WEEK 6 SUMMARY OF READING:

The use of linguistic features to forecast the usefulness of product reviews is explored in the 2015 work "Linguistic features for review helpfulness prediction" by S. Krishnamoorthy, which was published in the journal Expert Systems with Applications. In order to help users find reviews that are most pertinent to their needs and to raise the overall quality of the review system, the author contends that helpfulness prediction is a crucial duty in online review systems.

A dataset of Amazon product evaluations is analyzed in the study, and a collection of linguistic traits that are suggestive of review usefulness are found. These characteristics include the usage of pronouns, exclamation points, exclamation marks, adjectives, adverbs, and length of the review, among others.

Based on these language traits, the research provides a machine-learning method to forecast review helpfulness. The method employs a Support Vector Machine (SVM) technique to train a model on a collection of reviews that have been labelled according to their helpfulness, which is determined by the total number of persons who found the review helpful. The value of fresh reviews is then predicted using the trained model.

The study's findings demonstrate that the SVM model trained on linguistic features outperforms a baseline model that solely uses the review's word count. The most accurate model is 76% accurate at predicting review helpfulness.

The paper comes to the conclusion that linguistic variables can be effective predictors of review helpfulness and that precise models for this purpose can be created using machine-learning approaches. The study's conclusions have ramifications for how internet review systems are created and can raise the calibre of product reviews.