



M.KUMARASAMY
COLLEGE OF ENGINEERING

NAAC Accredited Autonomous Institution

Approved by AICTE & Affiliated to Anna University
ISO 9001:2015 & ISO 14001:2015 Certified Institution

Thalavapalayam, Karur – 639 113.



A Minor Project Report

On

Fake product review monitoring and removal

Submitted in partial fulfilment of requirements for the award of the

Degree of

BACHELOR OF ENGINEERING

in

COMPUTER SCIENCE AND ENGINEERING

Under the guidance of

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M.KUMARASAMY COLLEGE OF ENGINEERING

DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

(Autonomous)

KARUR – 639 113

NOV-2022



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(Autonomous Institution affiliated to Anna University, Chennai)

KARUR – 639113

BONAFIDE CERTIFICATE

Certified that this minor project report **“FAKE PRODUCT REVIEW MONITORING AND REMOVAL”** is the bonafide work of **“ABEESH. R (927621BCS003), DEEPAN RAJ. G (927621BCS018), HARI HARAN. S (927621BCS036), KAVIN.B (927621BCS054)”**. who carried out the project work during the academic year 2022-2023 under my supervision.

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DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

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To emerge as a leader among the top institutions in the field of technical education.

MISSION OF THE INSTITUTION



Produce smart technocrats with empirical knowledge who can surmount the global challenges.



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To promote research in the area of computer science and engineering with the focus on innovation.



To transform students into technically competent professionals with societal and ethical responsibilities.

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

PEO 1: Graduates will have successful career in software industries and R&D divisions through continuous learning.

PEO 2: Graduates will provide effective solutions for real world problems in the key domain of computer science and engineering and engage in lifelong learning.

PEO 3: Graduates will excel in their profession by being ethically and socially responsible.



PROGRAM OUTCOMES (POs)

Engineering students will be able to:

1. **Engineering knowledge:** Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.
2. **Problem analysis:** Identify, formulate, review research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.
3. **Design/development of solutions:** Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
4. **Conduct investigations of complex problems:** Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
5. **Modern tool usage:** Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.
6. **The engineer and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
7. **Environment and sustainability:** Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
8. **Ethics:** Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
9. **Individual and team work:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
10. **Communication:** Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.



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- 11. Project management and finance:** Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- 12. Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

PROGRAM SPECIFIC OUTCOMES (PSOs)

-  **PSO1: Professional Skills:** Ability to apply the knowledge of computing techniques to design and develop computerized solutions for the problems.
-  **PSO2: Successful career:** Ability to utilize the computing skills and ethical values in creating a successful career.



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ABSTRACT WITH PO AND PSO MAPPING

ABSTRACT	POs MAPPED	PSOs MAPPED
Recently, Sentiment Analysis (SA) has become one of the most interesting topics in text analysis, due to its promising commercial benefits. One of the main issues facing by SA is how to extract emotions inside the opinion, and how to detect fake positive reviews and fake negative reviews from opinion reviews. Moreover, the reviews obtained from users can be classified into positive or negative reviews, which can be us by a consumer to select a product. This project aims to classify product reviews into groups of positive or negative polarity by using machine learning algorithms. In this study, we analyze online product reviews using SA methods in order to detect fake reviews. SA and classification methods are applied to a dataset of movie reviews. More specifically, to use one of the supervised machine learning algorithms: Support Vector Machine (SVM) for sentiment classification of reviews using datasets.	PO1(3) PO 2(3) PO 3(2) PO 4(2) PO 5(2) PO6(1) PO 7(3) PO 8(2) PO 9(3) PO 10(3) PO 11(2) PO 12(2)	PSO 1(3) PSO 2(2)

Note: 1- Low, 2-Medium, 3- High

SUPERVISOR

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ABSTRACT

Recently, Sentiment Analysis (SA) has become one of the most interesting topics in text analysis, due to its promising commercial benefits. One of the main issues facing by SA is how to extract emotions inside the opinion, and how to detect fake positive reviews and fake negative reviews from opinion reviews. Moreover, the reviews obtained from users can be classified into positive or negative reviews, which can be used by a consumer to select a product. This project aims to classify product reviews into groups of positive or negative polarity by using machine learning algorithms. In this study, we analyze online product reviews using SA methods in order to detect fake reviews. SA and classification methods are applied to a dataset of movie reviews. More specifically, to use one of the supervised machine learning algorithms: Support Vector Machine (SVM) for sentiment classification of reviews using datasets. The measured results of our experiments show that the SVM algorithm outperforms other algorithms, and that it reaches the highest accuracy not only in text classification, but also in detecting fake reviews.

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LIST OF ABBREVIATIONS

NPL	- Natural Language Processing.
SVM	- Support vector machine.
IP-Address	- Internet Protocol address.

CHAPTER 1

INTRODUCTION

The elegance with online review posting has grown at a faster rate and people buying almost everything online that gets delivered at their doorsteps. Hence, people are not subject to physically inspect the product when buying online so they drastically unwantedly/wontedly depend on reviews of other buyers this must be made truthful as much as possible so that the buyer is not cheated with fake reviewers or spammers time and again.

The problem is simple yet tiring to be accomplished through/read every review to mark it as a fake or ambiguous category this must be done systematically to get to the root of the problem. This problem can be addressed by training an ML model which deals with the review section to flag a particular review as genuine or spam.

The interesting thing is spammers who didn't use the product can be caught this way. A spam review or the usage of different customer id can be used to filter review of the product falsely to get a good rating of the product. This can be filtered by checking the use of words like "awesome", "so good", "fantastic" etc. can be flagged. Since they tend to hype the product or they try to emulate genuine reviews with the same words using it again and again to make an impact on the buyer.

1.1 OVERVIEW

Online reviews about products and services, such as reviews in stores, are a valuable source of information for customers. Unfortunately, reviews are contaminated by fake reviews, which may lead to wrong conclusions when including them in the analyses of user feedback.

As these fake reviews are not marked as advertisement, they might lead to wrong conclusions for customers. If customers are trusting fake reviews their user experience is significantly lowered as soon as they find out that they were betrayed.

Therefore, online stores and social media platforms have to take countermeasures against fake reviews. Thus, we performed a systematic literature review to create an overview of the available methods to detect fake reviews and relate the methods to their necessarily required data. This will enable us to identify fake reviews within different data sources easier in order to improve the reliability of the used customer feedback. We have analyzed 141 methods for fake detection.

As the reporting quality of a substantial part lacked understandability in terms of method description and evaluation details, we have provided recommendations for method and evaluation descriptions for future method proposals. In addition, we have performed an assessment in terms of detection effectiveness and quality of those methods.

1.2 DOMAIN INTRODUCTION

User reviews can play a significant role in determining the revenue of an organization. Online users rely on reviews before making decisions about any product and service. As such, the credibility of online reviews is crucial for businesses and can directly affect companies' reputation and profitability. That is why some businesses are paying spammers to post fake reviews. These fake reviews exploit consumer purchasing decisions. Here monitoring fake reviews made some of the ways to identify the fake product review to stop the hazards caused to the sales. We have used some of the techniques like if the review is given from the same IP- address to a same product then it is considered to be the fake review given by the spammer. by this the admin can be able to find the false or fake reviews given to his product and can lead a healthy sale

1.3 PROBLEM STATEMENT

As most of the people require review about a product before spending their money on the product. So people come across various reviews in the website but these reviews are genuine or fake is not identified by the user. In some review websites some good reviews are added by the product company people itself in order to make product famous this people belong to Social Media Optimization team. They give good reviews for many different products manufactured by their own firm. User will not be able to find out whether the review is genuine or fake. To find out fake review in the website this “Fake Product Review Monitoring and Removal for Genuine Online Product Reviews Using Opinion Mining” system is introduced. This system will find out fake reviews using sentimental analysis, SVM and NLP.

1.4 OBJECTIVE

Fake Product Review Monitoring and Removal helps to filter out the fake product review. Admin is capable to recognise the fake reviews by various techniques like: Opinionated false reviews, Non reviews and Sentiment analysis of the product review. User once access the system; user can view product and can post review about the product.

CHAPTER 2

LITERATURE SURVEY

Si Chen et al implemented A Blockchain-based Supply Chain Quality Management Framework (2017). They suggest an ethereum - based framework in this paper. Based on the blockchain era, this guideline does provide a theoretical foundation for high-quality supply chain operations. Furthermore, it does provide a foundation for developing theories about information resource management in decentralized, internet groups. Prabhu Shankar, R. Jayavadivel wrote A Survey of Counterfeit Product Detection (2019). In this paper, they discuss counterfeit goods, which are constantly increasing with the entire amount of online as well as black market. As a result, there may be a strong desire to deal with the problems of detecting counterfeit goods and designing effective technology to enhance detection results. These are just a few of the current research topics being looked into in the modern world. This paper discusses a variety of strategies for detecting counterfeit goods. Oleh Prokipchuk et al. organized an Intelligent System for Checking the Authenticity of Goods Based on Blockchain Technology (2021). This paper discusses why fake goods identification devices are important and what unique methods can be used to combat them. The device provides a favored template that product manufacturers can use to gain access to a steady blockchain ecosystem, resulting in a product with realistic value. Shovon Paul et al. developed a Fake News Detection in social media the usage of Blockchain (2019). This paper explains how, at times, false information is more appealing than true information. As a result, humans appear to be flawed. Using the benefits of Blockchain's peer-to-peer network requirements, how can we use blockchain to discuss how to avoid fake news on social media? Abhinav Sanghi et al advanced Detecting Fake Drugs using Blockchain (2021). The authors of this paper mentioned If users consume counterfeit drugs, serious health problems, as well as deaths, may occur. As a result, they created a blockchain ability to avoid drug counterfeiting and to facilitate the movement of pharmaceuticals in the blockchain network.

CHAPTER 3

PROJECT METHODOLOGY



Figure 3.1 System Architecture

The above block diagram represents the system architecture of the fake product review monitoring and removal. In this project we have use some different methods to identify the fake reviews given by the spammers. To protect the sales of product and smooth shopping we have found this fake product review monitoring and removal.

In this project a user has to register to get into shopping. User must use his Name, mail address, contact number and a password for his registration. Then user will be able to get logined into the online shopping, here user must use his mail address and password for login. After login user can view different types of products and user can buy the product. After the purchase the user can give review at the reviewing page. User must use his mail address and password of logging into the reviewing page.

Once the review is given then it is stored in the data base of the admin. Admin is the person who is able to add a product or remove the product. The main aim for the admin is to determine the false reviews given by the spammers. Admin can recognize the fake review with the help of the IP-address. If a product is reviewed from different IP address for a same product or same IP-address for different product it is considered to be the fair review given. If a product has been reviewed for a common IP-address then it is considered to be the fake review.

So, in this project we conclude the fake review can be determined by the spammers by their IP-address. These reviews are been removed manually by the admin.

MODULE DESCRIPTION

ADMIN MODULE

In this module an admin will login by using user name and user password. In the admin module admin is able to add a product or remove a product. The admin's main aim is to monitor the fake reviews and remove it.

USER MODULE

The user module is the module in which the user is able to register and then login of the shopping. When a user is registering user must give name, mail address, mobile number and password. User module also consists of a reviewing page in here a user can give the review for the purchased product.

CHAPTER 4

RESULTS AND DISCUSSION



Figure 4.1 Screenshot of User Login Page

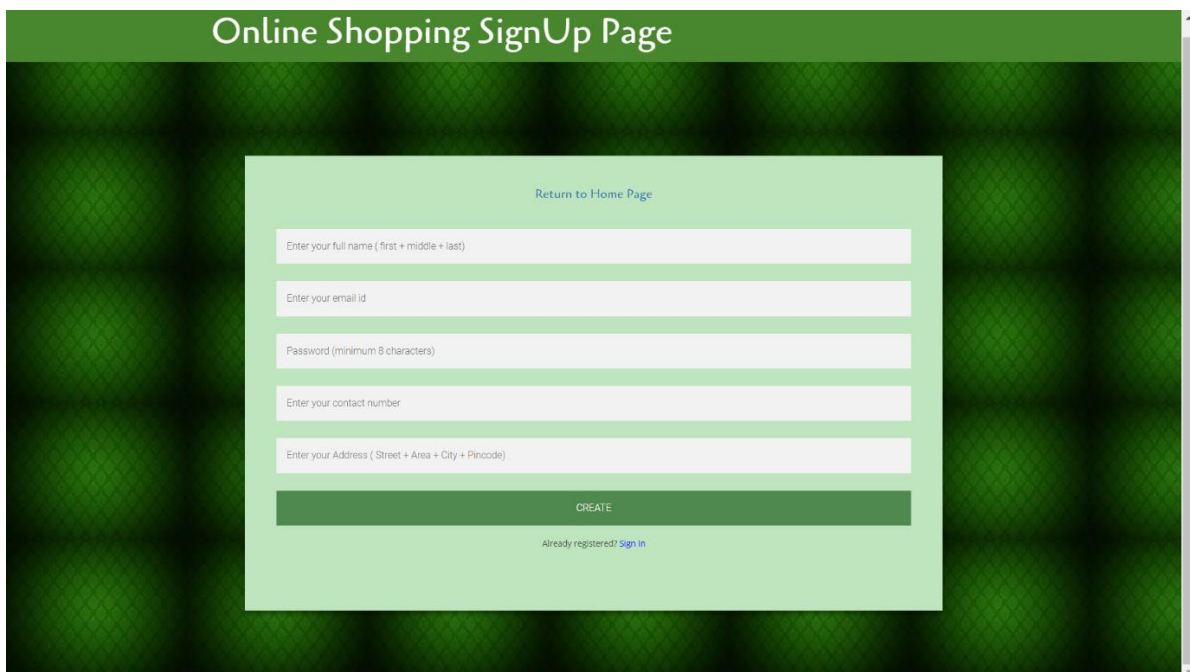


Figure 4.2 Screenshot of User register

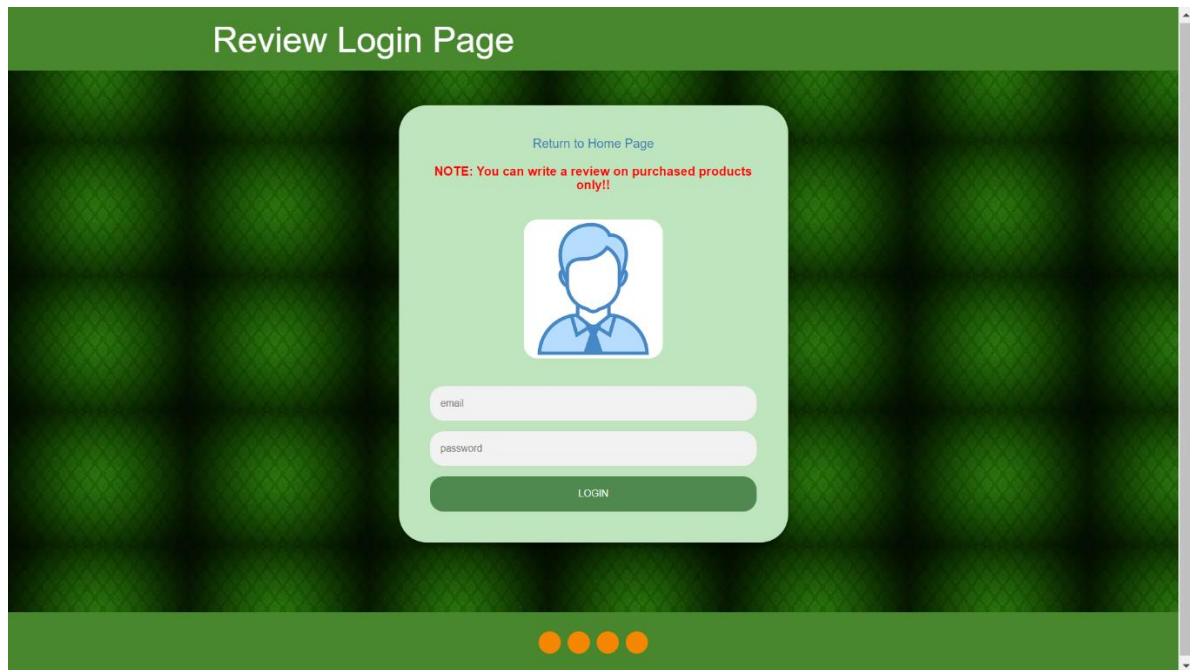


Figure 4.3 Screenshot of User review login page

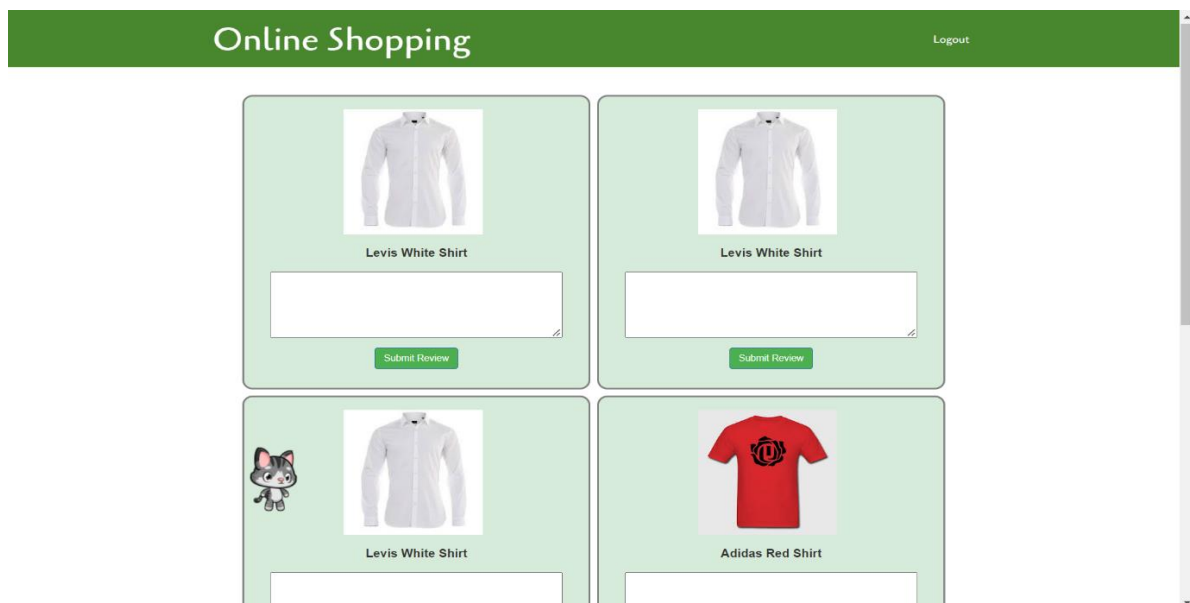


Figure 4.4 Screenshot of user reviewing Page

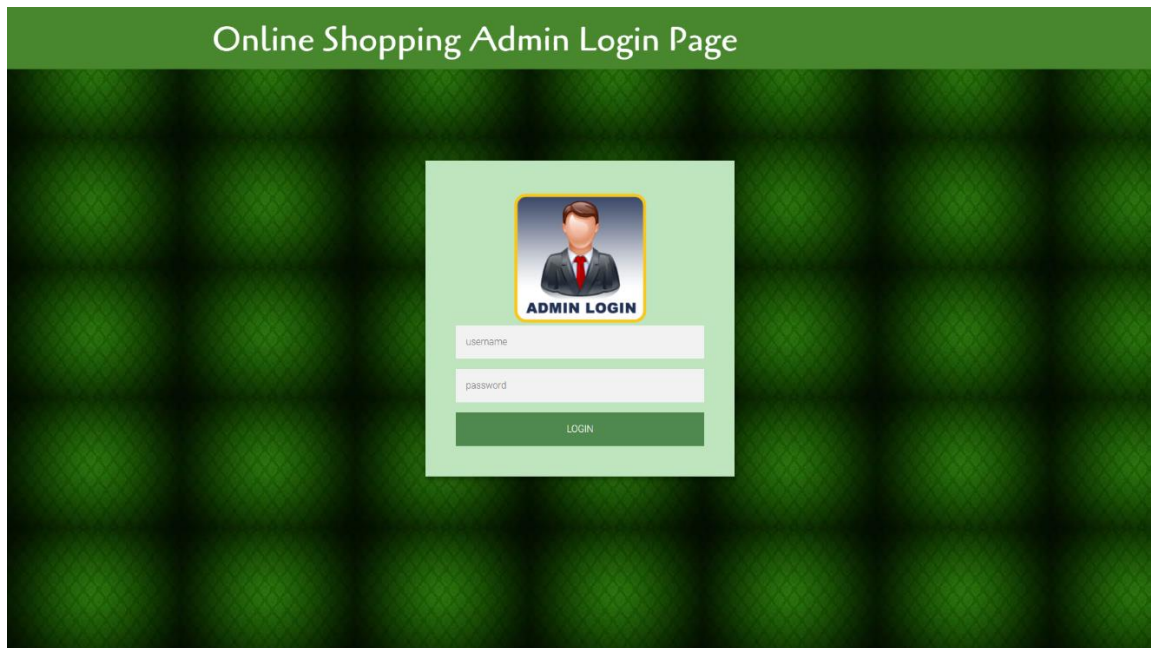


Figure 4.5 Screenshot of Admin login Page

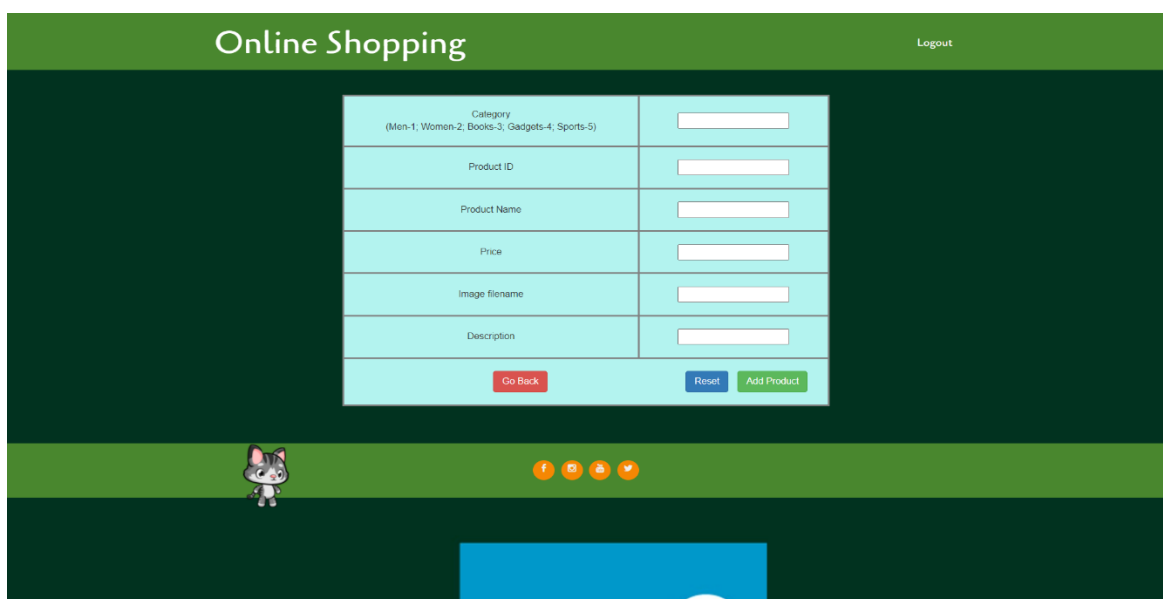


Figure 4.6 Screenshot of Admin adding product Page

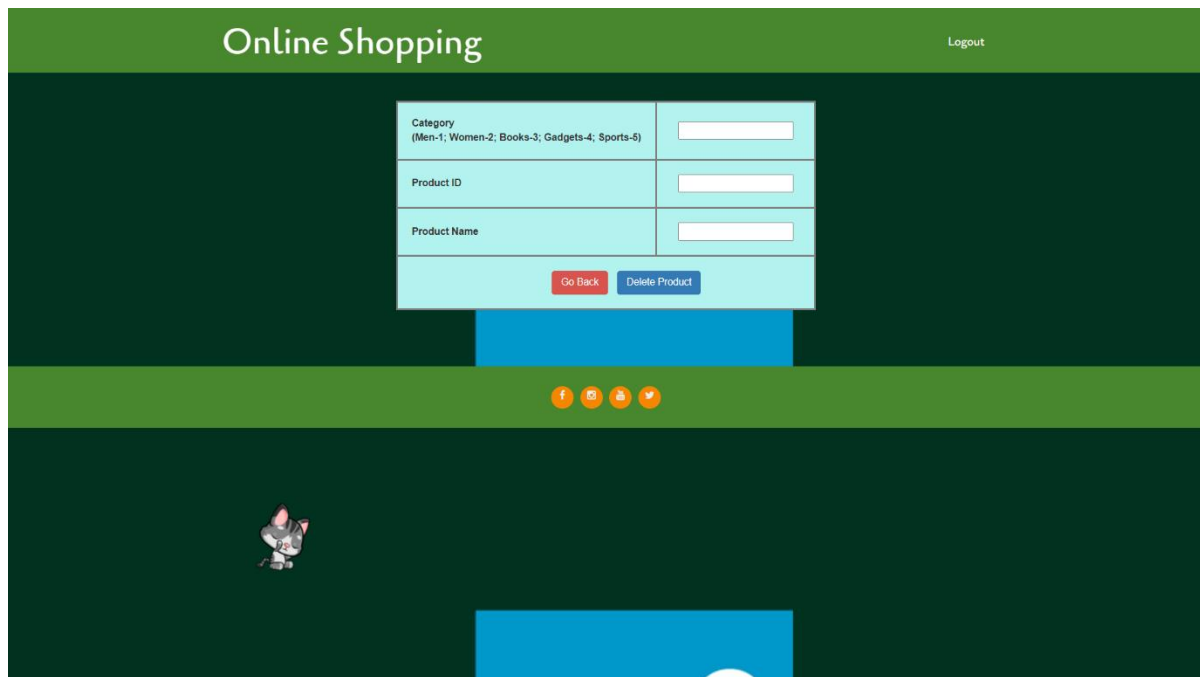


Figure 4.7 Screenshot of Admin product deleting Page

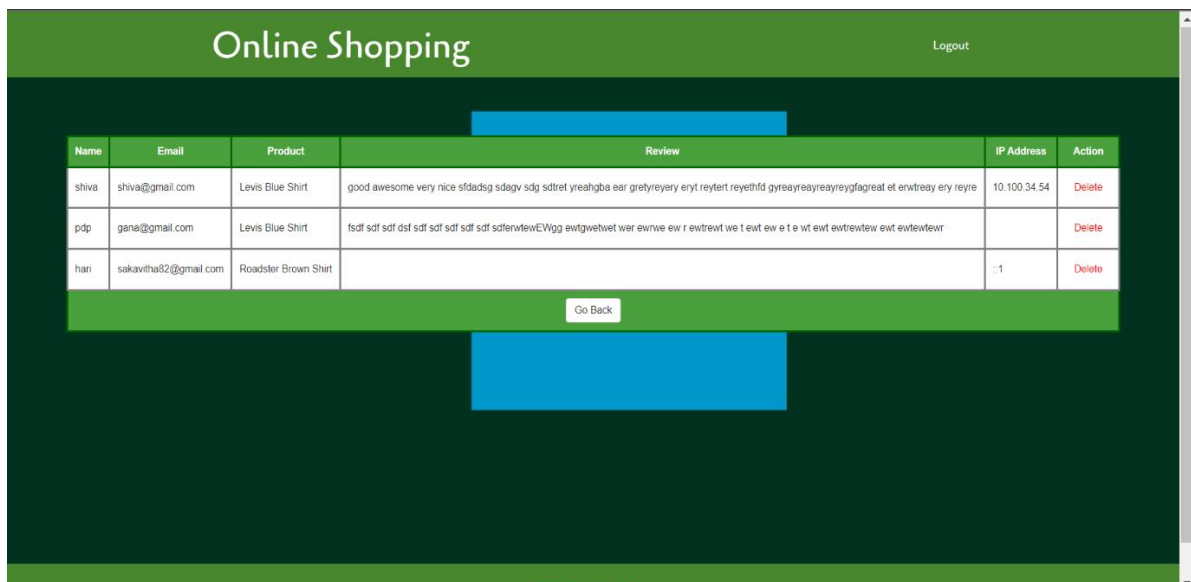


Figure 4.8 Screenshot of Admin product deleting Page

CHAPTER 6

CONCLUSION AND SCOPE FOR FUTURE WORKS

This paper presented an extensive survey of the most notable works to date on fake review detection. Firstly, we have reviewed the feature extraction approaches used by many researchers. Then, we detailed the existing datasets with their construction methods. Then, we outlined some traditional models applied for fake review detection with summary tables. We believe this survey will be valuable for researchers with a comprehensive understanding of this field's key aspects. It elucidates the most notable advances and sheds some light on expected future directions

REFERENCES

- [1] <https://www.researchgate.net/publication/342233676-Fake-Product-Review-Monitoring-and-Removal-using-Opinion-Mining>
- [2] <https://www.irjet.net/archives/V9/i3/IRJET-V9I3154.pdf>
- [3] <https://nevonprojects.com/fake-product-review-monitoring-and-removal-for-genuine-online-product-reviews-using-opinion-mining/>
- [4] **BOOKS-**
https://www.google.co.in/books/edition/Sentiment_Analysis_and_Opinion_Mining/Gt8g72e6MuEC?hl=en&gbpv=1&pg=PR4&printsec=frontcover

APPENDIX

ADMIN LOGIN:

```
<!DOCTYPE html>
<html>
<head>
<title>Online Shopping</title>
<!--css-->
<link href="../css/bootstrap.css" rel="stylesheet" type="text/css" media="all" />
<link href="../css/style.css" rel="stylesheet" type="text/css" media="all" />
<link rel="stylesheet" href="../css/ken-burns.css" type="text/css" media="all" />
<link rel="stylesheet" href="../css/animate.min.css" type="text/css" media="all" />
<!--css-->
<style>
@import url(https://fonts.googleapis.com/css?family=Roboto:300);

.login-page {
  width: 460px;
  padding: 8% 0 0;
  margin: auto;
}
.form {
  position: relative;
  z-index: 1;
  background: #bee5bd;
  max-width: 460px;
  margin: 0 auto 100px;
  padding: 45px;
  text-align: center;
  box-shadow: 0 0 20px 0 rgba(0, 0, 0, 0.2), 0 5px 5px 0 rgba(0, 0, 0, 0.24);
}
.form input {
  font-family: "Roboto", sans-serif;
  outline: 0;
  background: #f2f2f2;
```

```
width: 100%;
border: 0;
margin: 0 0 15px;
padding: 15px;
box-sizing: border-box;
font-size: 14px;
}
.form button {
font-family: "Roboto", sans-serif;
text-transform: uppercase;
outline: 0;
background: #50894f;
width: 100%;
border: 0;
padding: 15px;
color: #FFFFFFF;
font-size: 14px;
-webkit-transition: all 0.3 ease;
transition: all 0.3 ease;
cursor: pointer;
}
.form img {
width: 200px;
border-style: ridge;
border-radius: 20px;
}
.form button:hover,.form button:active,.form button:focus {
background: #43A047;
}
.form .message {
margin: 15px 0 0;
color: #435142;
font-size: 12px;
}
.form .message a {
```

```
color: #4CAF50;
text-decoration: none;
}
.form .register-form {
display: none;
}
.contain {
position: relative;
z-index: 1;
max-width: 300px;
margin: 0 auto;
}
.contain:before, .contain:after {
content: "";
display: block;
clear: both;
}
.contain .info {
margin: 50px auto;
text-align: center;
}
.contain .info h1 {
margin: 0 0 15px;
padding: 0;
font-size: 36px;
font-weight: 300;
color: #1a1a1a;
}
.contain .info span {
color: #4d4d4d;
font-size: 12px;
}
.contain .info span a {
color: #000000;
text-decoration: none;
```

```

}
.contain .info span .fa {
  color: #EF3B3A;
}
body {
  background-image: url(../images/login.jpg) ; /* fallback for old browsers */
  /*background: -webkit-linear-gradient(right, #76b852, #8DC26F);
  background: -moz-linear-gradient(right, #76b852, #8DC26F);
  background: -o-linear-gradient(right, #76b852, #8DC26F);
  background: linear-gradient(to left, #76b852, #8DC26F);*/
  font-family: "Roboto", sans-serif;
  -webkit-font-smoothing: antialiased;
  -moz-osx-font-smoothing: grayscale;
}
</style>

<meta name="viewport" content="width=device-width, initial-scale=1">
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<meta name="keywords" content="ONLINE SHOPPING" />
<script type="application/x-javascript"> addEventListener("load", function() {
setTimeout(hideURLbar, 0); }, false); function hideURLbar(){ window.scrollTo(0,1);
} </script>
<!--js-->
<script src="../js/jquery.min.js"></script>
<script src="../js/bootstrap.min.js"></script>
<!--js-->
<!--webfonts-->
<link href="//fonts.googleapis.com/css?family=Cagliostro" rel='stylesheet'
type='text/css'>
<link
href="//fonts.googleapis.com/css?family=Open+Sans:400,300,300italic,400italic,600,
600italic,700,700italic,800,800italic" rel='stylesheet' type='text/css'>
<!--webfonts-->
</head>
<body>
<!--header-->

```

```

<!--<div class="col-md-12 wel-grid"> -->
    <div class="header">
        <div class="container">
            <nav class="navbar navbar-default">
                <div class="container-fluid">
                    <!--Brand and toggle get grouped for better mobile
display-->
                        <div class="navbar-header">
                            <div class="navbar-brand">
                                <h1><a href=""><center>Online
Shopping Admin Login Page</center></a></h1>
                            </div>
                        </div>
                    </div>
                </nav>
            </div>
        </div>

        <div class="login-page">
            <div class="form">
                <img class="imag" src = "../images/admin_login.png">
                <br>
                <form    class="login-form"    action="admin-login-check.php"
method="post">
                    <input        type="text"        placeholder="username"
name="username" required/>
                    <input        type="password"     placeholder="password"
name="password" required />
                    <button type="submit" name="submit">login</button>
                    <!--<p    class="message">Not    registered?    <a
href="#"><font color='blue'>Create an account</font></a></p>-->
                </form>
            </div>
        </div>
    </div>
</body>
</html>

```

FAKE REVIEWING MONITERING :

```
<?php
    //header("Cache-Control", "no-cache, no-store, must-revalidate");
    session_start();
        include("admin_login_header.php");
    $conn = mysqli_connect("localhost","root","");
    if (mysqli_connect_errno())
    {
        echo "Failed to connect to MySQL: " . mysqli_connect_error();
    }
    $conn = mysqli_connect("localhost","root","");
    mysqli_select_db($conn,"ita");
    //$sql = "SELECT * FROM products where pid like '1%' ORDER BY pid ";
    $sql = "select * from reviews";
    $result = $conn->query($sql);
?>
<HTML>
<HEAD>
<TITLE>Review Monitoring</TITLE>
<style>

table,tr,td {
    border-style: solid;
    border-color: grey;
    border-collapse: collapse;
    padding: 10px;
    width: auto;
    background-color: #fff;
    font-family: Helvetica;
    font-weight: normal;
    align-items: center;
    align-content: center;
}

th {
    border-style: solid;
    border-color: darkgreen;
    background-color: #49a03d;
    font-family: Arial;
    font-weight: bold;
    text-align: center;
    padding: 10px;
}

td input {
```

```

        margin-right: auto;
        margin-left: 130px;
        align-self: center;
        align-content: center;
    }

    td p {
        font-family: verdana;
        font-weight: normal;
        color: blue;
    }
    div.box {
        width: 350px;
        height: 350px;
        border-style: solid;
        border-radius: 15px;
        border-color: grey;
        padding: 25px;
        margin: 5px;
        text-align: center;
        background-color: #d6ebd9;
    }

    div.box img {
        width: 100%;
        height: 100%;
        -webkit-transition-duration: 0.4s; /* Safari */
        transition-duration: 0.5s;
    }

    div.box img:hover {
        transform: scale(1.5);
    }
    div.box input {
        text-align: center;
        align-content: center;
        float: center;
        background-color: #4CAF50;
        -webkit-transition-duration: 0.4s; /* Safari */
        transition-duration: 0.4s;
    }

    div.box input:hover {
        background-color: #367477;
        color: black;
    }

```



```

}

div.re {
    font-family: verdana;
    font-weight: normal;
    color: black;
}

@media screen and (max-height: 450px) {
    .sidenav {padding-top: 15px;}
    .sidenav a {font-size: 18px;}
}

</style>

</HEAD>
<BODY bgcolor="#E6E6FA">
<br><br>

<div class="main">
    <br><br>
    <table align="center">

        <tr>
            <th><font color="white"><b>Name</td>
            <th><font color="white"><b>Email</td>
            <th><font color="white"><b>Product</td>
            <th><font color="white"><b>Review</td>
            <th><font color="white"><b>IP Address</td>
            <th><font color="white"><b>Action</td>
        </tr>

        <?php
        while($row = mysqli_fetch_assoc($result))
        {
            ?>

            <tr>
                <td><?php echo $row['username']; ?></td>
                <td><?php echo $row['email']; ?></td>
                <td><?php echo $row['pname']; ?></td>
                <td><?php echo $row['review']; ?></td>
                <td><?php echo $row['ip']; ?></td>
                <td><a href="admin-dfr-confirm.php?rid=<?php echo $row['rid'];
?>"><button type="button" class="btn btn-link"><font color="red">Delete</font>

```

```

        </button></a></td>
    </tr>

    <?php
    }
    ?>

    <tr>
        <th colspan="10"><a href="ita-admin.php"><button type="button"
class="btn btn-default">Go Back</button></a></th>
    </tr>
</table>
</div>

</BODY>
</HTML>
<?php
echo
"<br><br><br><br><br><br><br><br><br><br><br><br><br><br>";
include("admin-footer.php");
?>

```

USER REVIEWING :

```

<?php

        //session_start();
        //header("Cache-Control", "no-cache, no-store, must-
revalidate");

        $conn = mysqli_connect("localhost","root","");
        if (mysqli_connect_errno())
        {
            echo "Failed to connect to MySQL: " .
mysqli_connect_error();
        }
        mysqli_select_db($conn,"ita");
        $entry = 1;
        if(isset($_POST['submit']))
        {

            $password=$_POST["password"];
            $email=$_POST["email"];

```

```

password='$password';
$check = "select * from users where email='$email' and
password='$password'";
$res = $conn->query($check);

if (mysqli_num_rows($res) > 0)
{
    $row = mysqli_fetch_assoc($res);
    $user = $row['name'];
    session_start();
    $_SESSION["user"] = $user;
    echo ("<SCRIPT LANGUAGE='JavaScript'>
        window.alert('Welcome {$user}')
        window.location.href='review-
product.php?login=1'
        </SCRIPT>");
}
else
{
    echo "<script>window.alert('Invlaid Credentials!!')
        window.location.href='review-sign-
in.php'</script>";
}
}
?>

```