

Enhanced Multi-Feature based Machine Learning Techniques for Identification of Online Spam Reviews

By

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80_Recommendation

The points given below can be considered in future to enhance the proposed spam review identification system.

- The proposed systems can be further improved by including an outlier detection algorithm, that can detect abnormal behaviors in reviews. This can further improve the detection of spam reviews.
- The time complexity of the proposed hybrid ensemble model can be reduced by removing irrelevant base classifiers using algorithms that can identify unwanted base classifier during spam review detection.
- The system can also be improved by parallel processing algorithms. This is feasible, by way of figuring out operations that are unbiased to every different and recommend a parallel structure to enhance the performance.
- Different linguistic constructs such as modifiers, negations, emojis, and ironic words can all be used to improve the effectiveness of the proposed Spam Identification framework's classification module.
- The points of mobile-enabled social networking, such as IP address, mac address, and geotagging, can also be explored to improve the system's performance. ▪ Furthermore, combining user debts on current review sites, like as Amazon, with social media websites (Facebook, Twitter, etc.) can help to reduce spam in user reviews.