



## Fake Review Monitoring System

*Arivukodi. R<sup>a</sup>, Oviya. S<sup>b</sup>, Bhuvaneswari. R<sup>c</sup>, Narmatha. S<sup>d</sup>, Sivaganga. E<sup>e</sup> Assistant Professor\**

*<sup>a,b,c,d</sup> Sacred Heart Arts and Science College, Perani, Villupuram 605 602, Tamil Nadu.*

### ABSTRACT:

Almost all the people needs review about a product before paying their money on the product. So people come over various reviews in the website but these reviews are genuine or fake is not find by the user. In some review websites some positive reviews are attached by the product company people by itself in order to make in order to produce wrong positive product reviews. They give good reviews for many different products manufacturing by their one firm. User will not be able to find out whether the reviews is genuine or fake ratings. To find out take review rating in the websites" **Fake review monitoring system** " is introduced. If the various product of the system will be find out the fake reviews giving. The customer posting to comments each good product identifying the total IP address will be posting patterns in the product. To detect the customer review is fake or real, the system will find out the customer's IP address if the system analysis all the fake review passing by the same IP Address repeatedly. It will informed the admin to take off that fake review in genuine product from the system. This system methodology used. They will helps the user to detect the fake review of each good product.

**Keywords:** Fake, Reviews, Genuine, Product.

### I. INTRODUCTION:

#### 1.1 About the Project:

- In the initial stages, we had to search for items that were essential for our comfort and survival in the proper location.
- Even if we have made all of this possible there is still a considerable risk of being taken advantage of in the world of online markets.
- Some review websites allow users to right positive ratings for their own products in order to create falsely positive product reviews.
- Every customer who buys a product through a website constantly searches for one thing relating to that product reviews left by other users who have used the product.
- Before purchasing a product, the vast majority of customers look up reviews about it online. As a result, users cannot tell if a review is true or untrue when they read it on a website.
- The introduction of our technique is done to detect false reviews on websites. This method will detect fake product reviews by locating the IP address along with the review.

### II. SYSTEM ANALYSIS:

#### 2.1 Existing system:

- In the existing system the fake reviews are identified only on the basis of repeated review posting from the same IP address on the same product.
- This service in the existing system is only available to one application and there product only.
- In the existing system doesn't have fake review identifying service many peoples to write fraud and useless opinions about other product or service, this misleading this customers buying experience.

#### Disadvantages:

- ⇒ User will not be able to identify whether the reviews is genuine or fake.
- ⇒ The system doesn't have fake review identify system so It can be misleading the customer buying experience.

**2.2 Proposed System:**

- Our proposed system offers much more services in recognizing fake review when compared with existing system.
- This system will discover the fake reviews made by the social media optimization team by finding the IP address.
- The proposed system will analysis the options and classify them which one spam or non spam.

*Advantages:*

- ⇒ User gets genuine review about the products.
- ⇒ User can spending money on valuable product.
- ⇒ It has more services compared with existing system it can analysis the opinion.

**III. MODULE DISCRPTION:**

- User module
- Admin module

**3.1. User module:**

- ❖ The user can sign up with the system to use the services it offers in exchange for payment.
- ❖ User ID and password are used to log into the system.
- ❖ A user looks at several products and leaves reviews for them.

**3.2. Admin module:**

- ❖ The admin accepts or rejects the user into the system.
- ❖ The overall activities in the system are controlled by the admin.
- ❖ The admin adds, view and delete the product and remove the reviews which is fake.
- ❖ If the system finds a review as fake the admin removes the fake reviews.

**IV. CONCLUSION:**

- ✓ Online reviews have become increasingly significant in recent times when it comes to purchasing decisions. This is so that buyers can learn a lot of important information about the products or service from this reviews.
- ✓ Spammers, however, are able to fake and create false reviews in order to promote falsely are degrade the quality of the goods or service.
- ✓ Customers would be mislead by the spammer's actions because of this and make a poor choice. By identifying the IP address together with the review posting, this initiative supports in identifying fake information product reviews.
- ✓ Has a result, the user will receive accurate product reviews.

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