**Combatting False Reviews with AI**

**Real-World Problem**

In the digital age, online reviews significantly influence consumer decisions. However, the rise of false reviews poses a serious threat to the credibility of these platforms.

PROBLEM STATEMENT:

In the era of misleading reviews where developers tend to attract more users to grow their apps with the help of false reviews or may be users try to deviate other users in Play Store from not using their apps to decrease competition level in the market.

solution:

So we are here with the solution for it, lets allow playStore to first check whether the user have installed the app or not if not then deny the user to generate review for the applications on it.

Next we will add a feature SCREEN TIME INSIGHTS in which playstore will provide the insights to user about how much time they are using a particular app installed from Play Store:

If insights show the usage of an app like 20 to 30 mins we will flag it with 25% honesty level, 1 to 3hours: 75% honest and 3+ hours will flag for 100% honest review.

Now we will combat the false reviews with ML&AI algorithms we will check the past history of the user and try to understand the behaviour of the user for writing a review for an app. If it tends to write always a positive or always a negative review will mark a potential flag because it could be a spammer also. And if history shows user tends to write positive as well as negative review then we can finally mark a genuine review from the user.

FUTURE PLANS:

Our roadmap includes refining the model, incorporating additional features, and exploring partnerships [SWIGGY, ZOMATO] to integrate **Trust Shield** into their review systems.

conclusion:

Trust\_Shield represents a significant step forward in the fight against false reviews ultimately benefiting both developers and users, it will be able to increase the efficiency by 80% to 85% in terms of getting genuine reviews.