

# CLASSIFICATION OF GLOBAL AND LOCAL REVIEWS FOR MOBILE FRAUD RANKING BASED ON LEADING SESSIONS

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### **ABSTRACT:**

Present days apps are very fashionable because of smart phones and internet availability. According to the recent survey on apps in the year of 2015 nearly 3.5 million apps are available in Apple app store and Google play store. In order to attract the users or to promote their apps the app developers commit forged app rating, review and ranking. To tackle this type of fraud or forged app rating in this paper we provide a holistic view of ranking fraud and propose a ranking fraud detection system for mobile Apps, In this paper we will determine or classify the app rating, review and rating, furthermore instead of giving direct rating to the app we are classifying rating into local rating and global rating. In such a way the user can decide or know whether the app ratings are genuine or fraud so then he can decide whether we can download the mobile app or not.

Keywords: Ranking fraud detection, evidence aggregation, leading Session, rating and review.

## **INTRODUCTION**

According to Existing survey in Google play and Apple app store every day least 5k app are posting into app store, and to classify these apps play stores are using app leaderboard, this App LeaderBoard decides popular apps means which apps are downloaded more number of times and which apps are have more positive reviews and Ranking, based on above parameters apps are promoted in top position, in order to get their apps more popular app developers trying to give advertisements to promote or attract users, in such way app developers commit fraud on their apps in order to discovers fraud apps in existing some methods are using among ne is leading sessions so this technique will take as input historical mobile app data and it classify the which apps are more populated and later it discovers ranking, rating and review evidence after gathering evidence then it aggregates evidence based on result it give the fake rating to the app.

#### **Literature Review**

**Zhou et al [1]** have studied the problem of unsupervised Web ranking spam detection. Specifically, they proposed an efficient online link spam and term spam detection methods using spamicity.

**Ntoulas et al. [2]** have studied various aspects of content-based spam on the Web and presented a number of heuristic methods for detecting content based spam.

**Spirin et al. [3]** have reported a survey on Web spam detection, which comprehensively introduces the principles and algorithms in the literature. Indeed, the work of Web ranking spam detection is mainly based on the analysis of ranking principles of search engines, such as PageRank and query term frequency.



Lim et al. [4] have identified several representative behaviors of review spammers and model these behaviors to detect the spammers.

Wu et al. [5] have studied the problem of detecting hybrid shilling attacks on rating data. The proposed approach is based on the semi-supervised learning and can be used for trustworthy product recommendation.

# SYSTEM IMPLEMENTATION

We first propose a simple yet effective algorithm to identify the leading sessions of each App based on its historical ranking records. Then, with the analysis of Apps' ranking behaviors, we find that the fraudulent Apps often have different ranking patterns in each leading session compared with normal Apps. Thus, we characterize some fraud evidences from Apps' historical ranking records, and develop three functions to extract such ranking based fraud evidences. In order to detect fraud or forged rating, ranking and review further propose two types of fraud evidences based on Apps' rating and review history, which reflect some anomaly patterns from Apps' historical rating and review records. In our proposed system the system model is follows

Admin

App developer

User

Admin will maintain the play store and he can view all the apps details, user details and app developer details. App developer can register to the play store and after login the app developer can upload any app to the play store. The user in order to download any app first he has to register with play store after login he can view all apps which are available in the play store and he can compare the ranking with local anomaly and global anomaly.

# **CONCLUSION:**

In this solution, we developed discovering fraudulent mobile app using text classification method, in this paper first we shown how to identified fraud and how previous methods are followed to discover fraud on apps and what is the major drawback on them. Finally our proposed system dissevered effectively better than the old system. And we aggregated evidences with all possibilities so our system is proved is better.

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