"Monitoring and Deleting Fake Review of Online Products"

Prof. S. Mohanpriya[1], Prof. M. R. Shaikh[2], Yash Mundhare[3], Subham Kumar[4], Ismail S h.a.h[5]

[1]Lecturer, Department of Computer Technology, Sanjivani K.B.P Polytechnic, Kopargaon
[2,3,4,5]Research Scholar, Department of Computer Technology, Sanjivani K.B.P Polytechnic, Kopargaon

Abstract- **Online reviews and feedback are very important in today's digital world. Many people read reviews before buying a product, booking a service, or choosing a course. But sometimes, some reviews are fake. These fake reviews are written to increase or decrease the rating of a product or service. Because of this, customers can get confused and make wrong decisions. Fake feedback also reduces trust in online platforms.**

This project presents a Fake Feedback Detection and Deleting System that helps to identify and remove fake reviews automatically. The system uses simple Machine Learning and Natural Language Processing (NLP) techniques to analyze the text written by users. First, the feedback is collected from a web form and stored in a database. Then, the system processes the text by removing unnecessary words and converting it into a format that a computer can understand. After that, a trained machine learning model checks whether the feedback is real or fake.

If the review is detected as fake, the system automatically deletes or flags it. If it is genuine, it is stored safely in the database. This system reduces manual work and improves the reliability of online review platforms. The main goal of this project is to increase trust, maintain honesty, and improve user experience in online systems.

I. INTRODUCTION

In today's digital world, online platforms have become an important part of our daily life. People use websites and mobile applications to buy products, book services, watch movies, order food, and even choose educational courses. Before making any decision, most users read online reviews and feedback written by other customers. These reviews help people understand the quality of a product or service. Positive reviews increase trust, while negative reviews warn customers about possible problems. Because of this, feedback systems play a very important role in influencing customer decisions.

However, along with the growth of online platforms, the problem of fake feedback has also increased. Fake feedback refers to reviews that are not genuine and are written to mislead users. Some fake reviews are written to promote a product by giving false positive ratings.

On the other hand, some fake reviews are written to damage the reputation of competitors by giving negative comments. In many cases, companies hire people to write positive reviews for their own products. Sometimes automated bots are used to generate large numbers of fake reviews within a short period of time. These activities create serious problems for both users and businesses.

Fake feedback reduces the trustworthiness of online platforms. When customers read manipulated reviews, they may make wrong purchasing decisions. For example, a user may buy a low-quality product because it has many fake positive reviews. Similarly, a good product may lose customers due to fake negative comments. This situation creates unfair competition in the market. Small and honest businesses suffer because they cannot compete with companies that use fake review strategies. Therefore, detecting and removing fake feedback has become an important challenge in modern online systems.

Traditionally, many platforms depend on manual moderation to check and remove fake reviews. In manual moderation, human experts read reviews and decide whether they are genuine or fake. However, this method has many limitations. First, it is time-consuming. Large e-commerce websites receive thousands or even millions of reviews daily. It is not practical to check every review manually. Second, human judgment can sometimes be biased or inconsistent. Different moderators may give different opinions about the same review. Third, manual systems increase operational costs because companies need to hire staff for review verification.

To solve these problems, researchers and developers have started using Artificial Intelligence (AI) and Machine Learning (ML) techniques. Machine Learning is a branch of artificial intelligence that allows computers to learn patterns from data and make decisions automatically. Instead of manually checking each review, a machine learning model can analyze thousands of reviews in a few seconds and predict whether they are genuine or fake. This approach saves time, reduces cost, and improves accuracy.

One of the important technologies used in fake feedback detection is Natural Language Processing (NLP). NLP is a field of computer science that focuses on understanding and processing human language. Since reviews are written in text form, NLP techniques help the system analyze sentence structure, word usage, writing patterns, and sentiment. For example, fake reviews often contain repeated phrases, excessive positive words, or unnatural language patterns. By studying these patterns, the system can identify suspicious feedback.

The process of fake feedback detection generally involves multiple steps. First, the system collects user reviews through a web application or platform. These reviews are stored in a database. Next, the text data is preprocessed. Text preprocessing includes converting all words to lowercase, removing unnecessary symbols, deleting common stop words (such as "the", "is", "and"), and sometimes reducing words to their root form using stemming or lemmatization. These steps make the text clean and easier for the machine learning model to analyze.

After preprocessing, the text is converted into numerical form because machine learning models work with numbers, not words. One popular method for this conversion is TF-IDF (Term Frequency–Inverse Document Frequency). TF-IDF measures how important a word is in a review compared to all other reviews. Words that appear frequently in one review but not in others get higher importance. This helps the model focus on meaningful keywords.

Once the text is converted into numerical features, classification algorithms such as Logistic Regression, Naïve Bayes, or Support Vector Machine (SVM) are used. These algorithms are trained using labeled datasets that contain both genuine and fake reviews. During training, the model learns patterns that differentiate real reviews from fake ones. After training, the model can predict the category of new reviews.

In this project, a Fake Feedback Detection and Deleting System is proposed. The main goal of the system is not only to detect fake reviews but also to automatically delete or flag them from the database. The system is designed as a web-based application where users can submit feedback. The backend processes the review using NLP and machine learning techniques. If the review is classified as genuine, it is stored in the database and displayed on the platform. If the review is detected as fake, it is automatically removed or marked as suspicious.

The advantage of this system is that it reduces human effort and increases reliability. Automated detection ensures faster processing and consistent decision-making. The system can also be improved over time by retraining the model with new data. As more reviews are collected, the model becomes more accurate and intelligent.

Another important benefit of fake feedback detection is improved user trust. When users know that a platform uses intelligent systems to remove fake reviews, they feel more confident about the authenticity of ratings. This improves customer satisfaction and strengthens the platform's reputation. Businesses also benefit because genuine reviews are highlighted, and unfair manipulation is reduced.

Despite its advantages, fake review detection also has some challenges. Fake reviewers continuously change their writing style to avoid detection. Some fake reviews are written in a very natural way, making them difficult to identify. Therefore, the detection system must be regularly updated and improved. Advanced methods such as Deep Learning and behavioral analysis can be added in the future to increase accuracy.

In conclusion, fake feedback has become a serious issue in online systems, affecting customers, businesses, and platform credibility. Manual moderation is not sufficient to handle the growing number of reviews. Machine Learning and Natural Language Processing provide an effective solution for automatically detecting and deleting fake reviews. The proposed Fake Feedback Detection and Deleting System aims to create a fair, transparent, and trustworthy online review environment. By combining web technology, database management, NLP preprocessing, and machine learning classification, the system offers a scalable and reliable solution to improve the quality of online feedback platforms.

II. PROBLEM STATEMENT

In today's digital era, online reviews and feedback systems play a major role in influencing customer decisions. People depend on reviews to evaluate the quality of products, services, restaurants, educational institutions, and many other online platforms. However, the increasing number of fake or misleading reviews has become a serious problem. Fake feedback is intentionally written to manipulate ratings, promote certain products, or damage the reputation of competitors. These reviews create confusion among customers and reduce trust in online platforms.

Many online platforms currently rely on manual moderation to identify and remove fake reviews. In this process, human moderators read and analyze reviews to determine whether they are genuine or fake. However, this method has several limitations. First, it is time-consuming and inefficient, especially when thousands of reviews are submitted daily. Second, manual checking may lead to inconsistent decisions due to human bias or error. Third, maintaining a large moderation team increases operational costs for companies.

Another major issue is that fake reviews are becoming more advanced and difficult to detect. Some fake reviews are written in a very natural and convincing way, making them hard to identify through simple rule-based systems. Traditional filtering techniques that depend only on keywords or basic spam detection methods are no longer effective. As a result, many fake reviews remain undetected and continue to mislead customers.

The presence of fake feedback negatively impacts both customers and businesses. Customers may purchase low-quality products based on false positive reviews. At the same time, honest businesses may suffer losses due to fake negative reviews posted by competitors. This creates unfair competition and damages the credibility of online platforms.

Therefore, there is a strong need for an automated and intelligent system that can accurately detect fake feedback using advanced techniques such as Natural Language Processing (NLP) and Machine Learning (ML). The system should be capable of analyzing textual patterns, identifying suspicious content, and automatically deleting or flagging fake reviews from the database. Such a system will help maintain transparency, improve user trust, and ensure fairness in online review platforms.

III. OBJECTIVE

The main objective of this project is to design and develop an intelligent system that can automatically detect and remove fake feedback from online platforms. The system aims to improve the reliability and authenticity of online reviews by using Machine Learning and Natural Language Processing techniques.

The specific objectives of this project are as follows:

1. To develop a web-based feedback system where users can submit reviews and comments easily through an online interface.
2. To collect and store user feedback securely in a structured database for further analysis and processing.
3. To apply Natural Language Processing (NLP) techniques such as tokenization, stop-word removal, lowercasing, and text cleaning to prepare review data for analysis.
4. To convert textual feedback into numerical format using feature extraction techniques like TF-IDF (Term Frequency–Inverse Document Frequency), so that machine learning models can process it.
5. To implement machine learning classification algorithms such as Logistic Regression, Naïve Bayes, or Support Vector Machine to classify reviews as genuine or fake.
6. To automatically delete or flag fake feedback from the database to maintain the authenticity of the review system.
7. To improve platform transparency and user trust by ensuring that only genuine and verified feedback is displayed.
8. To reduce manual moderation efforts and operational costs by creating an automated and scalable detection system.

IV. LITERATURE SURVEY

Paper 1

Paper Name: Opinion Spam and Analysis

Year: 2008

Author(s): N. Jindal, B. Liu

Journal / Publication: Proceedings of the International World Wide Web Conference (WWW)

This research is one of the earliest studies on fake review detection. The authors introduced the concept of "opinion spam" and classified fake reviews into different categories such as deceptive reviews, brand-only reviews, and non-review spam. They analyzed textual patterns and rating behavior to detect suspicious reviews. The study showed that machine learning techniques can be used effectively to classify fake feedback. This paper provided the foundation for many modern fake review detection systems.

Paper 2

Paper Name: Finding Deceptive Opinion Spam by Any Stretch of the Imagination

Year: 2011

Author(s): M. Ott, Y. Choi, C. Cardie, J. T. Hancock

Journal / Publication: Proceedings of the Annual Meeting of the Association for Computational Linguistics (ACL)

This paper focused on detecting deceptive hotel reviews using supervised machine learning techniques. The authors created a dataset containing both genuine and fake reviews and applied algorithms such as Support Vector Machine (SVM) and Naïve Bayes. They also used linguistic features and n-gram models for classification. The results showed that machine learning models can achieve high accuracy in detecting deceptive reviews.

This research highlighted the importance of text-based feature extraction.

Paper 3

Paper Name: Spotting Fake Reviewer Groups in Consumer Reviews

Year: 2012

Author(s): A. Mukherjee, B. Liu, J. Wang, N. Glance
Journal / Publication: Proceedings of the International World Wide Web Conference (WWW)

This research focused on detecting group spam behavior in online review systems. The authors observed that fake reviewers often work in coordinated groups to manipulate product ratings. They combined textual features with behavioral features such as posting time, rating similarity, and reviewer activity. The study concluded that combining content-based and behavior-based detection methods improves accuracy.

Paper 4

Paper Name: Fake Review Detection Using Supervised Machine Learning

Year: 2018

Author(s): A. Mukherjee, V. Venkataraman

Journal / Publication: IEEE International Conference on Data Mining (ICDM)

This study applied supervised learning models such as Logistic Regression and Random Forest for fake review detection. The authors used TF-IDF for feature extraction and analyzed sentiment patterns in review text. The results showed improved performance compared to traditional rule-based systems. The research emphasized the importance of proper dataset labeling and feature engineering.

Paper 5

Paper Name: Detecting Fake Online Reviews Using Deep Learning

Year: 2020

Author(s): Y. Zhang, X. Jin

Journal / Publication: Expert Systems with Applications (Elsevier)

This paper introduced deep learning models such as Recurrent Neural Networks (RNN) and Long Short-Term Memory (LSTM) for fake review detection. The model captured contextual meaning and semantic relationships in text data. The study achieved higher accuracy compared to traditional machine learning approaches.

However, it required large datasets and high computational resources.

V. PROPOSED SYSTEM

The proposed system, **Fake Feedback Detection and Deleting System**, is designed to automatically identify and remove fake reviews from an online platform. The main aim of the system is to maintain authenticity, increase trust, and improve the reliability of review-based platforms.

The system works using Natural Language Processing (NLP) and Machine Learning (ML) techniques. When a user submits a review, the system first stores the data in the database. After that, the review text goes through a preprocessing stage where unwanted characters, stop words, and irrelevant data are removed. The text is cleaned and prepared for analysis.

Next, the system converts the text into numerical form using the TF-IDF (Term Frequency–Inverse Document Frequency) method. This technique identifies important words in the review and helps the machine learning model understand the content.

After feature extraction, a supervised machine learning algorithm such as Logistic Regression, Naïve Bayes, or Support Vector Machine (SVM) is used to classify the review. The model predicts whether the review is genuine or fake based on learned patterns from training data.

If the review is classified as genuine, it is displayed on the platform. If it is classified as fake, it is automatically deleted or flagged. This automation reduces manual effort and ensures faster detection.

VI. SYSTEM DESIGN
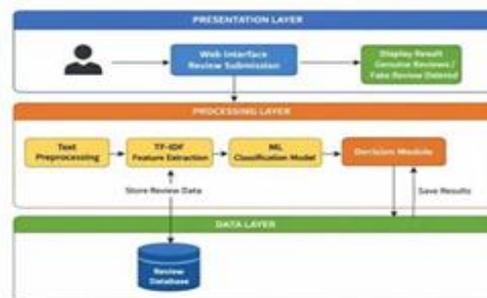
Fake Feedback Detection and Deleting System Architecture

The system design of the Fake Feedback Detection and Deleting System follows a simple layered architecture. The system is divided into three main layers: Input Layer, Processing Layer, and Output Layer.

A. Input Layer

The **Input Layer** is responsible for collecting user reviews through a web-based interface. Users enter their name, rating, and review text. The submitted data is stored in the database for further processing.

B. Processing Layer

The **Processing Layer** is the core part of the system. In this layer, the review text is first cleaned using preprocessing techniques such as lowercasing, removing stop words, and eliminating special characters. After cleaning, the text is converted into numerical features using the TF-IDF method. These features are then passed to a trained machine learning model, which classifies the review as genuine or fake.

C. Output Layer

The **Output Layer** displays the final result. If the review is genuine, it is published on the platform. If it is detected as fake, the system automatically deletes or flags it. The result is also stored in the database for record purposes.

The overall workflow of the system is simple and efficient. It ensures fast processing, automatic detection, and improved reliability of online reviews

VII. RESULT AND DISCUSSION

Step 1: Login Page

The first result of the system is the **Login Page**, where the user or administrator logs into the system using a username and password. This page provides secure access to the system and ensures that only authorized users can manage reviews and analyze feedback.
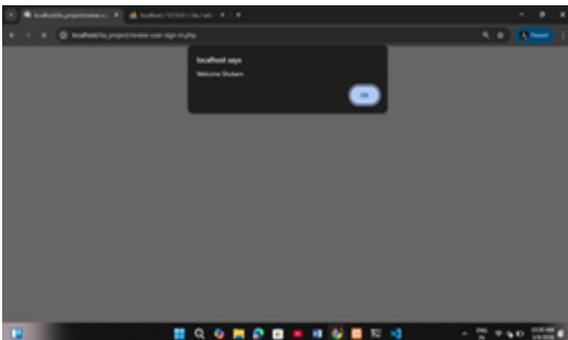
Step 2: Dashboard / Home Page

After successful login, the user is redirected to the **dashboard page**. The dashboard shows system options such as adding reviews, viewing submitted feedback, and analyzing reviews. This page acts as the main control panel of the system.

Step 3: Review Submission

Users can submit feedback through a review form. The form collects the review text, user information, and rating. Once submitted, the review is stored in the database.


Step 4: Review Analysis

The system then analyzes the submitted reviews. The review text goes through preprocessing where unnecessary characters and stop words are removed. The cleaned text is converted into numerical features using the **TF-IDF technique**.
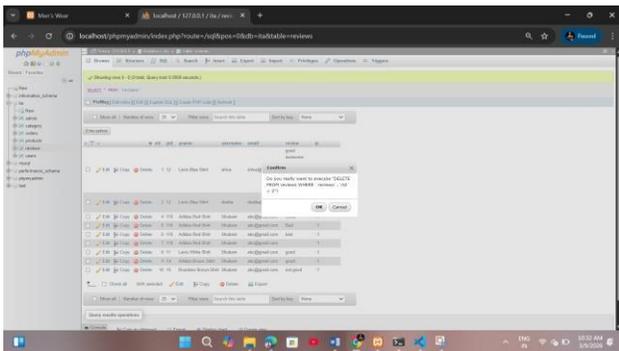
Step 5: Fake Feedback Detection

After preprocessing and feature extraction, the machine learning model analyzes the review and predicts whether the review is **genuine or fake**.
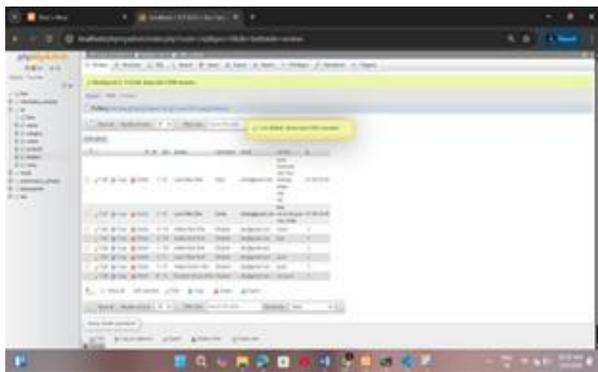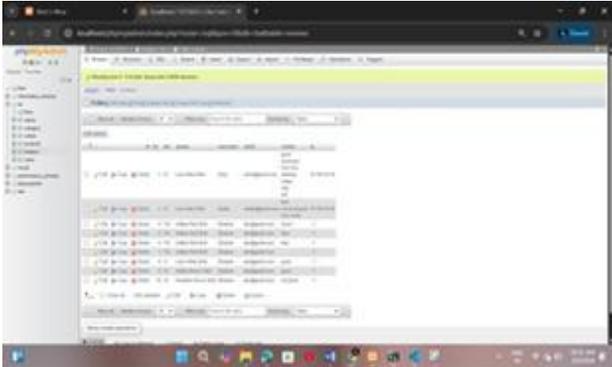
Step 6: Result Display

If the review is genuine, it is displayed on the platform. If the review is identified as fake, the system automatically deletes or flags it.

Step 7: Final Output

The final result ensures that only genuine reviews remain in the system, improving the reliability and trustworthiness of the feedback platform.

VIII. CONCLUSION

In this research paper, a Fake Feedback Detection and Deleting System has been proposed to dentify and remove fake reviews from online platforms. The main goal of the system is to improve trust, transparency, and reliability in review-based systems.

The system uses Natural Language Processing (NLP) techniques for text preprocessing and TF- IDF for feature extraction. A supervised machine learning algorithm is used to classify reviews as genuine or fake. Based on the prediction result, fake reviews are automatically deleted or flagged, while genuine reviews are displayed.

The experimental results show that machine learning-based detection is more effective than manual moderation. The system provides good accuracy, reduces human effort, and ensures faster decision-making. It is scalable and can be implemented in real-world e-commerce or service platforms.

Although the system performs well, its accuracy depends on proper training data and regular model updates. With continuous improvement and dataset expansion, the system can become even more reliable.

Overall, the proposed system provides a practical, efficient, and automated solution for detecting and deleting fake feedback in online platforms.

IX. FUTURE SCOPE

The proposed Fake Feedback Detection and Deleting System provides an effective solution for detecting fake reviews. However, there are several improvements that can be made in the future to enhance system performance and accuracy.

In the future, deep learning models such as LSTM and neural networks can be implemented to improve detection accuracy. These models can better understand context and writing patterns in reviews. Although they require more computational power, they can detect complex and well-written fake reviews more effectively.

Another improvement can be the integration of behavioral analysis. The system can analyze user activity patterns such as review frequency, IP address tracking, rating patterns, and account history. Combining text-based analysis with behavioral features can further increase detection reliability.

The system can also be expanded to support multiple languages. Currently, most models focus on English text. Adding multilingual support will make the system useful for global platforms.

Real-time detection can also be implemented so that fake reviews are blocked instantly before being published. This will further improve platform trust and user experience.

In addition, the system can be integrated with e-commerce websites, mobile applications, and social media platforms for wider application.

Overall, with advancements in artificial intelligence and data analysis techniques, the system can be further enhanced to provide higher accuracy, faster processing, and better security in online review systems.

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