Case Study of Fake Web Reviews

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Abstract

Online customer reviews of both products and merchants can greatly affect the readers' purchase decision making. Opinion spamming refers to the writing of fake reviews that try to deliberately mislead the reader by giving undeserved positive opinions or unjust or false negative opinions to promote or demote the target product. This paper focuses on analyzing spammer behaviors on a well-known Taiwan web forum, Mobile01. We explore the characteristics of the spam and the spammers operating within such a web forum to obtain some insights for future study.

Keyword：fake reviews; spam reviewer; web forum