

ADVERTISEMENT AND PROMOTION OF PRODUCTS AND SERVICES¹ T Vijaynag, ² Padmaja Alapati, ³ Eslavath Ravi, ⁴ Naresh Bandam^{1,2,3,4} Assistant Professor, Department of Computer Science Engineering,

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Abstract

A book review is a form of literary criticism in which a book is merely described (summary review) or analyzed based on content, style, and merit. A book review may be a primary source, opinion piece, summary review or scholarly review. Books can be reviewed for printed periodicals, magazines and newspapers, as school work, or for book web sites on the Internet. A book review's length may vary from a single paragraph to a substantial essay. Such a review may evaluate the book on the basis of personal taste. Reviewers may use the occasion of a book review for an extended essay that can be closely or loosely related to the subject of the book, or to promulgate their own ideas on the topic of a fiction or non-fiction work. Technologies are changing rapidly. Old technologies are continuously being replaced by new and sophisticated ones. These new technologies are enabling people to have their work done efficiently. Such an evolution of technology is online marketplace. We can shop and make reservation using online websites. Almost, everyone of us checks out reviews before purchasing some products or services. Hence, online reviews have become a great source of reputation for the companies. Also, they have large impact on advertisement and promotion of products and services. With the spread of online marketplace, fake online reviews are becoming great matter of concern. People can make false reviews for promotion of their own products that harms the actual users. Also, competitive companies can try to damage each others reputation by providing fake negative reviews.

1. INTRODUCTION

Recommendation refer to a suggestion that something is good or suitable for a particular purpose. Recommendations can be anything like , , books etc., Sometimes we need a good suggestion of a movie that acts as a stress reliever. Sometimes we have the urge to watch of a particular genre. Sometimes we might want try a different cuisine of food which we have never tried before in such cases we need suggestions of good movie or a restaurant that satisfy our urges. For the purpose of recommendation of and , there is a need for an application that gives

suggestions that are suitable to the user. The movie recommendations are based on two categories, one which is done based on the type of movie and the other that is done by taking the movie name and providing the results that similar to the given input.

The book recommendation is done taking the location of the user and thereby taking his preferences and the results of best suitable are given.

2. RELATED WORK

Content based methods focus on what is the content of the review. That is the text of the review or what is told in it. Heydari et al. [2] have attempted to detect spam review by analyzing the linguistic features of the review. Ott et al. [3] used three techniques to perform classification. These three techniques are- genre identification, detection of psycholinguistic deception and text categorization. Behavior feature based study focuses on the reviewer that includes characteristics of the person who is giving the review. Lim et al. [7] addressed the problem of review spammer detection, or finding users who are the source of spam reviews. People who post intentional fake reviews have significantly different behavior than the normal user. They have identified the following deceptive rating and review behaviors. Deceptive online review detection is generally considered as a classification problem and one popular approach is to use supervised text classification techniques [5]. These techniques are robust if the training is performed using large datasets of labeled instances from both classes, deceptive opinions (positive instances) and truthful opinions (negative examples) [8]. Some researchers also used semi-supervised classification techniques.

Proposed system

In the proposed system, each review goes through tokenization process first. Then, unnecessary words are removed and candidate feature words are generated. Each candidate feature words are checked against the dictionary and if its entry is available in the dictionary then its frequency is counted and added to the column in the feature vector that corresponds the numeric map of the word. Alongside with counting frequency, the length of the review is measured and added to the feature vector. Finally, sentiment score which is available in the data set is added in the feature vector. We have assigned negative sentiment as zero valued and positive sentiment as some positive valued in the feature vector.

3. IMPLEMENTATION

User Registration:

The app which is made by using Android Studio [1] allows the user to register where they give in their details and set their preferences for both food and movies. This registration gives user access to log in to the app with his credentials.

Login:

Only the users who have registered with the app are able to login to the app. This then allows the users to access the other options such as view and add movies and restaurants. The add option is only for the admin.

Add Book:

These options are only for the admin as shown in the figure 3, the admin has the privilege to add movies and restaurants to the database i.e. the MySQL database [2] using the admin website created using the web technology tools [3].

View Book:

This option is for the user who logs in to the app, he/ she can search the movies based on type or on similarity and also view the movie details of their own choice. They can also view the restaurants in the vicinity to their location based on their preferences. This is done in the backend using php [4].

History:

The home page of the app displays the previous searches of the user who has logged in to the app.

Bookmarks:

The user who has logged in has the option to save the restaurants or movies that he/she has searched for future purposes as bookmarks.

4. EXPERIMENT RESULT

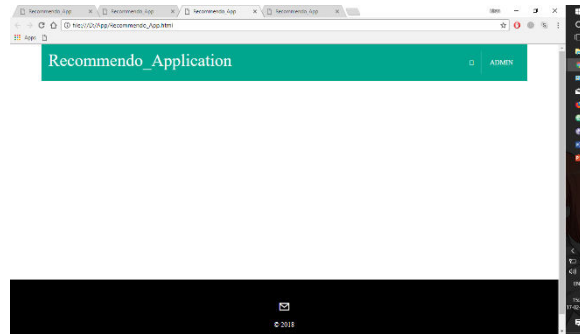


Figure 1: Home page

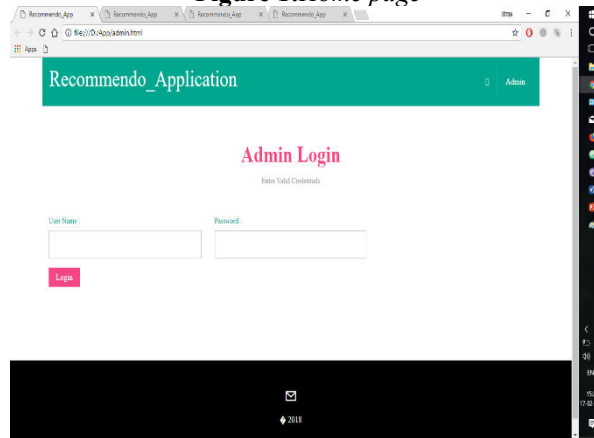


Figure 2: Login Page

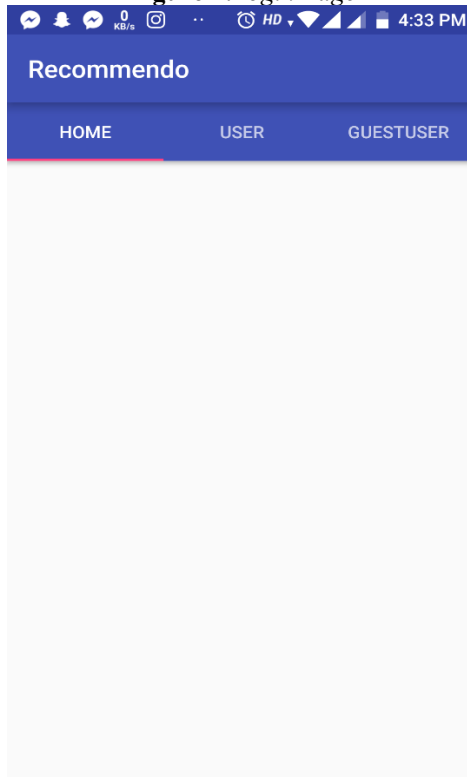


Figure 3: App Home

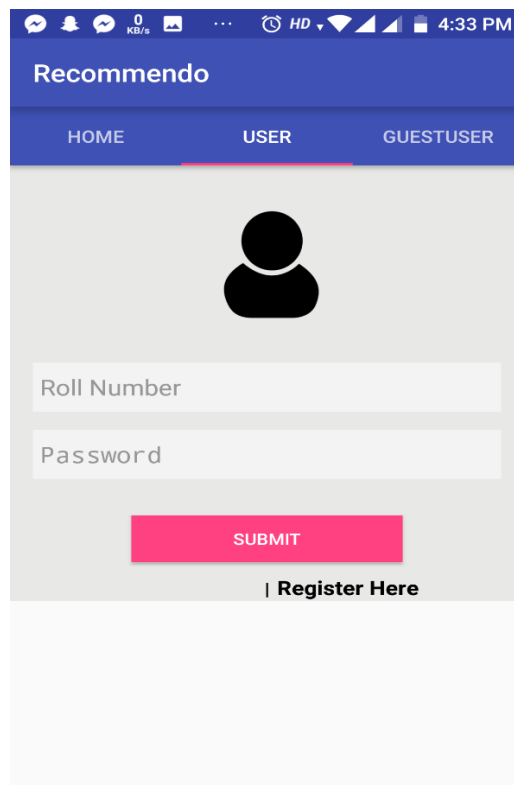


Figure 4: App Login

5. CONCLUSION

All of our systems— purely content-based, purely collaborative-filtering, and hybrid— performed quite well. Looking back on the project, one thing that we might have chosen to do differently in retrospect would have been to spend more time searching for a dataset of ratings with a higher rating variance per user. Had we been able to find such a dataset, our implementations of algorithms would have been tested on data that would have been more representative of what a typical commercial recommendation system could access in creating its predictions. However, given the data that was available to us, as well as the results our various approaches produced, our systems were largely successful, providing insight into how the different systems we regularly use work and the varying algorithms that make that possible.

6. REFERENCES

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