

A Framework for Review Spam Detection Research

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Abstract : With the increasing number of people reviewing products online in recent years, opinion sharing websites has become the most important source of customers' opinions. Unfortunately, spammers generate and post fake reviews in order to promote or demote brands and mislead potential customers. These are notably destructive not only for potential customers but also for business holders and manufacturers. However, research in this area is not adequate, and many critical problems related to spam detection have not been solved to date. To provide green researchers in the domain with a great aid, in this paper, we have attempted to create a high-quality framework to make a clear vision on review spam-detection methods. In addition, this report contains a comprehensive collection of detection metrics used in proposed spam-detection approaches. These metrics are extremely applicable for developing novel detection methods.

Keywords : fake reviews, feature collection, opinion spam, spam detection

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