#### Fake Reviews Detection

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### Fake Reviews Detection

**NUCES-FAST** 

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### Fake Reviews Detection

Team Members:

Muhammad Moazzam Mushtaq (P156060@nu.edu.pk)

Muhammad Raza (P156097@nu.edu.pk)

Muhammad Ahmad (P66111@nu.edu.pk)

Supervisor: Dr. Muhammad Taimoor Khan (taimoor.khan@nu.edu.pk)

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### Overview

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- The topic of fake reviews detection on social media has recently attracted tremendous attention.
- We propose to explore the new features thorough Natural Language Processing (NLP) and classification through machine learning techniques.
- Our project aims to use Natural Language Processing to detect fake reviews directly.

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### Fake Reviews Detection

- Motivation

Suggestions

- Motivation
  - Why we are doing this?

# Why are we doing this?

#### Fake Reviews Detection

Why we are

doing this?

A little work is done in this field.

- Reviews are extremely important for the reputation and revenue of an organization.
- It will be helpful in detecting the fake reviewers.

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### Fake Reviews Detection

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# **Objectives**

#### Fake Reviews Detection

Objectives

- 1 Observe specific behavior in fake reviews.
- 2 Select features that help identify fake reviews.
- **3** Extract linguistic features.
- 4 Classification and evaluation on review dataset.

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### Fake Reviews Detection

Deliverables

- - **Deliverables**

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### **Deliverables**

#### Fake Reviews Detection

Deliverables

- 1 Identifying features on which we can identify fake reviews.
- Evaluating and comparing the results of fake reviews on sequential basis.
- 3 Identifying dominant patterns fake reviews.

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1 Identification of fake reviews on the basis of given data set.

- 2 Extract linguistic n-gram features of supervised learning.
- **3** Generating and selecting appropriate features to identify fake reviews.

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### Fake Reviews Detection

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# Flow Diagram

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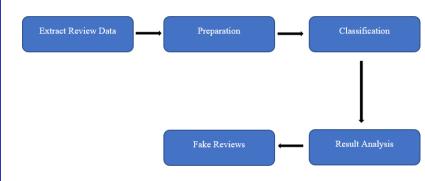
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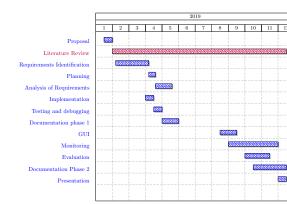
Work Break Down Structure

### Work Break Down Structure

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# Strengths

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■ To improve the products ranking.

■ To save the consumer from fraud.

■ To boost sales of low-selling products.

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## Weakness

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Labeling individual fake reviews and reviewers is very hard.

■ Low quality review may not be a fake review or spam.

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# Opportunities

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Positive reviews can be helpful in gaining prestige for the organization.

### Threats

#### Fake Reviews Detection

Threat

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- Fake reviewer group due to its size damage the product repute collaboratively.
- Lack of awareness.

### References

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# Suggestions

Fake Reviews Detection

# Suggestions?