

## **INTERNET TECHNOLOGY AND APPLICATIONS (CO368)**

### **Fake Product Review Monitoring and Removal for Genuine Ratings and**

### **Product Evaluation using Opinion Mining**

#### **PROJECT ABSTRACT**

#### **Team**

<b>Roll No</b>	<b>Name</b>	<b>Email</b>	<b>Phone</b>
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#### **Introduction**

Today, most of the people prefer online shopping rather than offline shopping. Before buying the products online, people look at the ratings/reviews of products to know whether the product is good or not. 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 to make product famous. These people give good reviews for many products manufactured by their own firm. To find out and remove these fake reviews, this Fake Product Review Monitoring and Removal for Genuine Ratings PHP is introduced. This system will help in removing fake reviews by identifying the IP address of the user. If the review is sent by the same IP address many times, then the system will remove those reviews. This method uses data mining technology. This system also rates the product based on the user reviews. We use a database of sentiment based keywords along with positivity or negativity weight in database and then based on these sentiment keywords mined in user comment is rated.

#### **Implementation**

The system works as follows:

- Admin will add products to the system
- Admin will delete the review which is fake
- User once access the system, user can view product and can post review
- System will track the IP address of the user
- If the system observes fake review coming from same IP address many a times this IP address will be tracked by the system and will inform the admin to remove this review from the system
- The comment of the user is used to rate the product using opinion mining

MySQL will be used for the database required for the system. To create a server, Apache or WAMP server which has integrated database will be used. To create the websites and GUI

required, web programming languages HTML, CSS, JavaScript or Bootstrap will be used. PHP will be used as the server-side scripting language.

The system will consist of two modules:

- Admin login
- User login

### Hardware Requirements

- Processor: i3
- Hard Disk: 50GB
- RAM: 1GB

### Software Requirements

- Operating System: Windows 7 or higher
- Server: Apache (XAMPP tool) or WAMP Server
- Database: MySQL

### Work Distribution

Website/GUI (Front end)	Shivananda, Yeshwanth, Suhag
Admin module PHP scripting and database handling	Shivananda
User module PHP scripting	Yeshwanth, Suhag