

NEW APPROACH OF SPAM DETECTION AND POLARITY DETERMINATION OF REVIEWS

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Abstract: Importance of reviews and impact of reviews now can be seen, in the modern world as the world of today is the customer's world. In the age of such competition for the market capturing , every industry whether product or service based want to deliver the product or service close to its customers requirement. In this paper we also main for this, for the better examination of reviews , we proposed a new approach based on datasets for emotions, negative words, positive words, positive emotions , negations, intensifiers for determining polarity of reviews, together with that uses naive bayes classifiers for the filtration of spam reviews.

Keywords: Review Analysis, Opinion Mining, Spam Detection

I. INTRODUCTION

The social media is currently a noteworthy piece of the Web. The insight demonstrates that each four out of five users on the Internet utilize some type of social media. A lot of the data on media in type of reviews or posts constitutes a vital and intriguing range worth investigation and misuse. With increase in accessibility of opinion asset, for instance, film reviews, thing reviews, blog reviews, informal community tweets, and the new troublesome endeavor is to mine broad volume of compositions and devise suitable calculations to comprehend the opinion of others. This data is of enormous potential to associations which endeavor to know the feedback about their things or organizations. This information encourages them in taking taught decisions and furthermore profitable for associations, the reviews and opinion mined from them, is valuable for clients too.[1]

Sentiment Analysis Approach Model

The sentiment examination approach show comprises of the accompanying strides.

Step-1 Data Preparation

•The data readiness step performs fundamental data pre-handling and cleaning on the dataset for the subsequent examination. Some for the most part used pre-handling steps join emptying non-scholarly substance and increment names (for HTML pages). [2]

•Removing data about the reviews that are not required for conclusion examination, for instance, review dates and reviewer's names.

Step-2 Review Analysis

•Analyzes the semantic elements of reviews with the goal that charming data, including opinions and thing highlights, can be perceived.

Step-3 Sentiment Classification

After stride 2, notion arrangement is performed to get the outcomes.

- Sentiment extremity and degrees of inspiration
- The parallel characterization undertaking of naming an opinionated document as communicating either a general positive or a general negative opinion is called feeling extremity grouping or extremity order.
- Subjectivity detection and opinion recognizable proof Work in extremity characterization regularly expect the approaching documents to be opinionated. For some applications, however, we may need to choose whether a given record contains subjective data or not, or recognize which segments of the archive are subjective. [3]

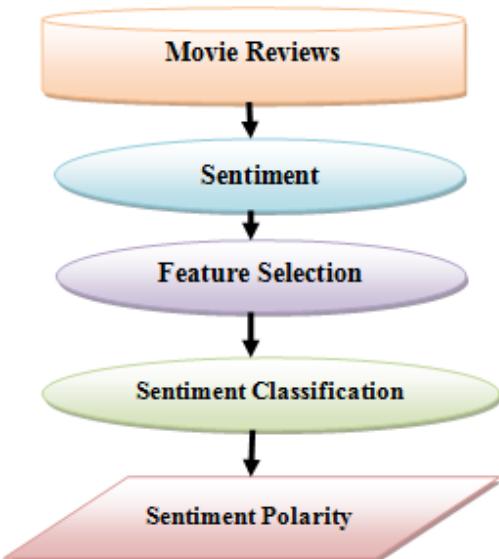


Figure 1 Sentiment Analysis Model

The fig 1 speaks to the Sentiment Analysis Model for the movie review. It takes commitment as a course of action of printed reviews and some predefined points of view, and perceives the extremity of each edge from each review to convey an opinion.

II. RELATED STUDY

DeebhaMumtaza, BindiyaAhujab[4] With the increase in the development of the internet and web technology, there has been an enormous amplification in the generation of user data. Various blogs, social-networking websites, micro-blogs and review forums offer a rich source of opinion data for

mining. Sentimental analysis, also known as opinion mining, is a natural language processing technique used to extract the feeling or attitude of general masses regarding a given subject or product. The central aim of this research paper is to perform sentiment analysis on movie review data.

Nidhi Mishra & C. K. Jha [5] They computed opinion of the feature of movie such as story, star cast, direction etc. and present the related text fragment to the user. The authors discussed about some existed research work as many search engine retrieved facts through keyword matching, popularity etc. but they could not mine opinion from textual information. They also discussed about many author's work on movies reviews. She also discussed that as one or worse feature of a movie does not make movie bad as a whole unlike products which follow different presumptions. She discussed the document-level opinion mining, the sentence-level opinion mining did not consider about object features that have been commented in a sentence. For this they discussed the feature level opinion mining in their work. They focused on opinion expressions of a movie review that gives the opinion on the individual feature of the movie. Apart from this they also determined the sentiment score towards various features of a movie, such as cast, director, story and music. They utilized SentiWordNet for the language specialist approach makes utilization of both a like area particular dictionary (indicate the thing related terms performing artist, chief and so forth.) and a non specific supposition vocabulary (determine the property of film related terms). They parsed the sentence through Stanford parser to decide grammatical form of each word in sentence. Given a report about the film surveys, the record is portioned into singular sentences by the assistance of sentence delimiter. The recognizable proof of full stop in the sentence does not stamp the finish of sentence some of the time. For example, date 17.12.2000, motion picture short structures K.3.G., consequently they utilized lead based example coordinating to distinguish sentence limit. They split the compound sentences into conditions or sentences if there is more than one element of film depicted in the sentence recognized through example coordinating. The limit of provisos or sentences is distinguished through utilization of accentuation checks, for example, comma, semicolon, full stop or nearness of organizing conjunctions and so on. They figure the score of each word found in singular sentence or provision identified with highlight (f) of film they calculate score of each sentence having a place with include F and total the scores to give last F last score. They took after normal scoring strategy to register the score of individual element. Subsequently they found the Accuracy on extremity assurance of motion picture includes by their technique as 70% and by SentiWordNet Scoring Approach as 58% [5].

NabeelaAltrabsheh, MihaelaCocea, SanazFallahkhair [6] They proposed an analysis for analyzing real-time student's feedback. Authors discussed some few research works about Sentiment analysis in the educational domain that mainly focused on e-learning with little research done on classroom feedback. Consequently, there was need of investigating

different models and look at the best combination of preprocessing methods, features and machine learning techniques to create the best-suited model for our purpose. There were four main steps in machine learning sentiment analysis: collecting the data, preprocessing it, selecting the features and applying the machine learning techniques. They used several methods for collecting the data for our experiments. They collected real-time feedback from lectures in the computing department at the University of Portsmouth. This included postgraduate and undergraduate students. The students were asked to submit in their own words, their feedback, opinions, and feelings about the lecture. The amount of data that was collected in total was 1036, one from each student. The data was distributed as 641 positive, 292 negative, and 103 neutral. The data was labeled by three experts, of which two were experts in linguistics and one in sentiment analysis. They tested four preprocessing levels using different techniques which were chosen due to their popularity. We focused on n-grams. The features that were experimented with are: Unigrams, Bigrams, and Trigrams. Machine learning techniques were selected next.

III. PROBLEM STATEMENT

The Problem statement of research is because of the sentiment analysis in various levels and applying the diverse machine learning approaches for extremity classification. The issue explanation of examination is because of the sentiment investigation arrangement. They expect to comprehend the challenges of various levels of sentiment examination uniquely includes level. Highlight level arrangement is to create an element based opinion rundown of various reviews. It has predominantly three errands. The primary errand is to distinguish and separate article includes that have been remarked on by an opinion holder (e.g. "picture", "battery life"). The second assignment is to decide the polarity of opinions on components classes: positive, negative and unbiased and third errand is identified with the gathering highlight equivalent words

3.1 Objectives

- A. Spam Filter of the reviews
- B. To gather the reviews for motion picture space from various social locales.
- C. To perform information pre-preparing as-
 - Tokenization,
 - Stop word evacuating
 - Stemming and grammatical feature tagging on gathered reviews for information readiness.
- D. To concentrate every one of the components from the reviews and store in the database.
- E. To decide the polarity of the basic sentence and compound sentences at highlight
- F. Level utilizing proposed calculation.
- G. To look at our proposed approach utilizing existing sentiment examination device (Opinion Finder, SentiWordNet, and WordNet spread).

3.2 Tokenization

Given a character sequence and a defined document unit, tokenization [3] is defined as the process of dividing or

splitting it up into components, referred to as tokens, maybe at the similar period ignoring or removing some characters, like punctuation. The most important concept is to divide or to split the whole document into an array or lines of sentences.

Methods for Tokenization

Typically, tokenization is done at the word level. However, it's sometimes tough to define what's meant by a "word".

Usually a tokenizer depends on easy heuristics, for example:

- All continuous group of characters or strings of alphabetic characters are a part of one token likewise with numbers
- Tokens are separated by the whitespace characters, like a space or line break, or by the punctuation characters.
- Punctuation and whitespace might or might not be enclosed within the list of the tokens.

3.4 Stemming Documents

Most languages of the world are inflected, meaning that words can change their form to express differences in the following:

Number: fox, foxes
 Tense: pay, paid, and paying
 Gender: waiter, waitress
 Person: hear, hears
 Case: I, me, my

Figure 2 Stemming Concept

While inflection helps expressivity, it meddles with irretrievability, as a solitary root word sense (or significance) might be spoken to by a wide range of groupings of letters. English is a feebly curved language (you could disregard inflections and still get sensible indexed lists), yet some different languages are profoundly bent and need additional work with a specific end goal to accomplish superb query items.

3.3 Pos Tagging

In corpus linguistics, grammatical feature labeling (POS labeling or POST), likewise called syntactic labeling or word-class disambiguation, is the process of increasing a word in a text (corpus) as comparing to a specific grammatical feature, in view of both its definition and its context i.e., its association with adjoining and related words in an expression, sentence, or section. A rearranged type of this is regularly instructed to class age youngsters, in the recognizable proof of words as things, verbs, modifiers, qualifiers, and so on.

IV. PROPOSED CONCEPT

Algorithm for Spam Detection Naive Bayes classifier

Step1: Read the document file containing the Review

Step 2: In this method, we have to calculate

$$\Pr(S|W) = \frac{\Pr(W|S) \cdot \Pr(S)}{\Pr(W|S) \cdot \Pr(S) + \Pr(W|H) \cdot \Pr(H)}$$

$P(S|W)$ -> Probability that Message is spam given word W occurs in it.

$P(W|S)$ -> Probability that word W occurs in a spam message.

$P(W|H)$ -> Probability that word W occurs in a Ham message.

Step3: To find $P(W|S)$ we use formula
 $(\text{Number of times word W occurs in Spam}) / (\text{Total number of words in the spam message})$

If the review is classified as HAM then the control is passed to the algorithm defined in previous section.

Review Analysis Proposed Work Algorithm

Input: D {review data}; PWord{positive wordslexicon}; NWord-{negative words lexicon}; P Emoticon {positive emoticon lexicon}; NEmoticon {negative words lexicon}; NegationW {negation words lexicon}

Variables: PWord_Score{positive word score}; NWord_Score{negative word score}; PosEmo_Score {positive emoticon score}; NegEmo_Score {negative emoticon score}

Output: Score {Final sentiment Score}; Sentiment{positive, negative, neutral}

Step 1: Read the Review File.

Step 2: Extract the Review Line by Line.

Step 3: Perform Tokenization on each line

Step 4: Perform Stop word removal using the stop words dataset.

Step 5: Check for the Negation Handling and count the words negative words, positive words ,Positive Emotions and Negative Emotions.

Step 6: Check for the Intensifiers Handling and count the words negative words , positive words ,Positive Emotions and Negative Emotions and increase the score compared to be normal as the presence of the intensifier.

Step 7: Goto Step 2 for repeat for every line.

Step 8: Check the total score and then classify the review as positive, negative or neutral

The proposed calculation is executed in Eclipse Java Enterprise Edition (J2EE) Integrated Development Environment (IDE) for Web Developers Version: Kepler Service Release 1 Build id: 20130919-0819. To run the above programming the required equipment are center i3 processor 2.30 GHz of 4 GB of RAM. By and by the part carries after with clarification of execution of calculation with the help of screenshots of my work I have taken in the midst of my work.

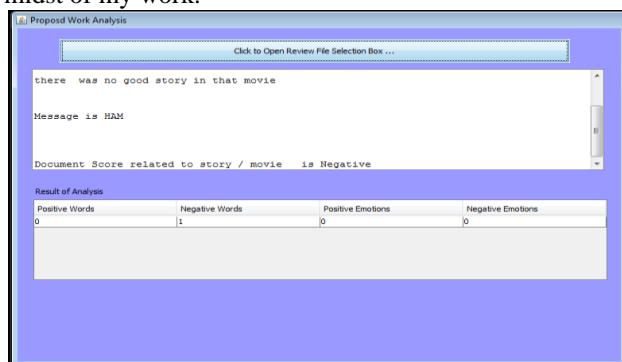


Fig 3. Proposed Implementation

V. RESULT ANALYSIS

Negation Handling refers to handling the negation words which reverts the meaning of the sentence. The sentence which is positive will become negative.

In the below mentioned table 2 the collection of the reviews which contains both the reviews containing the negation work are taken up and the same review is then analyzed without the negative words. N means negative review and P means the positive review.

And the scoring the in table 2 means the number of the positive words , negative words , positive emotions , and negative emotions summation and on the basis of the result from the summation we decides which result is better and also check the polarity of the review.

TABLE 2
 COMPARISON TEST RESULTS FOR NEGATION HANDLING

Review Text	Proposed Work	Sentiment Analysis of Movie Review Data Using Senti-Lexicon Algorithm by Deebha Mumtaza, et.al 2016 [16]
There was no good story in that movie. (Review 1)	-1 (N)	1 (P)
There was good story in that movie.	1 (P)	1 (P)
The story of the movie was not good. (Review 2)	-1 (N)	1 (N)
The story of the movie was good.	1 (P)	1 (P)
The music of the songs was not bad. (Review 3)	1 (P)	-1 (N)
The music of the songs was bad.	-1 (N)	-1 (N)
The hero acting was not bad in Bajirao Mastani movie. (Review 4)	1 (P)	-1 (N)
The hero acting was bad in Bajirao Mastani movie.	-1 (N)	-1 (N)

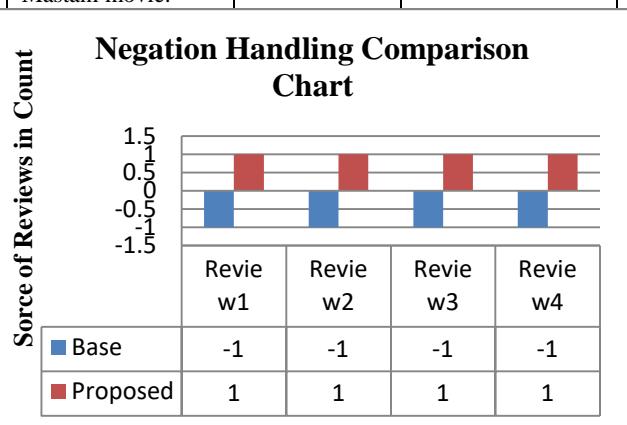


Figure 4 Comparison Test Results for Negation Handling

Comparison Test Results for Intensifier Handling

Intensifier Handling refers to handling the intensifier words which push up the meaning of the sentence. The sentence score get emphasized by making use of the intensifier words. In the below mentioned table 3 the collection of the reviews which contains both the reviews containing the intensifiers words are taken up and the same review is then analyzed without the intensifier words. N means negative review and P means the positive review.

And the scoring the in table 3 means the number of the positive words, negative words, positive emotions, and negative emotions summation and on the basis of the result from the summation it is decided which result is better and check the polarity of the review.

TABLE 3
 COMPARISON TEST RESULTS FOR INTENSIFIER HANDLING

Review Text	Proposed Work	Sentiment Analysis of Movie Review Data Using Senti-Lexicon Algorithm by Deebha Mumtaza, et.al 2016 [16]
The movie was very good.(Review 1)	2	1
The movie was good.	1	1
The songs were too bad. (Review 2)	-2	-1
The songs were bad.	-1	-1
The movie was directed very badly. (Review 3)	-2	-1
The movie was directed badly.	-1	-1

Intensifier Handling Comparison Chart

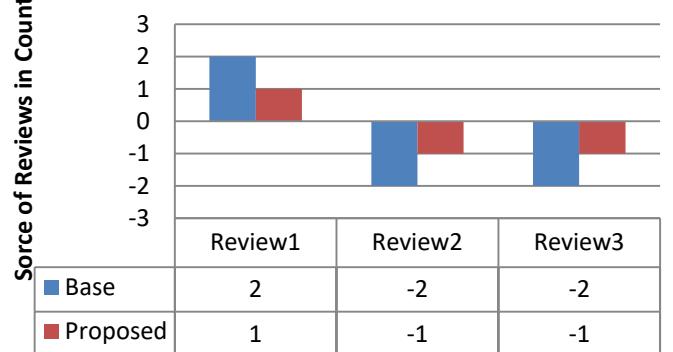


Figure 5 Comparison Test Results for Negation Handling

Working of Spam Detection

For the spam detection , the concept of the Naïve Bayes Classifier , in this two types of dataset are taken , in which first dataset is stored in the “dataset/spamMessages” in the project implementation folder , this dataset corresponding to the Spam messages and around 100 such messages samples are taken to form the dictionary set for the Spam keywords. The second dataset is stored in the “dataset/lingMessages” in the project implementation folder, this dataset corresponding to the Ham messages and around 400 such messages samples are taken to form the dictionary set for the Ham keywords.

The process of the Spam Detection works in the training phase and the testing phase. In the training phase the Spam and Ham keywords list is created. And using the keyword list the reviews are tested for being classified as the Ham or Spam.

The sample review for the spam detection is as follows,
 “Subject: do you like saltwater aquariums?

Horizon publishing would like to invite you to the saltwater aquarium hobbyist 's reviews.

Output from the Base paper approach: Consider as normal review

Output Proposed work

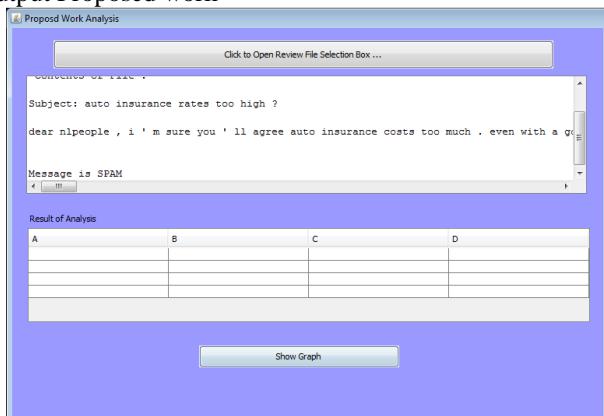


Figure 6 Spam Detection of Review in Proposed Work

TABLE 4
 COMPARISON TEST RESULTS FOR POSITIVE AND
 NEGATIVE EMOTIONS

Review Text	Proposed Work	Sentiment Analysis of Movie Review Data Using Senti-Lexicon Algorithm by Deebha Mumtaza, et.al 2016 [16]
Actors acting is very satisfied.	2 (P)	1 (P)
The songs are very cheerful	2 (P)	1 (P)
The story is very irritated.	2 (N)	1 (N)
Audians get too bored in movie.	2 (N)	1 (N)

VI. CONCLUSION

Sentiment examination is the way toward removing learning from the people groups' opinions, evaluations and feelings toward substances, occasions and their properties This paper introduces the restrictions of existing component and sentence level sentiment investigation approaches and prescribes the utilization of sentiment analysis device for better scoring the sentiment for highlight level.

To examine the element level sentiment investigation and to concentrate on their diverse impacts requires presentation of sentiment examination utilizing distinctive methodologies so that their equal piece outline can be intended to preprocess and compute the sentiments utilizing DataSet based analysis and Naive Bayes classifier.

Highlight level sentiment investigation performs well concerning sentence level and document level sentiment examination.

Future Work

In the dissertation , the approach rely on taking offline reviews from social networking websites and movies review websites and writing then in tent file and them tent file and them tent files are examined. In future we want to extent our research by integrating Facebook, Twitter API for directly fetching reviews from these social sites and analyzing them. Another way to extend the future work is to use the algorithms we proposed as filter algorithms where the reviews are filters by the proposed work before posting the reviews on social or concerned websites

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