VISVESVARAYA TECHNOLOGICAL UNIVERSITY

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PROJECT REPORT

On

"SPAM DETECTION IN ONLINE REVIEWS BY NETWORK BASED FRAMEWORK"

Submitted by

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In partial fulfilment of the requirements for the degree of

BACHELOR OF ENGINEERING

In

INFORMATION SCIENCE AND ENGINEERING

Under the Guidance of

Mrs. SUVIKSHA V SHETTY

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DEPARTMENT OF INFORMATION SCIENCE AND ENGINEERING

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2017– 2018

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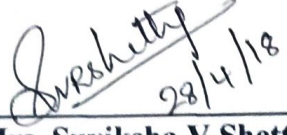
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CERTIFICATE

Certified that the project work entitled "SPAM DETECTION IN ONLINE REVIEWS BY NETWORK BASED FRAMEWORK" *is a bonafide work carried out by*

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in partial fulfilment for the award of BACHELOR OF ENGINEERING in **INFORMATION SCIENCE AND ENGINEERING** of the **VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI** during the year 2017–2018. It is certified that all corrections/suggestions indicated for Internal Assessment have been incorporated in thereport deposited in the departmental library. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the Bachelor of Engineering Degree.

28/4/18

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ABSTRACT

Nowadays social media plays an important role in our day-to- day activities. Specifically, in the past few years, online social websites such as Facebook, Twitter and WhatsApp are evolving as one of the major sources of communication for internet users, in order to keep in touch with their friends. However Spam reviews generated on a website results in huge financial gain only for competitors whereas it is a major loss for both customers and organization. The existing techniques for Spam reviews detection suffer due to issues such as limited datasets and lack of proper classification methods which results in inefficiency of the systems. In order to solve these problems, we propose a new framework which models the given review dataset using Heterogeneous Information Network (HIN) concept and solves the spam detection problem by means of clearly identifying the spam reviews present in a website. The performance of the proposed framework is evaluated using real-world labelled datasets of Amazon website. Its better performance is illustrated in terms of weight calculations based on meta-path concepts.