Deceptive Review Detection with LLMs

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Abstract

A clear and well-documented LATEX document is presented as an article formatted for publication by ACM in a conference proceedings or journal publication. Based on the "acmart" document class, this article presents and explains many of the common variations, as well as many of the formatting elements an author may use in the preparation of the documentation of their work.

1 Introduction

Deceptive reviews are a form of opinion spamming, which are intentionally misleading reviews to sway a product's rating whether positively or negatively by posting fake opinions to promote or discredit target products, services, or individuals.

1.1 Importance of Deceptive Review Detection

The concern surrounding such activity has grown steadily because of the development of automated bots for this purpose, also known as spambots. This results in a significant percentage of reviews being fake on the internet, which can mislead consumers and affect their purchasing decisions.

Those deceptive reviews could rise to the top of review platforms, drowning out genuine reviews. And businesses benefiting from fake reviews may gain an unfair market advantage, resulting in fewer high-quality products existing on the market. This phenomenon is also known as Gresham's law, or bad money drives out good.

1.2 Challenges

The deceptive reviews often look similar to truthful ones. It is not only tedious and time-consuming to manually check one by one, but also hard to identify as deception can happen in many ways, for example, exaggeration, underplaying flaws, and misleading information.

Traditionally, such detection requires sentiment analysis with feature-based approaches or NLP. However, training such a model could be costly and time-consuming. Moreover, a well-labelled deceptive review dataset that has wide coverage over the population does not exist at the current stage. Therefore, it will be a technical challenge to train a machine-learning model.

1.3 Objective

The objective of this study is to explore the feasibility of using Large Language Models (LLMs) to detect deceptive reviews. This is based on the assumption that Large Language Models have already trained on a large corpus of text such that the model has been exposed to deceptive reviews. Therefore, LLMs should have the ability to understand the context of study and be able to identify deceptive reviews to some extend.

Note that, in this study, deceptive reveiws are defined as reviews that are human written and intentionally misleading. This definition excludes reviews generated by LLMs or other similar automated systems.

1.4 Findings

By using three different datasets across different domains and languages, this study evaluates the performance of LLMs with zeroshot, 20-shot and 40-shot testing by comparing the results of LLMs with ground truth.

The major findinds are as follows:

- LLMs have a slight improvement in accuracy if more incontext examples are given.
- LLMs are better at detecting positive reviews than negative reviews.
- Given English in-context hotel review examples, LLMs' precision and recall have a significant improvement in Ararbic datasets.
- 4. Given Ararbic in-context hotel review examples, LLMs have no improvement in English datasets at all.
- 5. With app reivew dataset, point 3 is also observed. However, it shows a opposite result than point 4.

The remainder of this paper is organized as follows: Section 2 reviews related work in deceptive review or fake news detection. Section 3 describes the methodology, including dataset preparation and evaluation metrics. Section 4 presents the results and analysis. Section 5 discusses limitations and potention applications. Section 6 concludes with future directions.

2 Past Work

The number of studies on directly detecting human written deceptive reviews is limited. However, there are many studies on fake news detection, and computer or LLM generated text detections.

3 Metholodgy

The "acmart" document class requires the use of the "Libertine" typeface family. Your TeX installation should include this set of packages. Please do not substitute other typefaces. The "Imodern" and "Itimes" packages should not be used, as they will override the built-in typeface families.

4 Title Information

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If your title is lengthy, you must define a short version to be used in the page headers, to prevent overlapping text. The title command has a "short title" parameter:

\title[short title]{full title}

5 Authors and Affiliations

Each author must be defined separately for accurate metadata identification. As an exception, multiple authors may share one affiliation. Authors' names should not be abbreviated; use full first names wherever possible. Include authors' e-mail addresses whenever possible.

Grouping authors' names or e-mail addresses, or providing an "e-mail alias," as shown below, is not acceptable:

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The article template's documentation, available at https://www.acm.org/publications/proceedings-template, has a complete explanation of these commands and tips for their effective use.

Note that authors' addresses are mandatory for journal articles.

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Authors of any work published by ACM will need to complete a rights form. Depending on the kind of work, and the rights management choice made by the author, this may be copyright transfer, permission, license, or an OA (open access) agreement.

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Rights information is unique to the work; if you are preparing several works for an event, make sure to use the correct set of commands with each of the works.

The ACM Reference Format text is required for all articles over one page in length, and is optional for one-page articles (abstracts).

7 CCS Concepts and User-Defined Keywords

Two elements of the "acmart" document class provide powerful taxonomic tools for you to help readers find your work in an online search.

The ACM Computing Classification System — https://www.acm. org/publications/class-2012 — is a set of classifiers and concepts

Table 1: Frequency of Special Characters

Non-English or Math	Frequency	Comments
Ø	1 in 1,000	For Swedish names
π	1 in 5	Common in math
\$	4 in 5	Used in business
Ψ_1^2	1 in 40,000	Unexplained usage

that describe the computing discipline. Authors can select entries from this classification system, via https://dl.acm.org/ccs/ccs.cfm, and generate the commands to be included in the LATEX source.

User-defined keywords are a comma-separated list of words and phrases of the authors' choosing, providing a more flexible way of describing the research being presented.

CCS concepts and user-defined keywords are required for for all articles over two pages in length, and are optional for one- and two-page articles (or abstracts).

8 Sectioning Commands

Your work should use standard LATEX sectioning commands: section, subsection, subsubsection, and paragraph. They should be numbered; do not remove the numbering from the commands.

Simulating a sectioning command by setting the first word or words of a paragraph in boldface or italicized text is **not allowed**.

9 Tables

The "acmart" document class includes the "booktabs" package — https://ctan.org/pkg/booktabs — for preparing high-quality tables. Table captions are placed *above* the table.

Because tables cannot be split across pages, the best placement for them is typically the top of the page nearest their initial cite. To ensure this proper "floating" placement of tables, use the environment **table** to enclose the table's contents and the table caption. The contents of the table itself must go in the **tabular** environment, to be aligned properly in rows and columns, with the desired horizontal and vertical rules. Again, detailed instructions on **tabular** material are found in the LATEX User's Guide.

Immediately following this sentence is the point at which Table 1 is included in the input file; compare the placement of the table here with the table in the printed output of this document.

To set a wider table, which takes up the whole width of the page's live area, use the environment **table*** to enclose the table's contents and the table caption. As with a single-column table, this wide table will "float" to a location deemed more desirable. Immediately following this sentence is the point at which Table 2 is included in the input file; again, it is instructive to compare the placement of the table here with the table in the printed output of this document.

Always use midrule to separate table header rows from data rows, and use it only for this purpose. This enables assistive technologies to recognise table headers and support their users in navigating tables more easily.

Table 2: Some Typical Commands

Command	A Number	Comments
\author \table \table*	100 300 400	Author For tables For wider tables

10 Math Equations

You may want to display math equations in three distinct styles: inline, numbered or non-numbered display. Each of the three are discussed in the next sections.

10.1 Inline (In-text) Equations

A formula that appears in the running text is called an inline or in-text formula. It is produced by the **math** environment, which can be invoked with the usual \begin . . . \end construction or with the short form \$. . . \$. You can use any of the symbols and structures, from α to ω , available in LaTeX [24]; this section will simply show a few examples of in-text equations in context. Notice how this equation: $\lim_{n\to\infty} x=0$, set here in in-line math style, looks slightly different when set in display style. (See next section).

10.2 Display Equations

A numbered display equation—one set off by vertical space from the text and centered horizontally—is produced by the **equation** environment. An unnumbered display equation is produced by the **displaymath** environment.

Again, in either environment, you can use any of the symbols and structures available in LATEX; this section will just give a couple of examples of display equations in context. First, consider the equation, shown as an inline equation above:

$$\lim_{n \to \infty} x = 0 \tag{1}$$

Notice how it is formatted somewhat differently in the **displaymath** environment. Now, we'll enter an unnumbered equation:

$$\sum_{i=0}^{\infty} x + 1$$

and follow it with another numbered equation:

$$\sum_{i=0}^{\infty} x_i = \int_0^{\pi+2} f \tag{2}$$

just to demonstrate LATEX's able handling of numbering.

11 Figures

The "figure" environment should be used for figures. One or more images can be placed within a figure. If your figure contains third-party material, you must clearly identify it as such, as shown in the example below.

Your figures should contain a caption which describes the figure to the reader.

Figure captions are placed *below* the figure.

Every figure should also have a figure description unless it is purely decorative. These descriptions convey what's in the image



Figure 1: 1907 Franklin Model D roadster. Photograph by Harris & Ewing, Inc. [Public domain], via Wikimedia Commons. (https://goo.gl/VLCRBB).

to someone who cannot see it. They are also used by search engine crawlers for indexing images, and when images cannot be loaded.

A figure description must be unformatted plain text less than 2000 characters long (including spaces). Figure descriptions should not repeat the figure caption – their purpose is to capture important information that is not already provided in the caption or the main text of the paper. For figures that convey important and complex new information, a short text description may not be adequate. More complex alternative descriptions can be placed in an appendix and referenced in a short figure description. For example, provide a data table capturing the information in a bar chart, or a structured list representing a graph. For additional information regarding how best to write figure descriptions and why doing this is so important, please see https://www.acm.org/publications/taps/describing-figures/.

11.1 The "Teaser Figure"

A "teaser figure" is an image, or set of images in one figure, that are placed after all author and affiliation information, and before the body of the article, spanning the page. If you wish to have such a figure in your article, place the command immediately before the \maketitle command:

\begin{teaserfigure}

\includegraphics[width=\textwidth]{sampleteaser}
\caption{figure caption}

\Description{figure description}
\end{teaserfigure}

12 Citations and Bibliographies

The use of BibTEX for the preparation and formatting of one's references is strongly recommended. Authors' names should be complete — use full first names ("Donald E. Knuth") not initials ("D. E. Knuth") — and the salient identifying features of a reference should be included: title, year, volume, number, pages, article DOI, etc.

The bibliography is included in your source document with these two commands, placed just before the \end{document} command:

```
\bibliographystyle{ACM-Reference-Format}
\bibliography{bibfile}
```

where "bibfile" is the name, without the ".bib" suffix, of the $\operatorname{BibT}_{\operatorname{PX}}$ file.

Citations and references are numbered by default. A small number of ACM publications have citations and references formatted in the "author year" style; for these exceptions, please include this command in the **preamble** (before the command "\begin{document}") of your LATEX source:

```
\citestyle{acmauthoryear}
```

Some examples. A paginated journal article [2], an enumerated journal article [10], a reference to an entire issue [9], a monograph (whole book) [23], a monograph/whole book in a series (see 2a in spec. document) [17], a divisible-book such as an anthology or compilation [12] followed by the same example, however we only output the series if the volume number is given [13] (so Editor00a's series should NOT be present since it has no vol. no.), a chapter in a divisible book [35], a chapter in a divisible book in a series [11], a multi-volume work as book [22], a couple of articles in a proceedings (of a conference, symposium, workshop for example) (paginated proceedings article) [3, 15], a proceedings article with all possible elements [34], an example of an enumerated proceedings article [14], an informally published work [16], a couple of preprints [6, 7], a doctoral dissertation [8], a master's thesis: [4], an online document / world wide web resource [1, 28, 36], a video game (Case 1) [27] and (Case 2) [26] and [25] and (Case 3) a patent [33], work accepted for publication [30], 'YYYYb'-test for prolific author [31] and [32]. Other cites might contain 'duplicate' DOI and URLs (some SIAM articles) [21]. Boris / Barbara Beeton: multi-volume works as books [19] and [18]. A couple of citations with DOIs: [20, 21]. Online citations: [36-38]. Artifacts: [29] and [5].

13 Acknowledgments

Identification of funding sources and other support, and thanks to individuals and groups that assisted in the research and the preparation of the work should be included in an acknowledgment section, which is placed just before the reference section in your document.

This section has a special environment:

```
\begin{acks}
...
\end{acks}
```

so that the information contained therein can be more easily collected during the article metadata extraction phase, and to ensure consistency in the spelling of the section heading.

Authors should not prepare this section as a numbered or unnumbered \section; please use the "acks" environment.

14 Appendices

If your work needs an appendix, add it before the "\end{document}" command at the conclusion of your source document.

Start the appendix with the "appendix" command:

\appendix

and note that in the appendix, sections are lettered, not numbered. This document has two appendices, demonstrating the section and subsection identification method.

15 Multi-language papers

Papers may be written in languages other than English or include titles, subtitles, keywords and abstracts in different languages (as a rule, a paper in a language other than English should include an English title and an English abstract). Use language=... for every language used in the paper. The last language indicated is the main language of the paper. For example, a French paper with additional titles and abstracts in English and German may start with the following command

The title, subtitle, keywords and abstract will be typeset in the main language of the paper. The commands \translatedXXX, XXX begin title, subtitle and keywords, can be used to set these elements in the other languages. The environment translatedabstract is used to set the translation of the abstract. These commands and environment have a mandatory first argument: the language of the second argument. See sample-sigconf-i13n.tex file for examples of their usage.

16 SIGCHI Extended Abstracts

The "sigchi-a" template style (available only in Late and not in Word) produces a landscape-orientation formatted article, with a wide left margin. Three environments are available for use with the "sigchi-a" template style, and produce formatted output in the margin:

sidebar: Place formatted text in the margin. **marginfigure:** Place a figure in the margin. **margintable:** Place a table in the margin.

Acknowledgments

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A Research Methods

A.1 Part One

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi malesuada, quam in pulvinar varius, metus nunc fermentum urna, id sollicitudin purus odio sit amet enim. Aliquam ullamcorper eu ipsum vel mollis. Curabitur quis dictum nisl. Phasellus vel semper risus, et lacinia dolor. Integer ultricies commodo sem nec semper.

A.2 Part Two

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B Online Resources

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