

# Review-based Rating Prediction

<sup>1</sup>M. Pravallika Reddy, <sup>2</sup>V. Sai Krishna, <sup>3</sup>G. AkhilVarma, <sup>4</sup>N. VineetRao

Under the Guidance of Mrs. M. Agnisha

<sup>1,2,3,4</sup> B. Tech, Department of Computer Science and Engineering,  
St. Martin's Engineering College, Hyderabad, Telangana, India.

## ABSTRACT

Recommendation systems are an important units in today's e-commerce applications, such as targeted advertising, personalized marketing and information retrieval. In recent years, the importance of contextual information has motivated generation of personalized reviews according to the available contextual information of users. Compared to the traditional systems which mainly utilize users' rating history, review-based rating provide more relevant results to users. We introduce a review-based rating approach that obtains contextual information by mining user reviews. The proposed approach relate to features obtained by analyzing textual reviews using methods developed in Natural Language Processing (NLP) and information retrieval discipline to compute a utility function over a given item.

An item utility is a measure that shows how much it is preferred according to user's current context. In our system, the context inference is modeled as similarity between the users reviews history and the item reviews history. As an example application, we used our method to mine contextual data from customers' reviews of movies and use it to produce review-based rating prediction. Our evaluations suggest that our system can help produce better prediction rating scores in comparison to the standard prediction methods.

## 1. INTRODUCTION

In recent years, recommendation systems have been extensively used in various domains to rate the items of interest to users based on their profiles. Rating Systems are an integral part of many online stores such as Alibaba.com, Amazon.com, etc. One of the most famous examples of a rating system is Amazon. This system contains movie ratings for over 100,000 movies.

A user's profile is a reflection of the user's previous selections and preferences that can be captured as rating scores or textual review given to different items in the system. Using preference data, different systems have been developed to produce personalized reviews based on collaborative filtering, content-based or a hybrid approach. Despite the broad used of such rating systems, they fail to consider the users' latent preferences, thus may result in performance degradation.

## 2. LITERATURE SURVEY

Initially Haraldsteck and Yong Liu[5] had proposed a novel approach to improve the recommendation accuracy by familiarizing the concept of inferred circles of friends in online social networks. This approach is mainly used to develop the circle-based recommender systems efficiently. Mohsen Jamali and Martin Ester [6] had explored a novel model based approach for recommendation in social networks which is based on matrix factorization model. By using this technique, the different ranges on the user ratings can be known.

In this section, the recommender systems and filter techniques & their working process are mentioned. Ecommerce systems and Information system is important part in the rating systems. In this paper, two different filtering techniques are proposed.

User-based Collaborative filtering is used to solve the problem of scalability by isolating the user groups and calculating the rating progression for each user individually.

Item-based Collaborative filtering use many reviews per second based on the users and items. This technique will produce the high quality recommendation.

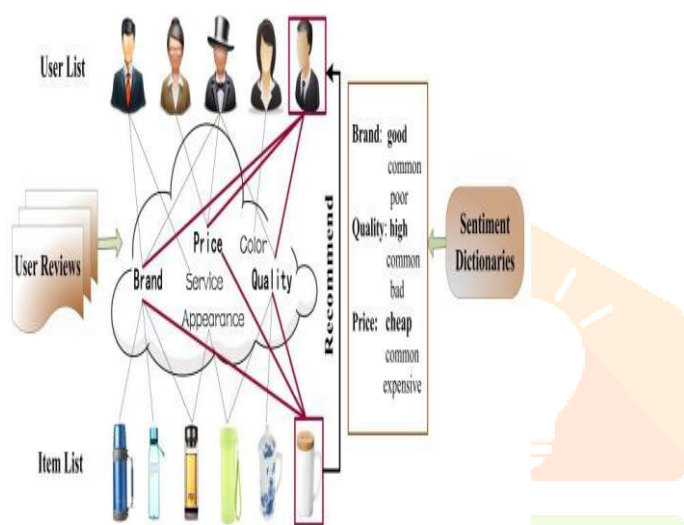
Matrix factorization technique is the most prevalent approach for the low-dimensional matrix decomposition and it is a Probabilistic matrix factorization [PMF] technique. First, for the review of the Basic MF, with the use of Potential eigen vectors matrix for both users and items, the value of all the ratings are calculated.

The cold start problems are solved by the Social reviews and ratings. But to reconnoiter the matrix factorization in social recommender systems it requires trust relations to achieve the trust circles in social networks. Even though if there is no relation exists between social users, it can be maintained by the sentiment analysis.

### 3. OVERVIEW OF THE SYSTEM

#### ARCHITECTURE

Sentiment analysis is the most important task in extracting user's interest preferences. The sentiment is used to find customer's personal review on the product. Before that, there are directly star rating options available by which user select number of stars on its own experience of the product, but not all website have star rating factor. To make a more accurate rating user sentiment takes an important role. Reviews are in two types positive or negative.



**Fig 3.1 Architecture of Review-based Rating Prediction**

However, it is difficult for customers to choose by looking at other candidate reviews. To make a purchase decision, customers not only need to know whether the product is good, but also need to know how good the product is. For example, some users prefer to use “good” to describe an “excellent” product, while others may prefer to use “good” to describe a “just good, not a best” product. Item's reputation depends on customer's text reviews. Reviews may be positive or negative. Sentiment or sentimental words are necessary to obtain the reputation of the product. Positive sentiment makes a good reputation of an item and negative sentiment it is vice versa. So those reviews are to be explored who have objective attitude on items. If a reviewer gives likes and dislikes on an item, users pay attention to him/her. Here interpersonal interaction should be paid special attention along with the task of extracting user preferences. Better performance in recommendation is achieved by different approaches of interpersonal influence in social network; this usually solves the problem of “cold start”. Few approaches focus on product category information or tag information to study the interpersonal influence.

These methods are all restricted on the structured data, which is not always available on some websites. Interpersonal inference and user preferences can be mined by using user reviews. This problem is address by RPS. RPS proposes a rating prediction method which is sentiment-based in a framework of matrix factorization. In this work, social users' sentiments are used to predict the ratings. Firstly, product features are to be extracted from user text reviews. Then sentiment words are found from text from text review. Review is used to extract the product features. Sentiment dictionaries calculate the sentiment of a reviewer from its text review. In Fig.1, based on the previous user preference of item from text reviews, the last item will be recommended to the last user. The work is given in focuses on classifying users sentiment into two polarities positive or negative sentiment. RPS does not only mine social user's sentiment, but also finds out interpersonal sentimental influence and item's reputation. At last, everything is taken into the recommender system.

#### MODULES

##### Admin:

Admin is owner to website who will upload products to online shopping site and he can view registered users and purchase details.

##### User:

User is a customer to online website who can select products from list and purchase products but while giving ratings or review we will predict rating based on user review if there are any existing reviews and rating already available for that product.

### 4. METHODOLOGY

#### Existing System

1. A user's profile is a reflection of the user's previous selections and preferences that can be captured as rating scores or textual review given to different items in the system.
2. Using preference data, different systems have been developed to produce personalized reviews based on collaborative filtering, content-based or a hybrid approach.

#### Drawbacks of Existing system

Despite the broad used of such review based rating systems, they fail to consider the users' latent preferences, thus may result in performance degradation.

## Proposed System

1. In order to evaluate our method, we have developed online shopping website and generated data set .From this reviews users may mention that they are very fond of a specific product or item, or they may express their opinions about the purchased product that are important to them. In this dataset each review contains an overall rating, and textual comment.
2. Method we assume that user reviews have contextual data about the user preferences, thus comparing the similarity with the item reviews can infer similarity between the two (user preference and item). Moreover, similarity between two users' reviews can infer similarity between the two users' preferences. We use this approach to predict the rating score that a user will rate an item.

## Advantages of Proposed System

1. Our evaluations suggest that our system can help produce better prediction rating scores in comparison to the standard prediction methods.
2. Our Approach relate to features obtained by analyzing textual reviews using methods developed in Natural Language Processing (NLP) and information retrieval discipline to compute a utility function over a given item.

## 5. TECHNIQUE USED

Interpersonal interaction is difficult for extracting user's preference. To overcome these problems design sentiment-based rating prediction method by using the framework of matrix factorization. The main contributions of the proposed approach are to extract and calculate user's sentiment from textual review by mining sentimental words and use sentiment words for rating prediction. User sentiment similarity focuses on the user interest preferences. Sentiment spread among users that are influenced by other user's reviews. If different users give the same poll on the same product, then the items reputation is improved. System fuses the three factors: user sentiment similarity, Interpersonal sentimental influence, and item reputation similarity into a probabilistic matrix factorization framework to carry out an accurate recommendation. The reputation of the product depends on the people's text review. If users have positive sentiment, it increases the good reputation of the product, and negative approach is exactly inverse. Negative sentiment means bad reputation. When the user wants to buy the product online then both reviews are the advantage for user to determine advantage and disadvantage of the product. The user can easily compare product. It is not easy to

determine user sentiment some time. Most of the reviews make a confusing to users, and it is hard to determine.

## Algorithms

Experiments are conducted to compare the rating prediction model based on the user's review with the following models.

### Basic MF:

This is the baseline matrix factorization approach without deliberation of social networks.

### Context MF:

This method takes both interpersonal influence and item preferences into consideration and improves the accuracy of traditional item-based collaborative filtering.

### Sentiment-Based Rating Prediction:

Compared with other models like EFM, three sentiment dictionaries are considered and two linguistic rules are added to calculate user's sentiment. It combines user sentiment preferences and social networks.

## 6. CONCLUSION AND FUTURE SCOPE

This study has presented a novel approach for mining context from unstructured text and using it to produce predicted rating scores for a given item and given user. In our proposed methods, the context inference is modeled in two ways: (1) cosine similarity between user and item textual reviews; and (2) cosine similarity between user and other user's textual reviews. The inferred context is used to define a utility function for all possible rating values for an item, reflecting how much each item rating value reviews is similar to a user rating value reviews. This application software has been computed successfully and was also tested successfully by taking "test cases". It is user friendly, and has required options, which can be utilized by the user to perform the desired operations. The software is developed using Java as front end and Oracle as back end in Windows environment. The goals that are achieved by the software are:

1. Instant access.
2. Improved productivity.
3. Optimum utilization of resources.
4. Efficient management of records.
5. Simplification of the operations.
6. Less processing time and getting required information.
7. User friendly.
8. Portable and flexible for further enhancement.

## 7. REFERENCES

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