PROJECT ABSTRACT
(2018-22 Batch)

1. Title : Spam Review Detection Using the Linguistic and spammer behavioral Methods

2. Domain/Area : Machine Learning

3. Class & Semester : IT-A/ 7th semester

4. Academic Year :2018-2022

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5. Organization / Place : GNITS
(Where project being carried out)

6. Preferred guide : Ch Sravanthi

7. Software Requirements : Java Script,Mysql,Eclipse,Flask,JSP,HTML

Abstract

Online reviews regarding different products or services have become the main source to determine public opinions. Consequently, manufacturers and sellers are extremely concerned with customer reviews as these have a direct impact on their businesses. Unfortunately, to gain profits or fame, spam reviews are written to promote or demote targeted products or services. This practice is known as review spamming. In recent years, the spam review detection problem has gained much attention from communities and researchers, but still there is a need to perform experiments on real-world large-scale review datasets. This can help to analyze the impact of widespread opinion spam in online reviews. In this work, two different spam review detection methods have been proposed: (1) Spam Review Detection using Behavioral Method (SRD-BM) utilizes thirteen different spammer's behavioral features to calculate the review spam score which is then used to identify spammers and spam reviews, and (2) Spam Review Detection using Linguistic Method (SRD-LM) works on the content of the reviews and utilizes transformation, feature selection and classification to identify the spam reviews. To the best of our knowledge, this is the first study of its kind which uses a large-scale review dataset to analyze different spammers' behavioral features and linguistic method utilizing different available classifiers.

Signature of Internal Guide