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Combating fraud: dynamic and advanced Techniques for unveiling false reviews and deceiving text on e-commerce website

Dr. P. Nagaraj[1*] and Rajasri Mamidala[2]

[1,2] Computer science and Engineering, Anurag University, Hyderabad, Telangana State, India , Nagaraj.cse@anurag.edu.in[1] , rajasricherry@gmail.com[2]

*__Correspondence:__ *Nagaraj.cse@anurag.edu.in*

ABSTRACT- E-commerce has widely grown among people in recent years and has been used for purchasing products and services on the Internet. E-commerce faces more challenges due to the growing amount of deceptive and fake products online. The purpose of this research is to combat this fraud using dynamic and advanced techniques for unveiling false reviews and deceiving product descriptions. This research employs the DistilBERT model for detecting fake reviews and the BERT base model for identifying misleading product descriptions. This research aims to bring down false information, stop defying products backed up by their false reviews and report them. In this study, we create a FRD Algorithm and DTD Algorithm that solve the problem of Combating fraud: dynamic and advanced Techniques for unveiling false reviews and deceiving text on e-commerce website. The model is achieving an accuracy of 95.6 %. It helps customers save more time and focus on purchasing the product rather than figuring out whether the reviews are true or false. Future research is focusing on a more accurate, more dynamic and efficient way to execute the AI models.

Keywords: Combating Froud, unveiling false fake reviews, deceiving text, FRD Algorithm, DTD Algorithm.

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1. INTRODUCTION

In this day and age, E-commerce has transformed how we shop, bringing more convenience as time passes by. The convenience also comes with a downside— deceptive practices that hinder the integrity of online platforms. False, misleading reviews and deceiving text have become pervasive in consumer trust, bringing ruin to the reputation of e-commerce websites. This research has focused efforts on the identification and ensuring a reliable and transparent online shopping experience. Reviews have become increasingly important while purchasing online on various platforms due to the Internet's rapid growth. Machine learning models that focus mainly on content might not yield optimal results in detecting fake news. This emphasizes the need to incorporate more additional data and information gathered from social media interactions and user profiles.

2. LITERATURE REVIEW

The paper use of SVM methodologies addresses the rise in fake reviews following the pandemic, enhancing the product's reputation and enforcing consumer trust in the e commerce market [1]. The paper addresses media-rich detection methodologies, techniques marking a and pivotal advancement in combating misinformation. They used analysis datasets and multi-modal verification methodologies [2]. The paper explored the extraction of structured information from images, particularly web pages, via OCR systems and methodologies, which can be used to automating the data retrieval. They have used a CNN model for building the OCR system [3]. The paper applying supervised machine learning techniques to effectively identify fake online reviews. Their study presents a scalable solution with the potential for reliable classification in this domain, using analysis and supervised methodologies [4]. machine learning emphasizes the significance of multi-feature fusion and collaborative training for improving the accuracy of fake review detection in their IEEE paper [5].The paper presented a concise framework for detecting fake reviews through supervised machine learning. This approach incorporated textual and behavioral features for enhanced performance. They utilized various methodologies including Machine Learning Approach, Classifier Application, Natural Language Processing, Feature Engineering, Comparison of Extracted Features, Language Model Comparison and Proposed Scheme Supervised Machine Learning [6]. This research paper highlighted the integration of convolutional neural networks (CNN) and long short-term memory (LSTM) models, representing a significant advancement in fake review detection. They employed CNN and LSTM methodologies [7]. The paper examines the impact of fake reviews during and after the COVID-19 pandemic, by employing machine learning techniques and methods from the Scikit-Learn (SKL) model. They used machine learning- Scikit-Learn (SKL) technique dataset, more robust and accurate methodologies. [8]. This research focuses on the effective detection and elimination of fake reviews and reviewers, enhancing review authenticity, and achieving superior accuracy with a user-friendly implementation. They used ensemble model classification and methodologies for web-based interface development to achieve the target solution.[9]. The paper focusing on the crucial task of accurately distinguishing between genuine and fake product reviews. Their research highlights the influence of classification criteria on this task's accuracy and emphasizes the pivotal role of dataset quality and diversity in enhancing model effectiveness and generalizability. They employed machine learning and natural language processing (NLP) techniques, KNN for fraud detection and NLP for feature and sentiment analysis [10]. This paper is used Methodology is Deep learning. This paper limitations are generalization, adaptability and computational requirement things. This work advantages are efficiency, focus on mesoscopic properties and high Detection Rates.[11]. This paper is used Methodology is Deep Learning Approach for Image Detection. This paper limitations are difficulty detecting subtle forms of photoshopping like patching and warping due to low model and method resolution. Data preparation for generating negative and false class labels is time-consuming. This paper advantages are effective use of deep Residual Neural Network with pretrained weights from ImageNet for detecting, false face-liquified images. [12]. This paper used methodology is Combining CNN and LSTM, Preprocessing methods. This paper limitations are Reliance on existing datasets, Potential bias in dataset selection, Limited consideration of other review attributes and Complexity of model and method architecture. This paper advantages ae Effective integration of CNN and LSTM.[13]. This paper used methodology are machine learning- Scikit-Learn (SKL) technique dataset more robust and accurate. This paper limitations are Potential Biases in Dataset things and Challenges in Generalizability. This paper advantages are Superior Performance Compared to State-of-the-Art Techniques and Accuracy on TripAdvisor all Dataset [14]. The methodology employs ensemble model classification and web-based interface development for detecting and preventing fake reviews. The proposed scheme includes techniques for identifying and mitigating fake reviews. It faces limitations such as the impact of language variation, dependency on email authentication, and challenges with sophisticated fake reviews. However, it leverages intelligent learning and provides an interactive platform. The findings indicate that the approach is effective in detecting and eliminating fake reviews, enhancing review authenticity, offering superior accuracy, and ensuring user-friendly implementation.[15]. The methodology uses machine learning and NLP, employing classification algorithms such as KNN and Lesk for feature and sentiment analysis and fraud detection. While there are limitations in classification criteria that may affect accuracy, and the model's effectiveness may depend on the quality and diversity of the training dataset, the system offers significant advantages. By leveraging NLP and KNN, it improves the identification and classification of fake reviews, fostering transparency, trust, and credibility in user feedback. This enhances the overall customer experience and maintains the integrity of the e-commerce platform [16]. Experimentation with two language models: ULM Fit and GPT-2. Utilized an Amazon e-commerce dataset to generate fake product reviews. Determined GPT-2 as the superior model for generating convincing fake reviews. Created a classification dataset using reviews generated by GPT-2. Employed machine learning classifiers to detect fake reviews. Machine classifiers achieved near-perfect accuracy in detecting fake reviews. The model was also effective in identifying fake reviews created by humans. Enhances the reliability of online reviews, protecting consumers from deceptive information. Helps firms safeguard their reputations against fake reviews from competitors. Encourages platforms to adopt advanced detection methods to maintain the integrity of their review systems. Human evaluators showed significantly lower accuracy and agreement compared to machine classifiers. The effectiveness of the model on datasets from platforms other than Amazon remains to be fully explored. As deceptive methods evolve, detection models must also be continually updated to remain effective [17].Treats fake reviews and misinformation as a single issue. Considers the psychological state of human choice in the model. The model's positivity and stability are tested and validated mathematically. Conducts simulations to demonstrate the model's applicability and stability in real-world digital environments. Addresses both fake reviews and misinformation as interconnected problems. Incorporates the psychological state of individuals, providing a more comprehensive understanding of behavior on digital platforms. Mathematical analysis and simulations confirm the model's stability and relevance to real-world scenarios. The model can be used to evaluate the social and emotional intelligence of communities and consumers frequently exposed to misinformation. The model may be complex to implement across diverse digital platforms with varying user behaviors. Requires comprehensive data on user behavior and psychological states, which may be challenging to obtain. The rapidly evolving nature of misinformation may require continuous updates to the model [18]. Utilizes these principles to develop the FRI. Applies Local Interpretable Model-agnostic Explanations (LIME) to develop a Confidence Score, emphasizing the importance of explainability and openness. Integrates both structured and unstructured data for comprehensive risk assessment. Enhances the prediction capabilities of corporate risk models. The use of LIME ensures that the model's decisions are interpretable and transparent, fostering trust among practitioners and managers. The modular approach offers a simple and attractive entry platform for industry practitioners and managers, promoting widespread adoption. Combining structured and unstructured data may pose technical challenges. The approach needs to be tested for scalability across different platforms and industries. The effectiveness of the model depends on the quality and accuracy of the review data used. [19].

While customer reviews are invaluable for business growth and reputation management, the prevalence of fake reviews poses a significant challenge. Businesses must implement robust monitoring and verification processes to combat fake reviews effectively. By prioritizing genuine customer feedback and leveraging it to drive improvements, businesses can build trust and credibility in the marketplace. However, vigilance and adaptation of strategies are essential to mitigate the negative impacts of fake reviews and uphold the integrity of customer feedback systems [20]. Implementing machine learning for fraud detection in e-commerce is a proactive approach to

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mitigating financial losses and maintaining trust among users. By leveraging algorithms like Random Forest and Decision Trees, businesses can enhance their ability to detect and prevent fraudulent transactions. Continuous monitoring and adaptation of the model to new fraud patterns are essential for maintaining effectiveness over time. Collaborative efforts with platforms like Kaggle provide opportunities to benchmark and improve upon existing methodologies in the field of fraud detection [21].

3. EXISTING ISSUES/SYSTEM

Previous research on false review detection frequently made use of supervised machine learning, that demanded labelled datasets to represent review authenticity. Crowdsourced datasets are commonly used due to the same reason. However, evaluating machine learning techniques solely on these datasets may not represent practical application scenarios. It is highly recommended to evaluate classifiers with the help of real-world applications to develop effective algorithms that are capable of functioning well in practical settings for false review detection.

4. PROPOSED SYSTEM AND METHODOLOGY

This research aims to detect and categorize spam, false reviews, and deceiving texts that address the issue of opinion on online platforms. Additional traits such as confirmed purchases, sentiment in reviews, ratings of the purchased products and the category of the product, are all used to enhance the accuracy. False Product Detection involves many factors such as categorizing products, assigning certain weighted traits for classification, and determining them as false or genuine reviews based on the assigned weights and specific traits.

This research uses technologies such as

- Artificial Intelligence (AI)
- Machine learning
- Web Scraping
- Data mining
- BERT (Bidirectional Encoder Representations from Transformers)
- Neural network
- Gaussian filter

This research identifies following things

- False reviews
- Deceiving product descriptions
- Web Scraping

The methodology comprises several key steps, beginning with data collection. Web scraping techniques are employed to extract product titles, descriptions, and user reviews from e-commerce websites. The scraped data undergoes pre-processing to remove HTML tags and irrelevant content, ensuring a clean dataset for analysis.

For keyword extraction, the Key BERT model is utilized to identify relevant keywords from product titles and descriptions. This model generates a list of unique keywords by considering n-grams and filtering out stop words, ensuring that the keywords accurately represent the core attributes of the products.

The next step involves similarity analysis, where Sentence-BERT is used to generate embeddings for product titles and descriptions. Cosine similarity is then computed to determine the semantic similarity between these embeddings. High similarity scores indicate consistency between titles and descriptions, while low scores may suggest deceptive practices. To address fake review detection, a DistilBERT-based model is trained on a labelled dataset containing genuine and fake reviews. This model uses sequence classification techniques to predict the authenticity of reviews, thereby identifying potentially fraudulent reviews that could mislead consumers.
For deception detection, keywords extracted from product titles are compared with the product descriptions using cosine similarity. A threshold-based approach is employed to identify potential discrepancies. If the similarity score falls below a certain threshold, the product description is flagged as potentially deceptive.

Evaluation: The system's performance is evaluated on a test dataset to measure its accuracy, precision, recall, and F1 score. These metrics provide insights into the system's effectiveness in identifying deceptive descriptions and fake reviews. Additionally, metrics such as cosine similarity and keyword match percentage are used to assess the alignment between product titles and descriptions, further validating the system's reliability.

4.1.Design

For the proposed system's design, we used the DistilBERT model to identify fraudulent reviews and the cosine similarity BERT to detect misleading product descriptions. DistilBERT was selected for its efficiency and accuracy in processing large volumes of textual data while maintaining high performance standards. As the smaller, refined version of the original BERT model, DistilBERT retains much of its effectiveness but operates more efficiently, making it suitable for real-time analysis of reviews to detect fake ones. Leveraging bidirectional training and deep contextual understanding, DistilBERT excels in identifying subtle indicators of fraudulent behavior, such as irregular language patterns or inconsistent sentiments and more. Similarly, the BERT base model with cosine similarity was chosen because it can understand the meaning behind product descriptions, unlike traditional methods that rely only on keyword-based or syntactic analysis. By comparing the vector representation of product title and description against a standard reference, cosine similarity BERT highlights descriptions that are different from the norm or match the known deceptive patterns. This approach improves our model's accuracy in checking the credibility of product information on e-commerce sites.

4.2 Flow Diagram

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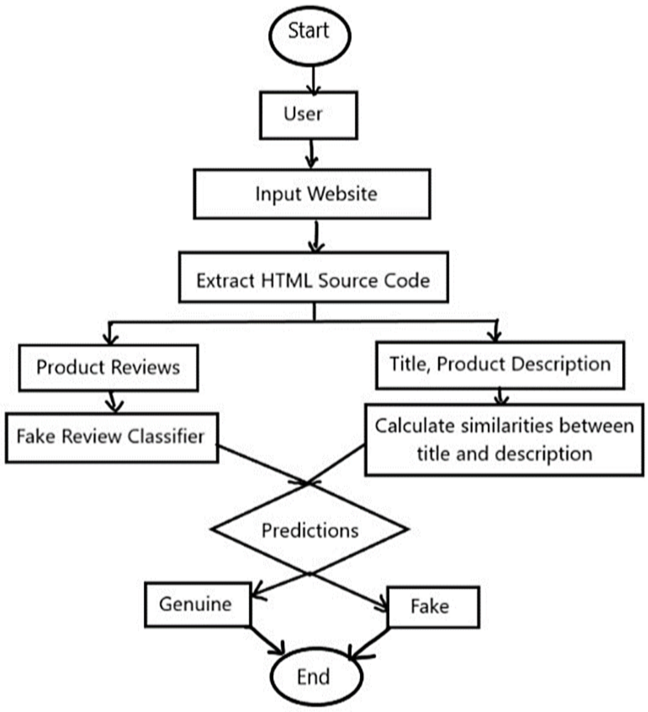

Figure 1. Flow chart for prediction of review and text Genuine or Fake

Creating a flowchart for this task involves breaking down the system process into distinct steps. Start with begin the system process. User Input: with the user a cue to input the website URL. Extract HTML Source Code is take the HTML source code from the provided website URL. Extract Product Reviews is Analise the HTML source code to extract product reviews. Fake Review Classifier is Apply a classifier to decide whether each review is genuine or fake.

Title Product Description is Take the product title and description from the website. Calculate Similarities is Compare each product review's text with the product title and description. Calculate the similarity scores between the product review text and the product information.

Predictions is Based on the classifier's previous fake review identification and deceiving text output and the similarity scores, make predictions for each review. Output is Display the predictions for each product review, indicating whether they are genuine or fake. End is End the system process.

5. BERT ARCHITECTURE

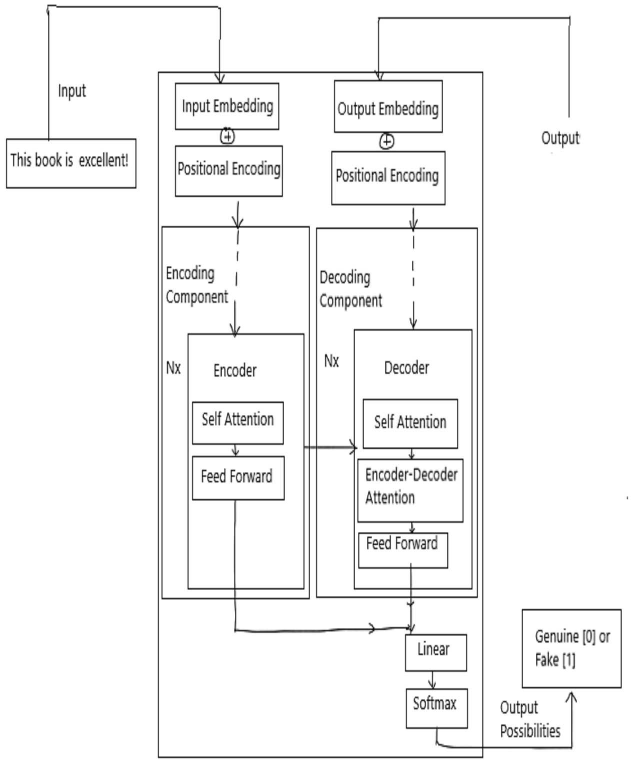

Figure 2. BERT Architecture diagram

5.1 Fake Review Identification in the BERT Model:

Pre-trained Model: BERT is trained beforehand on large amounts of text data using unsupervised learning techniques, such as next-sentence prediction. This pre-training enables BERT to gain language-deep contextual representations. Fine-tuning: The pre-trained BERT model is fine-tuned on classified datasets that consist of genuine and fake reviews. Fine-tuning models adjust their parameters to understand and learn the specific characteristic traits of fake reviews. Tokenization: The text in the input is tokenized into sub-words or words, and special tokens are an addition inserted to denote the beginning and end of the sequence.

The BERT uses word-piece tokenization helping break down words into smaller sub-word units. Encoding and Attention Mechanisms: BERT encodes the tokenized input sequence transforms it into contextual information and utilizes attention mechanisms to collect the dependencies between words. This

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enables the model to understand the meaning of the text and detect fake content. Classification: After understanding and processing the input, the final hidden state corresponds to classification. A classification layer is added on top of the representation and the model is now capable of predicting whether the input review is genuine or fake accordingly.

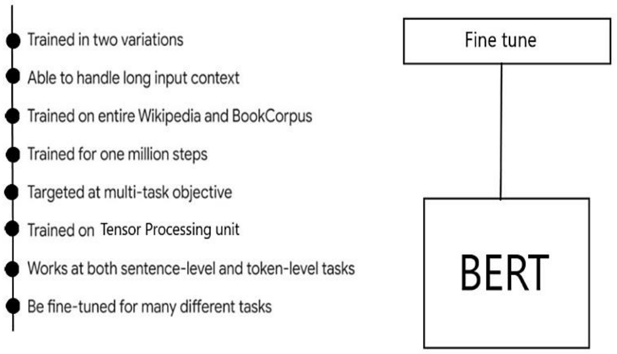

Figure 3. BERT Model

5.2 Fake Text Identification in Neural Network

Feature Extraction: Features input text, inclusive to the word character-level representations, or are more complex and contextual according to the architecture used. Hierarchical Representation (for Transformers): Transformer-based models such as BERT order-wise represent the input text, where numerous layers of self-attention and feedforward networks enable the gathering of information at different levels of abstraction. Output Layer and Classification: After understanding and processing the input, the output layer performs classification to determine the genuinely of the text. After processing this class, it may be binary (genuine vs. fake) or multi-class, depending on the specific type of task.

	$BERT_{BASE}$
Layers	12
Feedforward networks (hidden units)	768
Attention heads	12

Figure 4. The BERT Model number layers diagram

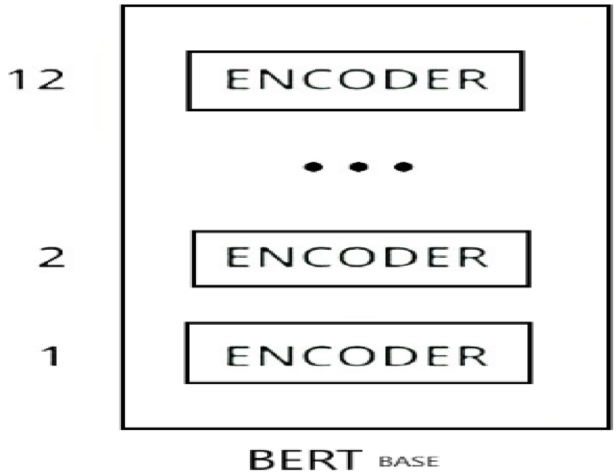

Figure 5. The number of layers in the BERT Model working diagram

5.3 Implementation of FRD, DTD algorithm

Start with the system process. Instant the user to input the website URL. Use web scraping techniques to retrieve the HTML source code from the provided website URL. Analyse the HTML source code to remove extract product reviews. Apply a machine learning classifier (such as the BERT Model) to complete the genuine data of each review. Extract data from the product title and description from the website.

Compare each product data review's text with the product title and description. Calculate the data similarity scores between the review text and the product information. Decide whether each review is genuine or fake. Identify the data of any deceiving text within the reviews. Detecting the predictions for each product review, indicating their genuine and any detected deceiving text end with the system process.

ALGORITHM
FRD Algorithm
Step 1 Begin
Step 2 Read: - Each review from the product's review section
11 pre-process the text such that it fits the 768-bit representation
Step 3 For i=1 to n/*Compute the probability of the genuinely of each review according to the*/
Step 4 model: - End for
Step 5 sum=0
Step 6 for i=1 to n
Step 7 sum= sum + P.E [i]
Step 8 End for
Step 9 Res = sum/n
Step 10 Print Res
Step 11 END

DTD Algorithm 1 – Cosine Similarity BERT
Step 1 BEGIN
Step Read: - Title of the product
Step 3 Read: - Description of the product
Step 4 Load the BERT model

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Step 5 Encode the model: - generate title and description embeddings
Step 6 /*Calculate the cosine similarity of title and description embedding*/ cosine_sim=BERTcosinesim(title_embedding, description_embedding)/
Step 7 Res= Round (cosine_sim*100)
Step 8 Print Res
Step 9 END

DTD Algorithm 2- Keyword Similarity BERT
Step 1 BEGIN
Step 2 Read: - Title of the product
Step 3 Read: - Description of the product
Step 4 title_keywords = keyword Generation (title)
/*Generate the top 5 keywords from the title using the extract keyword function*/
Step 5 Load the BERT model
Step 6 Encode the model: - generate title keyword and description embeddings
Step 7 Similarities = BERTCosineSim(title_keyword-embeddings, description_embeddings)
Step 8 Calculate the threshold of the similarity which suggests the keyword is relevant for description.
Step 9 n= similarities.length; sim_count = 0
Step 10 for i= 1 to n
Step 11 if similarities[i] >threshold: sim_count = sim_count +1
Step 12 End for
Step 13 Res = (sim_count/ title_keyboard.length)*100
Step 14 Print Res
Step 15 END

6. RESULT AND DISCUSSION

The input to the system involves various types of content and data sources from the e-commerce website. This includes all content hosted on the e-commerce website, such as product listings, descriptions, customer reviews and specifications. Textual data comprises product descriptions, customer reviews and any other written content associated with the products.

Table 1: Dataset

No. of reviews	40412
No. of product categories	5
Range of rating that can be given	1 to 5
No. of labels	2(CG-Computer Generated, OR-Original)
No. of CG reviews	20216
No. of OR reviews	20216
No. of training reviews	30324
No. o test reviews	10108

The output from the system represents the results of the analysis and detection of fake reviews and deceiving text.

Table 2: Results

Accuracy	96%
Precision	93%
Recall	98%
F1 Score	96%

The output is designed to be actionable and informative for both users and administrators of the e-commerce platform. This research accuracy is 95.6 %. The system collects feedback from users and administrators about the accuracy of its detections. This feedback loop contributes to improving the system's performance over time.

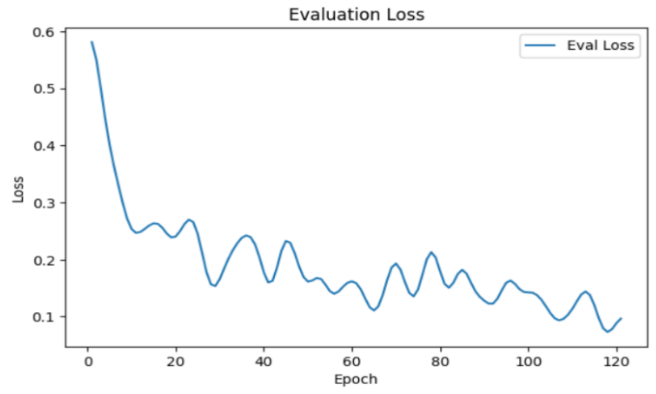

Figure 6. Results accuracy graph

The effectiveness of the system for identifying fake reviews, and deceiving text on e-commerce websites can be gauged through a comprehensive result analysis.

7. CONCLUSION

The advancement of the authenticity and reliability of e-commerce platforms, the integration of Artificial Intelligence (AI), Machine Learning, Web Scraping, Data Mining, BERT models, and Neural networks have helped Combating fraud: dynamic and advanced Techniques for unveiling false reviews and deceiving text, increasing the integrity of these platforms. Throughout the journey, this research has faced many challenges and come up with innovative solutions to help customer service. The homogenisation of BERT and Neural Network models has had outstanding results in both reviews and text classification. The testing phases have ensured the models' robustness with very high accuracy and precision. Information from the E-commerce sites has been effectively gathered through the help of Web scraping and data mining algorithms. Data mining has not only been effective in the identification of deceptive content but has also brought new perceptions for product-selling strategic decision-making.

The addition of data encryption and access control mechanisms has strengthened the security of the system. This research accuracy is 95.6 %. Measures to protect against adversarial attacks on machine learning models and secure web scraping practices have been thoroughly implemented to ensure the safety of the user product information and systems' integrity.

8. FUTURE SCOPE

As we conclude the current phase of the research, there are countless opportunities for future enhancements and expansion. Exploring the integration of more advanced AI techniques, such as reinforcement learning and generative adversarial networks (GANs), to further enhance the precision and adaptability of the system. Implementing a real-time monitoring system that continuously scans the platform for new content and immediately flags potentially deceptive items. Incorporate alert mechanisms for prompt responses to emerging threats. Transparent record-keeping of product information and reviews. Investments in on-going research and development to mitigate biases in the system and ensure ethical considerations are at the forefront of decision-making processes.

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