Adaptive Product Review Classification Engine (APRCE) for Social Network Product Review Evaluation

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Authors:
Anjani Chanji, Rekha Bhatia

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Abstract

The product review classification is the process of automatic categorization of the review data based upon the specific products. The product review classification helps the techniques for analysis of the product reviews and to classify them according to the polarity evaluation. The product review classification has been utilized for the comparative analysis of the two similar products to facilitate the customers to make their decision on the basis of the public opinion and choice. In this paper, the product review classification model has been implemented with the supervised modeling, which evaluates the multiple keyword lists for the evaluation of the polarity across the input review data for the different products of the similar categories. The proposed model performance has been evaluated in the various domains such as text processing errors, compression types, recall, precision, polarization accuracy, etc. The proposed model has been found efficient in the terms of all of the performance parameters in comparison with the existing models.

References


Index Terms

Computer Science  Networks
Keywords

Product reviews classification, Polarization, Sentence Compression, Review Classification.