Fake Product Review Monitoring And Removal For Genuine Online Product Reviews Using Opinion Mining

As most of the people require review about a product before spending their money on the product. So people come across various reviews in the website but these reviews are genuine or fake is not identified by the user. In some review websites some good reviews are added by the product company people itself in order to make product famous this people belong to Social Media Optimization team. They give good reviews for many different products manufactured by their own firm. User will not be able to find out whether the review is genuine or fake. To find out fake review in the website this “Fake Product Review Monitoring and Removal for Genuine Online Product Reviews Using Opinion Mining” system is introduced. This system will find out fake reviews made by the social media optimization team by identifying the IP address. User will login to the system using his user id and password and will view various products and will give review about the product. To find out the review is fake or genuine, system will find out the IP address of the user if the system observe fake review send by 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.

System works as follows:-

* Admin will add products to the system.
* Admin will delete the review which is fake.
* User once access the system, user can view product and can post review about the product.
* System will track the IP address of the user.
* If the system observes fake review coming from same IP address many a times this IP address will be tracked by the system and will inform the admin to remove this review from the system.

Features:-

* Admin Login: - Admin login to the system using his admin ID and password.
* Add product:- Admin will add product to the system.
* Delete Review:- Admin will remove the review which tracked by the system as fake.
* User Login:- User will login to the system using his user ID and password.
* View product: User will view product.
* Post Review:- User can post review about the product.
* Tracks IP Address:- If the system finds a review is fake it will inform the admin to remove the fake review.

**Software Requirements:**

* Windows and above
* Sql
* Visual studio 2010

**Hardware Components:**

* Processor – i3
* Hard Disk – 5 GB
* Memory – 1GB RAM

**Advantages:-**

* User gets genuine reviews about the product.
* User can post their own review about the product.
* User can spend money on valuable products.

**Disadvantages:-**

* If the social media optimization team uses different IP address to send the review, system will fail to track the fake review.

**Application:-**

This application will be used by the people who like to spend their money on valuable products.

**References:-**

* [**http://ieeexplore.ieee.org/xpl/articleDetails.jsp?arnumber=6921594**](http://ieeexplore.ieee.org/xpl/articleDetails.jsp?arnumber=6921594)
* **http://ieeexplore.ieee.org/xpl/articleDetails.jsp?arnumber=7023420**