



SDSU
presents
a thesis defense for
Master of Science
degree in
Computer Science

Wednesday,
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5:00pm
GMCS 405

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Detecting Exaggerated Rankings in Online Reviews

Abstract

Online review sites such as Yelp play an increasingly important role in guiding consumer purchasing decisions in Internet commerce. Businesses have become acutely aware that favorable reviews on such sites can yield an immense competitive advantage, creating a substantial incentive for fraudulent behavior such as hiring surrogate reviewers to deliberately post false or exaggerated reviews. This thesis explores the feasibility of using an automated tool to classify online reviews as legitimate or illegitimate, discussing both innovative methods already in use and also a new tool created by the author to address this growing problem.

Thesis Committee

Joseph Lewis, Thesis Chair, Department of Computer Science
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Carl Eckberg, Department of Computer Science
Peter Salamon, Department of Mathematics and Statistics