F2RSpotAPI: Detect Eliminate Prevent Fake Reviews and Reviewers using Ensemble Model

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Abstract

In e-commerce, user reviews can play a significant role in determining the revenue of an organization. People rely on online reviews for making their purchasing decision as these reviews can provide a lot of useful information about the goods or services. These online reviews also help firms in understanding customer sentiment and behavior. However, fake or manipulated reviews are also posted to promote or demote the quality of the products or services which mislead the consumers and guide them to make wrong decision. Identification of fake review is difficult and their detection is currently an important issue. Thus, detecting deceptive reviews is getting more importance day by day. Sentiment analysis has great importance in fake review detection system. This project focuses on detecting eliminating fake reviews using **Ensemble model** that can classify fake and genuine sentimental reviews efficiently and prevention of fake reviews is achieved by making sure the right person gets to write the review by sending the review id to the registered email-id using **Bought Auth** Technique that use **Genuine Reviewer Protocol** by generating review id for bought product. The novelty of the method lies in that the features and the classification labels of the new reviews will be added into the initial sample set as new samples. Furthermore, a web-based user interface is created to provide a platform that combines the knowledge of the input user information with the chosen machine learning model to perform fake review detection on the input data. 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.