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Spammer group

[Document subtitle]

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# Abstract

keyword

# Introduction

With the explosive of the Internet since the 80s of the last centuries, online shopping has become more feasible than ever. With the protection of numerous of payments system from banks cooperation or third party companies, consumers can trust the sellers who are from another half of the world and they might never have a chance to meet in person. With multiple online shopping platforms such as Amazon.com, Ebay.com and thousand other shopping online websites, buyers now have a variety of choice to look at when they shop online. Customers have multiple reason to pick a product: price, brand, reputation, reference, etc. Nielsen (Nielsen 2013) report that 68% of buyers trust online reviews and 53% consumers occasionally read online review as reference to determine the quality of a business. These statistics show that online reviews highly influence the behavior of new customer.

By taking advantage of this, fake reviewers have posted fake reviews about business or products in order to promote or damage businesses’ reputation. By posting online content which misguide readers about a set of products, financial, followers gain is the beneficial that fake reviewers can achieve from fake contents. Due to this reason, Multiple attempts has been conducted to detect and eliminate spams multiple research has been conducted to identify methods to detect spammers. Most of the method try to analyze

Recent studies have found a technique to easily detect fake reviewers which is detect spammer groups

## What is a spammer group?

Spammer group is a group of fake reviewers who cooperate to post spam comment about one or more products in order to affect the reputation of those target products (Mukherjee et al. 2011). As fake reviewer create an unusual reviews and behaviors, they are expose themselves to spam detector, therefore, in order to hide the abnormal behaviors, spammer tend to work in group. Moreover, spammers are likely writing fake reviews for the purpose of money, therefore without create great impact on target products, they might not receive payment. By working together, spammers can create bigger impact on the products.

## Why target spammer groups instead of individual spammer?

## How to detect spammer groups?

### First Method

### Second Method

# Database

## Description

## Problems

# Data processing

# Reference

Mukherjee, A., Liu, B., Wang, J., Glance, N. & Jindal, N. 2011, 'Detecting group review spam', *Proceedings of the 20th international conference companion on World wide web*, ACM, pp. 93-4.

Nielsen 2013, *Global trust in advertising report, Nielsen 2013*.