

Spam Review Detection using Machine Learning

Kiran Naik¹, Kajal Naik², Devyani More³, Dipti Kapadi⁴, Ms. Poonam Dholi⁵

Students, Department of Computer Engineering^{1,2,3,4}

Professor, Department of Computer Engineering⁵

Matoshri Collage of Engineering, Nashik, India

Abstract: *Customer opinions play a vital role in buying decisions. These days most customers post their opinions about products on blogs, e-commerce sites, review sites, and social networking sites. The above information is consumed by business or corporate organizations, as they are eagerly interested in analyzing consumer views about their products, services, and support. As people buy products after reading the reviews, the kind of reviews that a product attracts are of concern to the sellers. This means that a positive review on the product would bring in sales and a negative one would reduce them. The project leverages Natural Language Processing (NLP) techniques and supervised learning algorithms to build a robust spam review detection system. The system is trained on a dataset comprising genuine and spam reviews, and it extracts various features from the textual content of reviews, such as sentiment analysis, linguistic patterns, and semantic meaning.*

Keywords: Spam Review Detection, Machine Learning, Support Vector Machines, Natural Language Processing, Text Analysis

REFERENCES

- [1] Lim, Ee-Peng, et al." Detecting product review spammers using rating behaviors." Proceedings of the 19th ACM International Conference on Information and knowledge management. ACM,2010.
- [2] Jindal, Nitin, and Bing Liu. "Review spam detection." Proceedings of the 16th International Conference on World Wide Web. ACM,2007.
- [3] Dixit, Snehal, and A. J. Agrawal. "Survey on review spam detection." IntJ Comput Commun Technol ISSN (PRINT) 4 (2013):0975-7449.
- [4] Jindal, Nitin, and Bing Liu. "Opinion spam and analysis." Proceedings of the 2008 International Conference on Web Search and Data Mining. ACM, 2008.
- [5] Trivedi, Shrawan Kumar, and Shubhamoy Dey. "Effect of feature selection methods machine learning classifiers for detecting email spam." Proceedings of the 2013 Research in Adaptive and Convergent Systems. ACM