<u>**INTERNET TECHNOLOGY AND APPLICATIONS (CO368)**</u>

<u>**Fake Product Review Monitoring and Product Evaluation using Opinion Mining**</u>

<u>**PROJECT DESCRIPTION**</u>

<u>Team</u>

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<u>Project Description</u>

The project aims to build a responsive website which contains the product and its details added by the system admin. The project allows the users to login to the system and write reviews regarding the products. The system monitors the reviews added by the users, identifies fake reviews and also rates the products based on the reviews using opinion mining.

The user must login to the system to add reviews. To monitor the reviews and delete the fake reviews, the system tracks the IP address of the user who logs in. 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 reviews posted by the users are used to rate the products. This method uses data mining technology. A database is used to store the words with positive weight and negative weight. Based on these sentiment words mined, a product is rated high or low.

In short, the implementation is 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

The system will consist of two modules:
- Admin module
- User module

<u>Tools and Languages used</u>
- XAMPP (Apache Server)
- MySQL database (to store product details, reviews, user login details)
- HTML, CSS, JavaScript – Client side scripting and responsive website
- PHP – Server side scripting

Block Diagram

(databases)