**CONCLUSION**

In this paper, we proposed a reputation system capable of generating numerical reputation values for a specific item (product, movie, service, hotel, etc.) and its aspects based on opinions and reviews expressed online. The contribution of this work revolves around four components that were not exploited in previous systems. The first one is cross-platform compatibility, where the proposed system can collect and process opinions from different platforms (Face book, Amazon, Twitter, Trip Advisor, etc.) as well as managing and standardizing those platforms' features. The second one is opinion spam filtering, where the spam opinions are detected and eliminated based on spammers' behavior features, keeping only authentic opinions. The third one is employing a SOTA aspect-based sentiment-analysis model named LCF-ATEPC in order to extract and analyze the aspects within the textual opinions. Finally, we incorporated the previous results with a calculated review time score and review popularity score using mathematical formulas to obtain a reputation value for the targeted entity as well as the reputation values of the entities' aspects. In addition a holistic reputation visualization is provided within the system that displays the detailed output results of the reputation generation process. To assess the effectiveness of our reputation system, we invited 32 participants and 3 experts to choose the best performing system out of four SOTA reputation systems by giving numerical satisfaction scores to each system. Our reputation system achieved the highest average satisfaction scores from both users and experts. In the future, we propose to investigate the effectiveness of our proposed system by attempting to generate more than the numerical reputation values, such as extending the system to automatically generate a textual summary of the benefits and drawbacks of the targeted entity. Also, we intend to extend this system to be used in multilingual content.