

Spam Review Detection and Recommendation of Top Outcomes Based on Appropriate Reviews

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ABSTRACT: Major Society of people using internet trust the contents of net. The liability that anyone can take off a survey give a brilliant chance to spammers to compose spam surveys about hotels and services for various interests. Recognizing these spammers and the spam content is a widely debated issue of research and in spite of the fact that an impressive number of studies have been done as of late towards this end, yet so far the procedures set forth still scarcely distinguish spam reviews, and none of them demonstrate the significance of each extracted feature type. In this application, use a novel structure, named NetSpam, which proposes spam features for demonstrating hotel review datasets as heterogeneous information networks to design spam review detection method into a classification issue in such networks. Utilizing the significance of spam features helps us to acquire better outcomes regarding different metrics on review datasets. The outcomes represent that NetSpam results with the previous methods and encompassed by four categories of features; involving review-behavioral, user-behavioral, review linguistic, user-linguistic, the first type of features performs better than the other categories. The contribution work is when user will search query it will display all top hotels as well as there is recommendation of the hotel by using user's point of interest.

KEYWORDS: Social Media, Social Network, Spammer, Spam Review, Fake Review, Heterogeneous Information Networks, Sentiment Analysis, Semantic Analysis

I. INTRODUCTION

Social Media portals play an important role in information propagation. Today a lot of people rely on the written reviews of other users in the selection of products and services. Additionally written reviews help service providers to improve the quality of their products and services. The reviews therefore play an important role in success of a business. While positive reviews can provide boost to a business, negative reviews can highly affect credibility and cause economic losses. Since anyone can leave comments as review, provides a tempting opportunity for spammers to write spam reviews which mislead users' choices. A lot of techniques have been used to identify spam reviews based on linguistic patterns, behavioral patterns. Graph based algorithms are also used to identify spammers. However many aspects are still unsolved. The general concept of NetSpam framework is to build a retrieved review dataset as a Heterogeneous Information Network (HIN) and to convert the problem of spam detection into a classification problem. In particular, convert review dataset as a HIN in which reviews are connected through different features. A weighting algorithm is then employed to calculate each feature's importance. These weights are then used to calculate the very last labels for reviews using both unsupervised and semi-supervised procedures.

NetSpam is able to find features' importance relying on metapath definition and based on values calculated for each review. NetSpam improves the accuracy and reduces time complexity. It highly depends to the number of features used to identify spam reviews. Thus using features with more weights will resulted in detecting spam reviews easier with lesser time complexity.

International Journal of Innovative Research in Science, Engineering and Technology

(A High Impact Factor, Monthly, Peer Reviewed Journal)

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Vol. 8, Issue 6, June 2019

II.RELATED WORK

The pair wise features are first explicitly utilized to detect group colluders in online product review spam campaigns, which can reveal collusions in spam campaigns from a more fine-grained perspective. A novel detecting framework [1] named Fraud Informer is proposed to cooperate with the pair wise features which are intuitive and unsupervised. Advantages are: Pair wise features can be more robust model for correlating colluders to manipulate perceived reputations of the targets for their best interests to rank all the reviewers in the website globally so that top-ranked ones are more likely to be colluders. Disadvantage is difficult problem to automate. The paper [2] proposes to build a network of reviewers appearing in different bursts and model reviewers and their co-occurrence in bursts as a Markov Random Field (MRF) and apply the Loopy Belief Propagation (LBP) method to induce whether a reviewer is a spammer or not in the graph. A novel assessment method to evaluate the detected spammers automatically using supervised classification of their reviews. Advantages are: High accuracy, the proposed method is effective. To detect review spammers in review bursts. To detect spammers automatically. Disadvantage is: a generic framework is not used for detect spammers.

In [3] paper, the challenges are: The detection of fraudulent behaviors, determining the trustworthiness of review sites, since some may have strategies that enable misbehavior, and creating effective review aggregation solutions. The TrueView score, in three different variants, as a proof of concept that the synthesis of multi-site views can provide important and usable information to the end user. Advantages are: develop novel features capable of finding cross-site discrepancies effectively, a hotel identity-matching method with 93% accuracy. Enable the site owner to detect misbehaving hotels. Enable the end user to trusted reviews. Disadvantage is difficult problem to automate. In [4] paper describes unsupervised anomaly detection techniques over user behavior to distinguish probably bad behavior from normal behavior. To find diverse attacker schemes fake, compromised, and colluding Facebook identities with no a priori labeling while maintaining low false positive rates. Anomaly detection technique to forcefully identify anomalous likes on Facebook ads. Achieves a detection rate of over 66% (covering more than 94% of misbehavior) with less than 0.3% false positives. The attacker is trying to drain the budget of some advertiser by clicking on ads of that advertiser.

In [5] paper, a grouped classification algorithm called Multi-typed Heterogeneous Collective Classification (MHCC) and then extends it to Collective Positive and Unlabeled learning (CPU). The proposed models can markedly increase the F1 scores of strong baselines in both PU and non-PU learning environment. Advantages are: Proposed models can markedly increase the F1 scores of strong baselines in both PU and non-PU learning settings. Models only use language self-contained features; they can be smoothly generalized to other languages. It detects a huge number of potential fake reviews hidden in the unlabeled set. Fake reviews hiding in the unlabeled reviews that Dianping's algorithm did not capture. The ad-hoc labels of users and IPs used in MHCC may not be very specific as they are computed from labels of neighboring reviews. The paper [6] elaborates two distinct methods of reducing feature subset size in the review spam domain. The methods involves filter-based feature rankers and word frequency based feature selection. Advantages are: The first method is to simply select the words which appear most often in the text. Second method can use filter based feature rankers to rank the features and then select the top ranked features. Disadvantages are: There is not a one size fits all approach that is always better.

In [7] paper, providing an efficient and effective method to identify review spammers by incorporating social relations based on two assumptions that people are more likely to consider reviews from those connected with them as trustworthy, and review spammers are less likely to maintain a large relationship network with normal users. Advantages are: The proposed trust-based prediction achieves a higher accuracy than standard CF method. To overcome the sparsity problem and compute the overall trustworthiness score for every user in the system, which is used as the spamicity indicator. Disadvantages are: Review dataset required. The paper [8] proposes to detect fake reviews for a product by using the text and rating property from a review. In short, the proposed system (ICF++) will measure the honesty value of a review, the trustiness value of the reviewers and the reliability value of a product. Advantages are: Accuracy is better than ICF method. Precision is maximizing. Disadvantages are: Process need to be optimized.

The paper [9] provides an overview of existing challenges in a range of problem domains associated with online social networks that can be addressed using anomaly detection. It provides an overview of existing techniques for

International Journal of Innovative Research in Science, Engineering and Technology

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Vol. 8, Issue 6, June 2019

anomaly detection, and the manner in which these have been applied to social network analysis. Advantages are: Detection of anomalies used to identify illegal activities. Disadvantages are: Need to improve the use of anomaly detection techniques in SNA. The paper [10] proposes a new holistic approach called SpEagle that utilizes clues from all metadata (text, timestamp, and rating) as well as relational data (network), and harness them collectively under a unified system to spot suspicious users and reviews, as well as products targeted by spam. SpEagle employs a review-network-based classification task which accepts prior knowledge on the class distribution of the nodes, estimated from metadata. Advantages are: It enables seamless integration of labeled data when available. It is extremely efficient.

III. OPEN ISSUES

Online Social Media websites play a main role in information propagation which is considered as an important source for producers in their advertising operations as well as for customers in selecting products and services. People mostly believe on the written reviews in their decision-making processes, and positive/negative reviews encouraging/discouraging them in their selection of products and services. These reviews eventually be an important factor in success of a business while positive reviews can bring benefits for a company, negative reviews can potentially impact credibility and cause economic losses. The fact that anyone with any identity can leave comments as reviews provides a tempting opportunity for spammers to write fake reviews designed to mislead users' opinion. These misleading reviews are then multiplied by the sharing function of social media and propagation over the web. The reviews written to change users' perception of how good a product or a service are considered as spam, and are often written in exchange for money.

Disadvantages:

- There is no information filtering concept in online social network.
- People believe on the written reviews in their decision-making processes, and positive/negative reviews encouraging/discouraging them in their selection of products and services.
- Anyone create registration and gives comments as reviews for spammers to write fake reviews designed to misguide users' opinion.
- Less accuracy.
- More time complexity.

IV. SYSTEM OVERVIEW

A novel proposed framework is to representative a given review dataset as a Heterogeneous Information Network (HIN) and to solve the issue of spam detection into a HIN classification issue. In particular, to show the review dataset as a HIN in which reviews are connected through different node types (such as features and users). A weighting algorithm is then employed to calculate each feature's importance (or weight). These weights are used to calculate the very last labels for reviews using both unsupervised and supervised procedures. Based on our observations, defining two views for features (review-user and behavioral-linguistic), the classified features as review behavioral have more weights and yield better performance on spotting spam reviews in both semi-supervised and unsupervised approaches. The feature weights can be added or removed for labeling and hence time complexity can be scaled for a specific level of accuracy. Categorizing features in four major categories (review-behavioral, user-behavioral, review-linguistic, user-linguistic), helps us to understand how much each category of features is contributed to spam detection.

1. NetSpam framework that is a novel network based approach which models review networks as heterogeneous information networks.
2. A new weighting method for spam features is proposed to determine the relative importance of each feature and shows how effective each of features are in identifying spams from normal reviews.
3. NetSpam framework improves the accuracy against the state-of-the art in points of time complexity, which extremely depends to the number of features utilized to detect a spam review.

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Vol. 8, Issue 6, June 2019

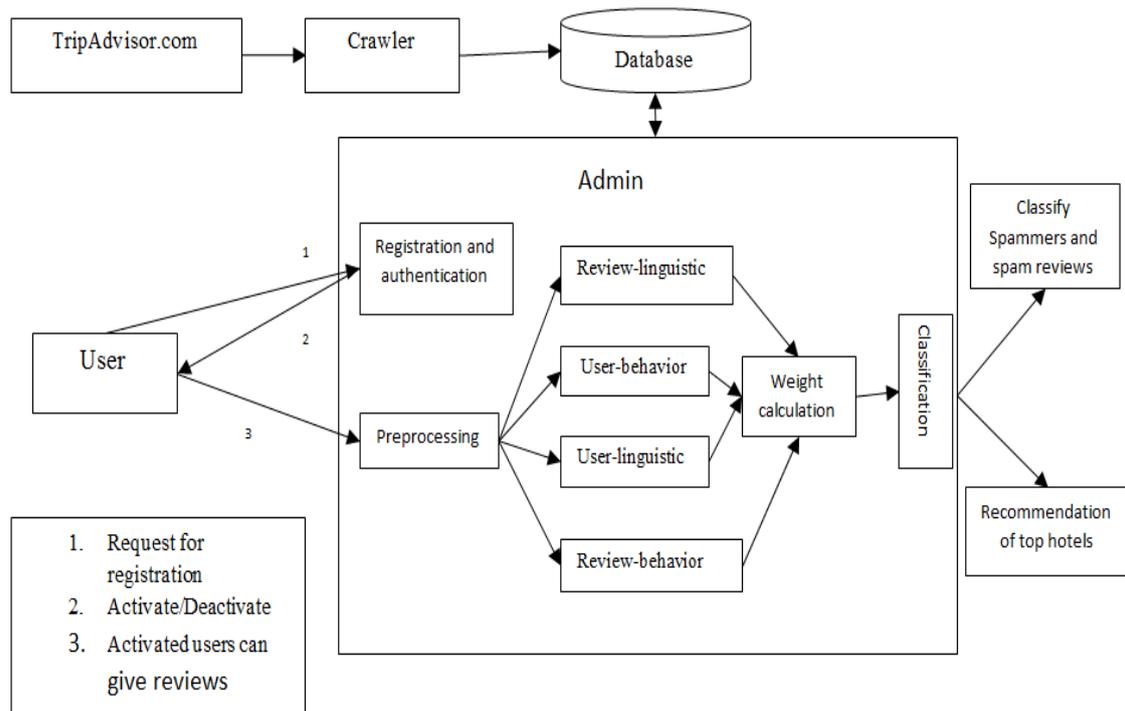


Fig.1 Proposed System Architecture

The general concept of our proposed framework is to model a given review dataset as a Heterogeneous Information Network and to map the problem of spam detection into a HIN classification problem. In particular, model review dataset as in which reviews are connected through different node types. The fig. 2 shows the flowchart of NetSpam framework.

A weighting algorithm is then employed to calculate each feature's importance. These weights are used to calculate the very last labels for reviews using both unsupervised and supervised procedures. Based on the observations defining two views for features.

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Vol. 8, Issue 6, June 2019

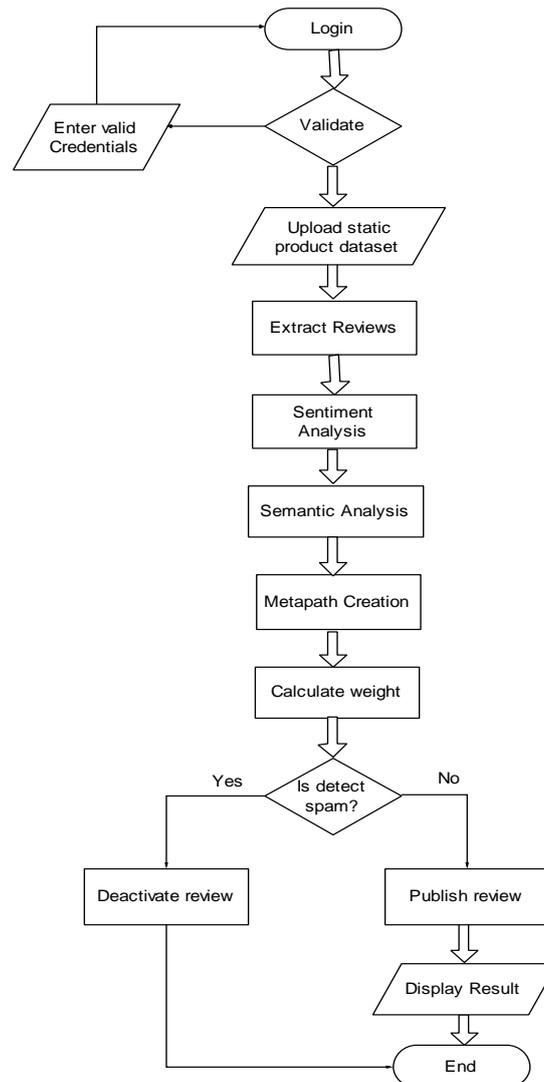


Fig. 2 Flowchart of NetSpam Framework

Advantages:

1. To identify spam and spammers as well as different type of analysis on this topic.
2. Written reviews also help service providers to enhance the quality of their products and services.
3. To identify the spam user using positive and negative reviews in online social media.
4. To display only trusted reviews to the users.

V.FEATURES

This paper use metapath concept to establish link between reviews as follows. A metapath is defined as a path between two reviews, which indicates the connection of two reviews through their shared features. When talk about metadata, refer to its general definition, which is data about data. In our case, the data is the written review, and by metadata mean data about the reviews, including user who wrote the review, the business that the review is written for, rating value of the review, date of written review and finally its label as spam or genuine review.

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Metapath is created using following features:-

1.1 User Behavioral

These features are related to each individual user and they are calculated per user. Thus use these features to generalize all the reviews written by that specific user. This category has two main features- Burstiness of reviews written by a single user and the average of a users' negative ratio given to different businesses.

- Burstiness- Spammers, generally write their spam reviews in short time as they want to impact users, and since they are temporal users.
- Negative ratio- Spammers usually write reviews which defame businesses which are competitors to the ones they have contract with. This is done with destructive reviews, or by rating such businesses with low scores. Hence, ratio of their scores leads to be low. Users with average rate equal to 2 or 1 take 1 and others take 0.

1.2 User Linguistic

These features are extracted from the users' language and show how users are describing their feelings or opinions about what their experiences were being a customer of a particular business. There are two features intended for our framework in this category; Average Content Similarity (ACS) and Maximum Content Similarity (MCS).

Average Content Similarity and Maximum Content Similarity- Spammers, generally write their reviews with same predefined template and they generally prefer not to waste their time to write an original review. As a result, they have same reviews. Users have close calculated values take same values (in [0, 1]). This feature requires semantic analysis to be performed to detect copy paste mechanisms used by spammers. Then detect copy paste employed by spammers by calculating time between the start of writing their fake reviews and submitting their reviews. Copy paste employed requires less time to post a review of many words than the time required to actually write the same review manually.

1.3 Review Behavioral

This feature type is based on metadata of review and not on the review text itself. The RB category consists of two features; Early time frame and Threshold rating deviation of review.

- Early Time Frame - Spammers try to write their reviews as soon as possible, so as to keep their reviews in the top reviews.
- Rate Deviation-: Spammers, try to enhance businesses they have settlement with, so they rate these businesses with very high scores. In result, there is high multiplicity in their given scores to various businesses which is the fact they have high variance and deviation. Average of the review ratings change drastically over a week's time which can be detected using rate deviation and calculation of entropy.

1.4 Review Linguistic

This feature is based on the review itself and extracted directly from text of the written review. In this work to utilize two main features of RL category; the Ratio of 1st Personal Pronouns (PP1) and the Ratio of exclamation sentences containing '!'. Study shows that spammers use second person pronouns often and use more of exclamation marks to create an impression on readers.

Reviews are similar to each other based on their calculated value, take same values (in [0, 1]).

VI.CONCLUSION

The novel spam detection framework named NetSpam based on a metapath creation as well as new graph-based method for labeling reviews relying on a rank-based labeling approach. The calculated weights by utilizing this metapath concept can be very impressive in identifying spam reviews and spammers leads to a better performance. In extension, found that even without a train set, NetSpam can calculate the consequence of each feature and it yields better performance in the features' addition process, and performs better than existing works, with only a small number of features. Moreover, after defining four main categories for features our conclusions show that the reviews behavioral category performs better than other categories.

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Vol. 8, Issue 6, June 2019

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