

Fake Reviews Detection

NUCES-FAST

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Suggestions

- 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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Suggestions

- 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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Suggestions

- 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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Suggestions

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

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Suggestions

- 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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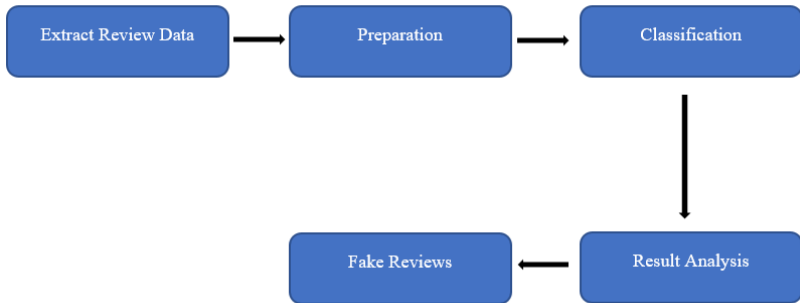


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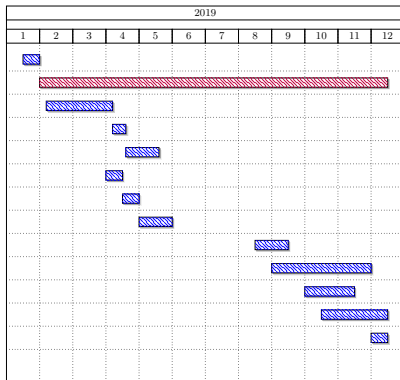
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Literature Review
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Planning
Analysis of Requirements
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Monitoring
Evaluation
Documentation Phase 2
Presentation



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Suggestions

- To improve the products ranking.
- To save the consumer from fraud.
- To boost sales of low-selling products.

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

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

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- 2 sentic.net/wisdom2012keynote
- 3 Fake Review Detection on Yelp
- 4 <https://www.bbc.com/news/technology-22166606>

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