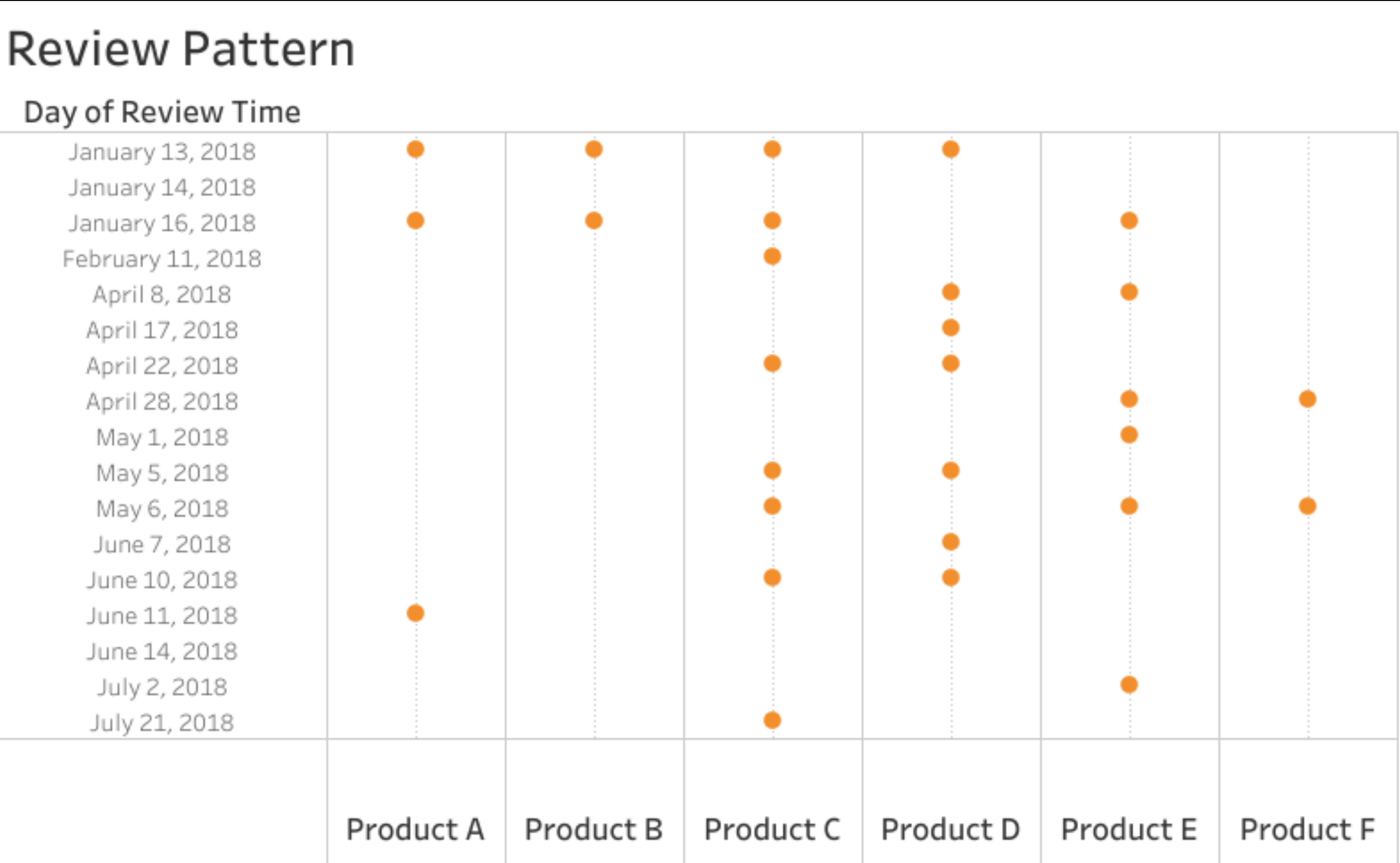
Preliminary Analysis



Preliminary Analysis

Reviewed Products		
Day of Review Time	Verified	Product ID
January 13, 2018	N	B00Z7RMXCE
		B00Z7RUD80
		B00Z7SA50K
		B00Z7SOBDM
		B00Z7SOUN8
January 14, 2018	N	B00Z7SQENW
January 16, 2018	N	B00Z7SJ9DO
		B00Z7SUZFU
		B00Z7TUDZW
		B00Z7TXGC8
February 11, 2018	N	B00Z7RUOYI
April 8, 2018	N	B00Z7RNVE8
		B00Z7ROBHE
April 17, 2018	N	B00Z7RQ0NC
April 22, 2018	N	B00Z7RL2OI
		B00Z7TEFZA
April 28, 2018	N	B00Z7RLBN6
		B00Z7SA89I
May 1, 2018	N	B00Z7SA89I
May 5, 2018	N	B00Z7S09DI
		B00Z7SR6FM
May 6, 2018	N	B00Z7RURS6
		B00Z7SA89I
		B00Z7SF136
		B00Z7SS0E
June 7, 2018	N	B00Z7S16DK
		B00Z7S74KO
June 10, 2018	N	B00Z7RKXTY
		B00Z7RNVE8
June 11, 2018	N	B00Z7S3804
June 14, 2018	N	B00Z7S3804
July 2, 2018	N	B00Z7S81BU
July 21, 2018	N	B00Z7SEJQ6

Preliminary Analysis

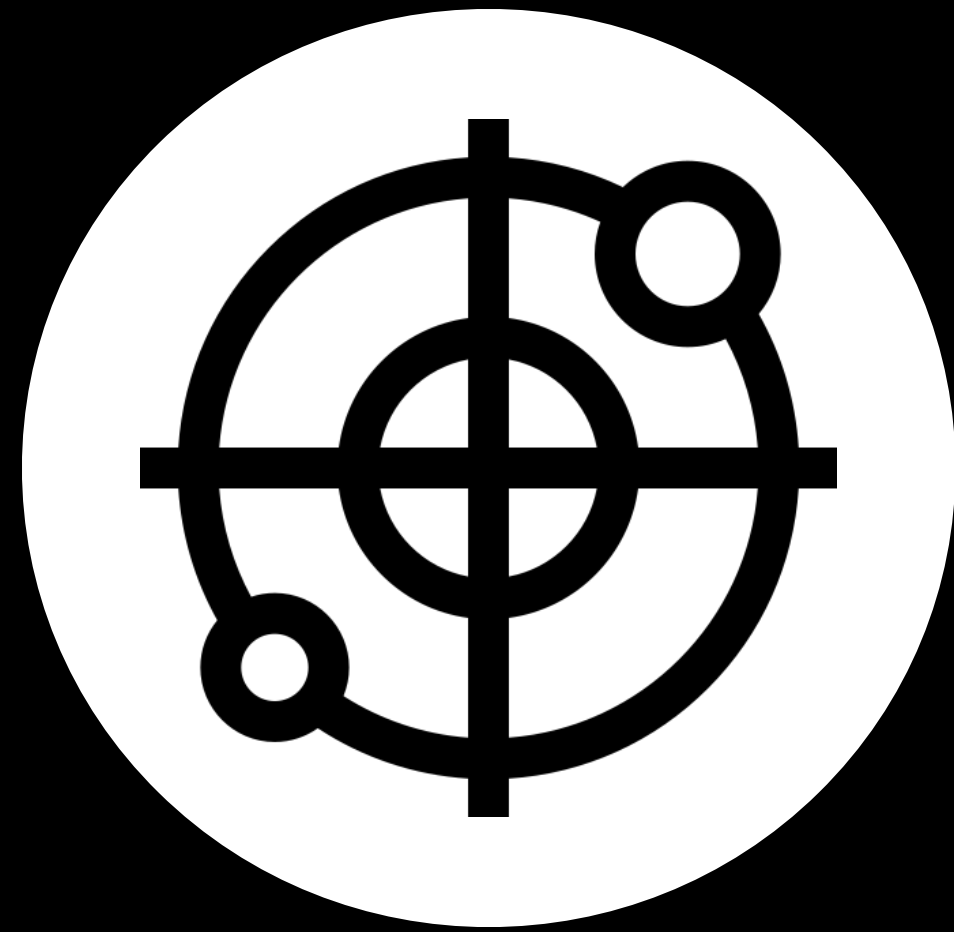


Findings from Preliminary Analysis

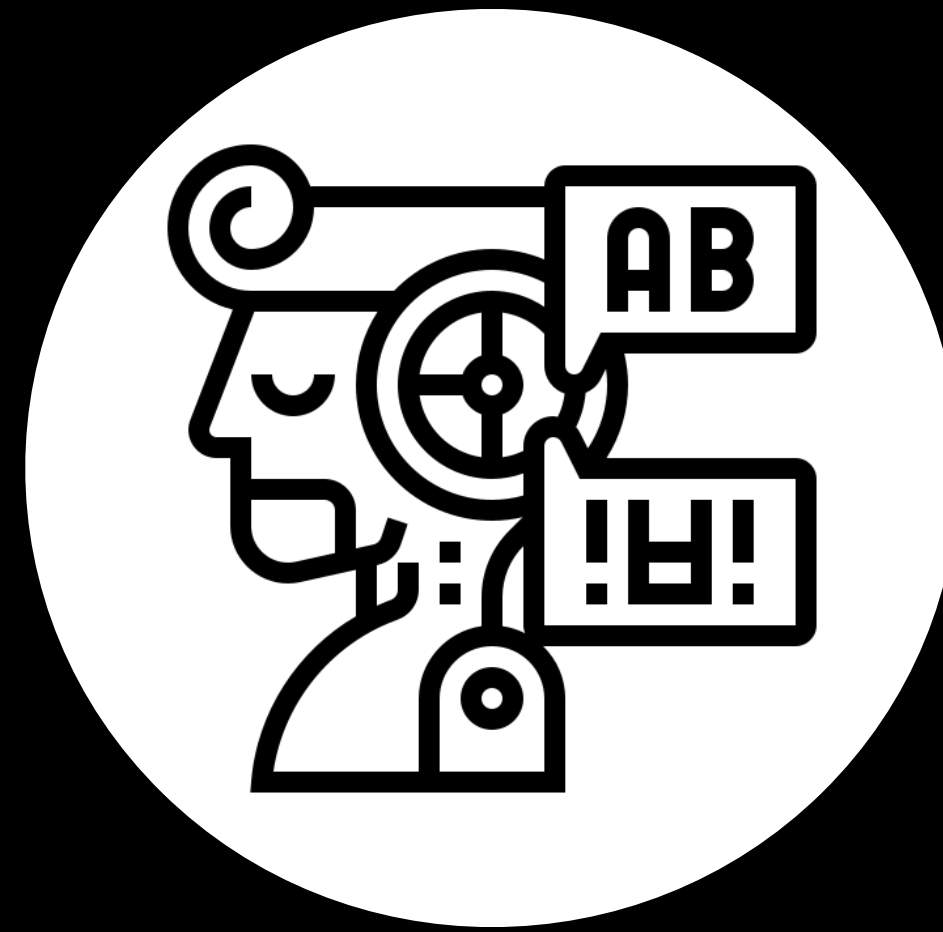
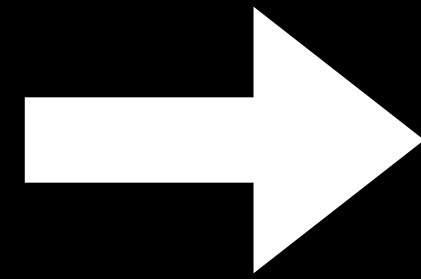
Incentivized reviews may have these traits:

- Left from the same person
- Contradicting information
- Similar structure
- Hard to detect when spread out through time

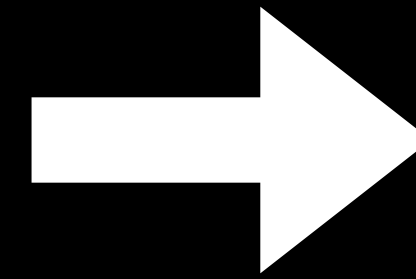
Solution



Abnormality Detection



NLP



Human Final Check

Happy Shopping



Questions?

Appendix

CLAIM YOUR FREE GIFT

Step1 Share your experience by leaving an honest review.

Step2 Choose a gift you like



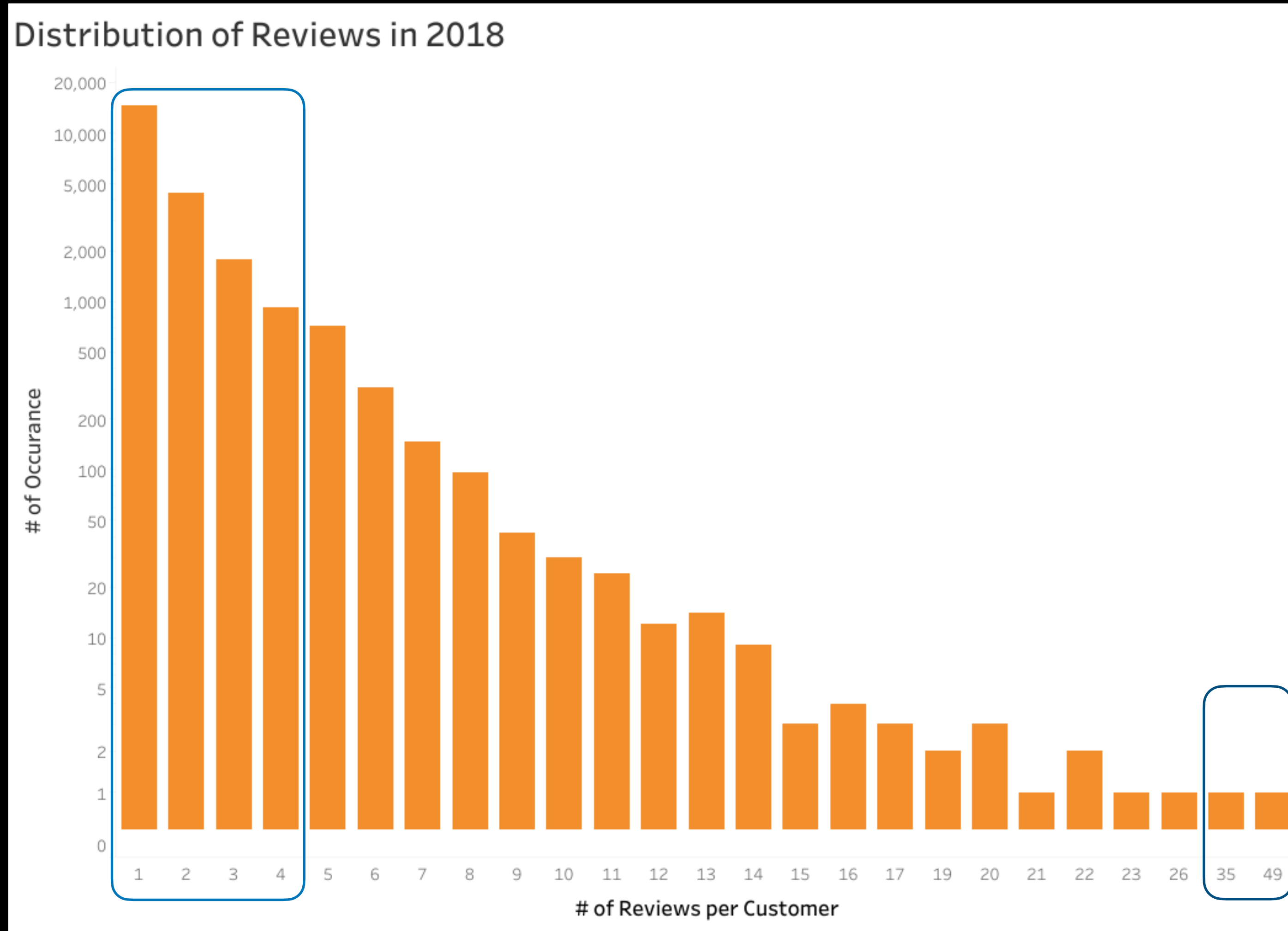
Muscle Stimulator
\$39.99



Gift card
\$40

Step3 Send your review screenshot & order ID to [redacted]@163.com

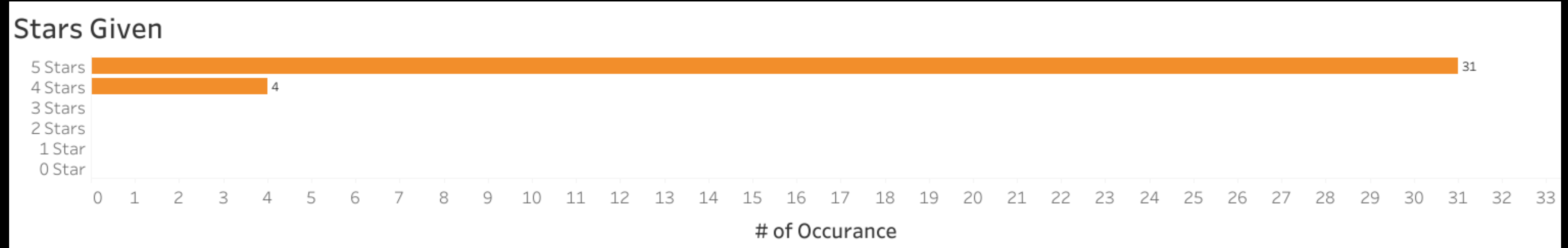
Appendix



Preliminary Analysis

Styles Reviewed			
Reviewer ID	Verified	Product ID	Style
'AX45	Y	'69FM	Color: black and blue11
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			Color: black and blue14
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			Color: black and blue59

Appendix



Appendix

5/5/18

I love the PRODUCT D because of how thin and minimalist it is.

It barely adds much to the 2 XL's overall size. This is great as it is already a good sized phone.

The case provides a good level of protection and at the same time looks very good.

I find the buttons to be easy to press and responsive.

They also don't show fingerprints or scratches and dirt either. They still look good many months later.

One of my favorite cases.

6/7/18

I love the PRODUCT D because of how thin and minimalist it is.

It barely adds much to the phone's overall size. The S9+ is already a large phone and this really helps to keep it from being too large to handle.

This is great if you keep your phone in your pockets.

The case provides a good level of protection and at the same time looks very good.

I find the buttons to be easy to press and responsive.

They also don't show fingerprints or scratches and dirt either. They still look good many months later.

One of my favorite cases.

6/10/18

I love the PRODUCT D because of how thin and minimalist it is.

It barely adds much to the Note 8's overall size. This is great if you keep your phone in your pockets.

The case provides a good level of protection and at the same time looks very good.

I find the buttons to be easy to press and responsive.

They also don't show fingerprints or scratches and dirt either. They still look good many months later.

This is a mature product which COMPANY XYZ has refined over the years to get it to where it is today.

The materials are very good. The rigidity and protective qualities of the case are excellent. It is also very impact and scratch resistant.

One of my favorite cases.

The best part is that COMPANY XYZ really stands behind their cases with an excellent warranty.

5 stars for quality and support.