

Read Me: User and Admin manual

FOR

**Fake Product Review monitoring and
removal for Genuine Ratings**



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Introduction

Our system "Shop Genuine" focuses on how to detect fake reviews for a particular product. We have built a web application where as of now we have added various electronic products such as:

- 1) Mobile phones
- 2) Laptops and
- 3) Tablets.

But we can extend this functionality further by adding some more categories such as clothings, home appliances, footwear, books, groceries and many more.

How to use our website:

- Firstly, you need to have XAMPP installed on your system.
- You could start Apache and MySQL server in the xampp
- You need to put the given “web” folder in C:\xampp\htdocs.
- You would also need to import database provided by us in “phpmyadmin” under the name “database1”.
- Now in your web browser you could type “<http://localhost:8080/web/index.php>” in URL and easily access all the features of our website.

For users in the same network:

- As we are running xampp server on our system, all users in the same network as ours can access our website with the url “<http://172.31.153.39/web/index.php>”.
- Here 172.31.153.39 is the IP address of our system where xampp server is currently running.

Directions For User:



1. First of all you need to register into our website.
2. Then login using your registered 'email id' and 'password'.
3. After you login, you can view all the products along with its description, highlighted features, price and reviews.
3. If you wish, you can buy the product by clicking '**Buy Now**' then it will redirect you to some famous online shopping websites.
4. Only registered users can write review for the products. But any web user can view products and reviews on them.
5. You can review the product of your choice and be sure that the reviews you are writing is not fake.

We assure our users that the reviews they see on our website are completely genuine since we have used some complex fake review detection techniques and tried to remove all the fake reviews with as much accuracy as possible.

Directions For Admin:

1. Admin need to login with its personal admin id and password provided by us to the admin.
2. Admin is having following capabilities :
 - a) Mark the user - Admin can mark all the fake reviews detected by the system by clicking on '**Mark Reviews**' button.
 - b) Delete any review - Admin will also be able to delete fake reviews permanently.
 - c) Admin can view the list of suspected users and suspected reviews.

How our System works:

We have used two techniques to track the fake reviews-

1) **Detection through duplicate IP address**- If we are getting reviews on a single product from different users but from the same IP address then after a threshold such as 5, we would declare those reviews fake and inform the admin.

2) **Detection through Sentiment Analysis**- Fake users can be smart and can hide their identity by using some application which allows them to have different IP address. So to tackle such users, here we could take help of sentiment analysis and get to know the intent behind a review.

We perform sentiment analysis on each of the review that will return a value between -1 to +1. We use this value to determine the intent of the user writing the review. We have set a threshold confidence level for every product(Which is the average of confidence level of all reviews for that product). If we get a review whose confidence level varies much from the threshold CL of the product, then we would identify that review as fake.