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Fraud App Detection using Sentiment Analysis

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Abstract: *With the proliferation of mobile applications in everyday life, ensuring their safety has become paramount. Relying solely on user reviews to gauge an app's trustworthiness is often inadequate. Thus, there is a pressing need to implement a system that can differentiate between genuine and fraudulent applications. The aim is to develop a web-based solution capable of detecting fraudulent apps before users download them, leveraging sentiment analysis and support vector machine (SVM) technology.*

Sentiment analysis plays a crucial role in discerning the emotional undercurrents embedded within online content. By scrutinizing social media platforms, this method offers insights into public sentiment on various subjects. However, due to the prevalence of unreliable or biased reviews, users cannot always make informed decisions based on online feedback alone. By analyzing both user and administrator comments, it becomes possible to ascertain the authenticity of an application.

Employing sentiment analysis in conjunction with SVM, the system can learn and evaluate the sentiments and emotions expressed in reviews and other textual data. Notably, the manipulation of reviews constitutes a significant component of app ranking fraud. Through the combined use of sentiment analysis and SVM, the system can effectively detect such fraudulent activities, thereby assisting users in identifying trustworthy applications across both Android and iOS platforms.

Keywords: Mobile applications Safety, Fraud detection, Sentiment analysis, Support vector machine (SVM), User reviews, Authenticity, Web-based system

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