ABSTRACT

Fake product review monitoring and removal for genuine ratings is used for identify the fake reviews posted on a website and to remove these fake posts. The main aim of this project is to ensure that only genuine posts and reviews on products are provided for the user and fore moving fake posts and reviews to ensure no one else would be cheated in the future. To find out fake review in the website our project “Fake Product Review Monitoring and Removal” we have introduced “Opinion Mining” in the system. This system will find out fake reviews made by posting fake comments about a product by identifying the IP address along with review posting patterns. User will login to the system using the user id and password and will view various products and will give review about the product. To find out whether the review is fake or genuine, system checks the IP address of the user and if the system observes that fake review sends from the same IP Address many a times it will inform the admin to remove that review from the system. This system uses data mining methodology. This system helps the user to find out correct review of the product and prevent user from being cheated. The coding languages used for developing the system are php. The system also carries a MYSQL mining methodology. Opinion mining/Sentiment analysis is a text analysis technique that uses computational linguistics and natural language processing to based database.The technologies used in the system are opinion mining and data automatically identify and extract sentiment or opinion from within the text. Data mining is a process used
by the software to look for patternsin large batches of data.

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