

Fake Product Review Detection and its Removal

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Abstract: *Most of the people requires genuine information about the online product. Before spending their economy on particular product can analyse the various reviews in the website. In this scenario, they did not identify whether it may be fake or genuine. In general, some reports in the websites are good, company technical people itself add these for making the product famous. Here, it may be possible that the single negative review changes the angle of the customer not to buy that product. In this situation, it might possible that this one review is fake. So, in order to remove this type of fake reviews and provide the users with the original reviews and rating related to the products, we proposed a Fake Product Review Detection and Removal System which is an Intelligent Interface and analyses the reviews, and provides the customer with the original rating. The proposed work achieved the accuracy of 87% in detecting fake reviews of written in English by using intelligent learning techniques which is greater than the accuracy of the previous systems.*

Keywords: Fake Reviews Detection, Text Classification, Natural Language Processing, Bigrams, Term Frequency and Inverse Document Frequency, SVM classifier

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