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Work Break Down Structure
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Fake Reviews Detection

NUCES-FAST

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Fake Review

- Three type of review mentioned in paper [1] :
  - **Positive:** I love how beautiful the hotel was. My friends went there because of me.
  - **Negative :** I sat on the couch it was like a rock.
  - **Completely irrelevant :** Resorts are much better than hotels.

[1] References : Huayi Li, Zhiyuan Chen, Bing Liu, Xiaokai Wei, and Jidong Shao. Spotting fake reviews via collective positive-unlabeled learning. In 2014 IEEE International Conference on Data Mining, pages 899-904. IEEE, 2014.

Feature Extraction

- **Meta-data** [2]**:** Set of data that describes and gives information about other data.
- **Behavioral** [3] **:** Study of reviewer sentiments on product.
- **Linguistic** [3] **:** Study of language, grammar and syntax.

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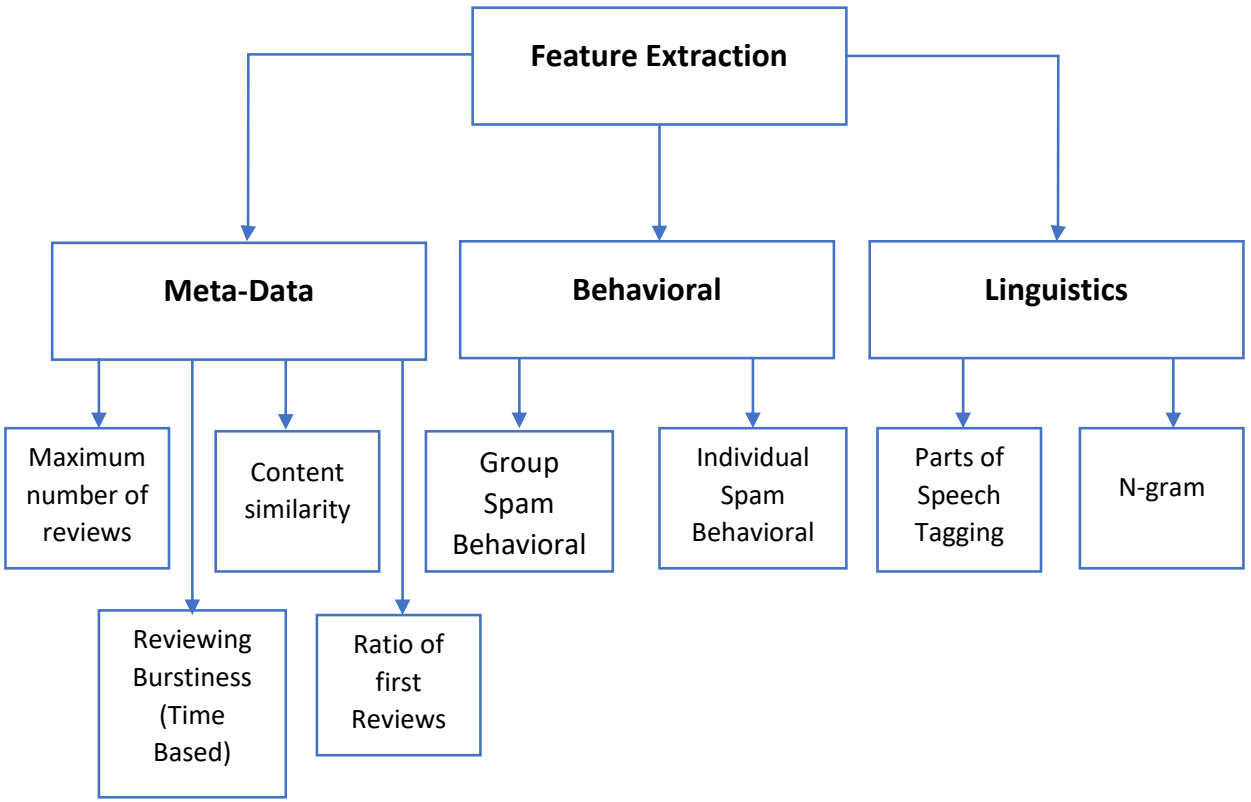
[2]References : Huayi Li, Zhiyuan Chen, Bing Liu, Xiaokai Wei, and Jidong Shao. Spotting fake reviews via collective positive-unlabeled learning. In 2014 IEEE International Conference on Data Mining, pages 899-904. IEEE, 2014.

[3]Arjun Mukherjee, Abhinav Kumar, Bing Liu, Junhui Wang, Meichun Hsu, Malu Castellanos, and Riddhiman Ghosh. Spotting opinion spammers using behavioral footprints. In Proceedings of the 19th ACM SIGKDD international conference on Knowledge discovery and data mining, pages 632-640. ACM, 2013.

Feature Extraction



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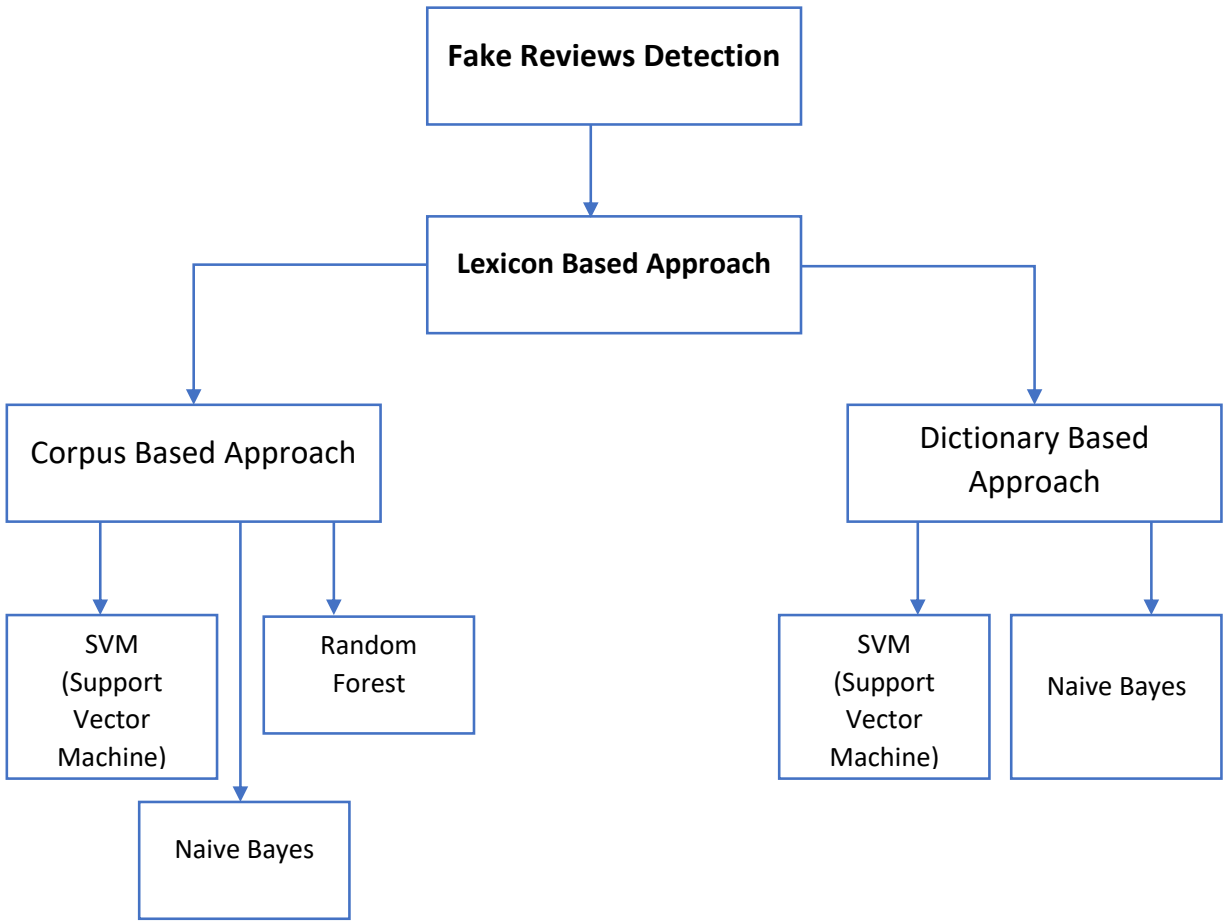
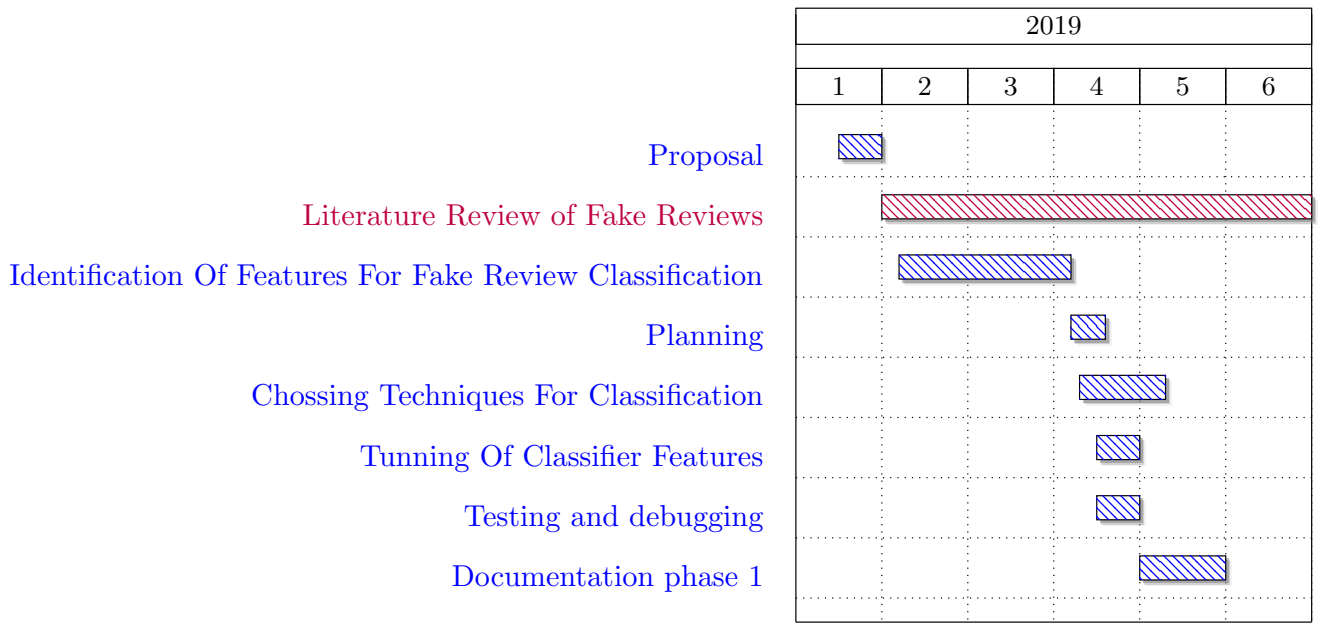


Work Break Down Structure FYP 1



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In *2014 IEEE International Conference on Data Mining*, pages 899–904. IEEE, 2014.

Arjun Mukherjee, Abhinav Kumar, Bing Liu, Junhui Wang, Meichun Hsu, Malu Castellanos, and Riddhiman Ghosh.
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Suggestions?