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## **CS-Colloquium**

### **Identifying Fake On-Line Reviews.**

**Prof. Claire Cardie**

Cornell University (USA)

**Wann?** 8. Mai 2013, 15:00 Uhr

**Wo?** Hörsaal 3  
Währinger Straße 29  
1090 Wien

#### **Abstract**

Consumers increasingly rate, review, and research products online. Consequently, websites containing consumer reviews are becoming targets of opinion spam. This talk describes the first study on the identification of "deceptive opinion spam" --- fictitious opinions that have been deliberately written to sound authentic. Integrating work from psychology and computational linguistics, we develop and compare three approaches to detecting deceptive opinion spam, and ultimately develop a classifier that is nearly 90% accurate on our gold-standard opinion spam dataset. The talk will also describe the results of a study that uses the opinion spam classifier to estimate the prevalence of fake reviews on popular hotel review sites.

#### **Bio**

Claire Cardie is a Professor in the Computer Science and Information Science departments at Cornell University and was the founding Chair of Cornell's Information Science Department. She obtained her B.S. from Yale University and an M.S. and PhD at the University of Massachusetts at Amherst. Her research is in the area of Natural Language Processing and involves the development of statistical machine learning methods for information extraction, and in particular, the analysis of opinions and subjective text. Cardie is a recipient of a National Science Foundation CAREER award, and has served elected terms as an executive committee member of the Association for Computational Linguistics (ACL) and the Association for the Advancement of Artificial Intelligence (AAAI). She was Program Chair of the joint ACL/COLING conference in 2006. Cardie is also co-founder and chief scientist of Appinions.com, a New York city-based start-up.

#### **Contact**

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