A Novel Technique for Decision Making In Review Selection Using Micro Review

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ABSTRACT

The rise and overall spread of online networking, User can check online review content on various sites such as Yelp.com, foursquare.com etc for checking any restaurant review, product opinions, but Reviews are too lengthy every user cannot read these thousands of review for a product. So that taking item review is very hard task for customers because of writing false reviews is also a form of attack, performed to purposefully damage an item's name. Online client surveys assume a focal part in the choice making procedure of clients for an assortment of undertakings. For large review content, users always face the problem of selecting the real reviews. With the recent growth of online web sites for social networking and micro blogging through which users create online communities to share information, thoughts, personal messages and other content has seen an exponential .Micro review provides short review, size limit, purity and authenticity of false review. So that by using Micro-reviews user can make the purchase decision on any product.

Keywords: *Micro-review, review selection, coverage.*

1. INTRODUCTION

Now days there are various web sources to check the online review contents for customer's , in that one of the most popular sites that focuses on the reviewing restaurant, business and share information based on their own experiences such as Yelp.com is a social networking site that has become very popular today. To share our own experiences to others is an easier and reliable way of establishing best locations**.** Item reviews are nowadays very much important task for the customer so that they can make decision for purchasing any item or go to any location. The reviewed item includes such as electronics, books, movies etc and service providers for example restaurants, hotels etc. But there is also problem of the false reviews has recently attracted significant interest. Writing false reviews is a form of attack, performed to purposefully harm or boost an item's name. So with the recent growth of online web sites for social networking and micro blogging through which users create online communities to share information, thoughts, personal messages and other content has seen an exponential . Users write reviews to rate a particular item and express their opinion on the item's various attributes. The accumulated volume of reviews on the item then serves as a valuable source of information for a potential customer. Not surprisingly, it has been shown that reviews have tremendous effect on the popularity of an item. So Macro-blocking services that allow users to 'check-in' services. Micro blocking sites also have the ability of boosting the authenticity of the tips and here we are taking the example of Camera.

1.   PROPOSED SYSTEM
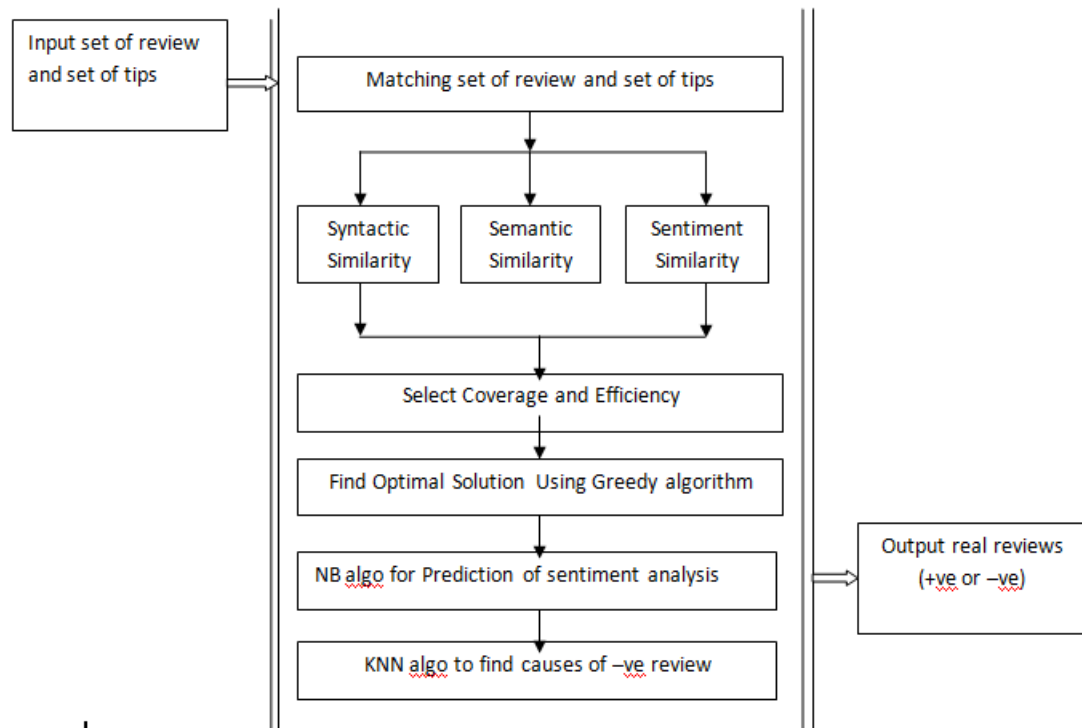
Fig. 1. Proposed System Architecture

ADVANTAGES:

1. Micro-review Provide the distance limit, micro-reviews are short and purified.
2. When the user has checked in Tips are written, they are artless, expressing the valid user reaction to her experience.
3. Micro-review also has ability to the authenticity of False review.
4. system gives positive or negative sentiment that is good or bad .

IMPLEMENTATION DETAILS:

1. User:

Entity that has authority to use the system, who may or may not be the actual purchaser of an item i.e Camera .User have ability to upload the set of reviews and set of tips of an item. We want to select a small number of reviews that best cover the content of the tips.

2. System:

We are given as input a collection of reviews set and set of tips about an item (i.e. Camera) Our aim is to select the small number of reviews that best covers the set of tips for that we are performing matching function and for matching reviews and tips, we consider three types of similarity:-

    I.   Syntactic similarity: - A review sentence and a tip are syntactically similar if they share important keywords.

II.   Semantic similarity: - A review sentence and a tip are semantically similar, when they are describing the same concept, even if they do not use exactly the same keywords.

III.   Sentiment similarity:- goal is to predict the sentiment (positive or negative) of a sentence or a tip.

We also uses different attributes like coverage and efficiency for selecting real set of review so that we can find out optimal solution by using greedy algorithm. Here we use NB algorithm for prediction .We also use K-NN algorithm here, So that by using this system potential buyers can make purchase decision on an item by focusing on an real review, while selecting small set of review from big .The output of our system is either positive or negative sentiment on an item that is Real review.

2. CONLUSION

In this paper, we presented a novel technique for decision making that help the customer by providing real review on an item. By using Micro review we can select small set of review from big. By using greedy algorithm, we find out optimal solutions in coverage and efficiency. We also develop NB algorithm for prediction of positive and negative words for an item i.e. Camera. Here we also use the k-NN algorithm to show the –ve causes. As future work, we will work on unstructured data.

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BIOGRAPHY

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