ZKG INTERNATIONAL

ISSN: 2366-1313

IDENTIFYING FRAUDULENT APPLICATIONS THROUGH SENTIMENT ANALYSIS: TECHNIQUES AND APPLICATIONS

[#1]DECHOWPANTHULA SAITEJA,
[#2]KATLA SAIPRIYA,
[#3]V. MAMATHA, *Assistant Professor,*
Department of Computer Science and Engineering,
SREE CHAITANYA INSTITUTE OF TECHNOLOGICAL SCIENCES, KARIMNAGAR, TS.

ABSTRACT: The word "misrepresentation" in the field of mobile applications refers to the techniques used to trick consumers into downloading popular programs without their knowledge or agreement. These deceptive methods are intended to mislead customers into launching well-known applications. It is referred to as "positioning extortion" when app developers engage in unethical tactics with the purpose of increasing the visibility and ranking of their products. For example, in order to improve their rankings, companies can make up data about the amount of downloads or reviews their products have received. It is critical that everyone follows the recommendations as closely as possible because this topic has not been thoroughly researched in academic circles, and there is currently a limited amount of data accessible. The current study aims to obtain a better knowledge of the problem of lying in positioning and to devise a new technique for detecting cases of fraud involving placement.

KEYWORDS: Fraudulent applications,Sentiment analysis,Detection techniques,Application security

1. INTRODUCTION

The term "positioning deception" refers to the practice of using dishonest or misleading techniques to boost the exposure of an app and the possibility that users will download it in the mobile app market. There is a growing trend among app developers to engage in dishonest activities such as lying about their app's rankings and sales counts and replacing real content with false details. These types of offenses are occurring at an increasing rate. The work we are currently doing explores the topic of misrepresentation of positioning from a more holistic perspective and gives a general strategy for identifying instances of positioning theft.

The goal of this study is to look into the distinctions that exist between three types of reports: those derived from rankings, those derived from ratings, and those produced from reviews. Businesses that make items may elect to engage in advertising and other forms of promotion in order to draw attention to their

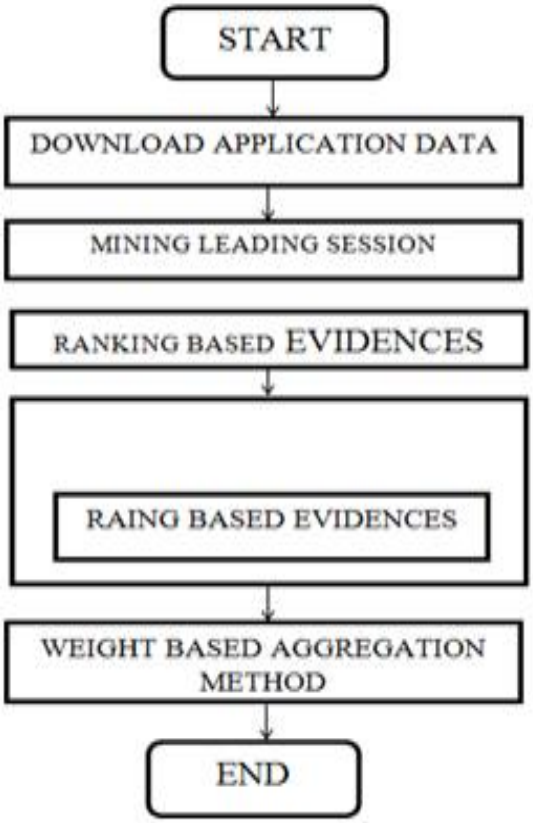
ISSN: 2366-1313

products and spark consumers' interest in purchasing those products. However, it is critical to understand that the use of this cutting-edge technology may have unintended consequences. The term "App store" refers to a market for ready-made software that can be modified in some way. A relatively small number of dishonest software developers wield considerable power in the "app store," as the term has come to be known. The purpose of using this technique to managing a firm is to increase not simply the number of downloads, but also the amount of money made from them. This dishonest enterprise needs to be built illegally so that dishonest people could use "bot ranches," also known as "human water armies," for criminal activities.

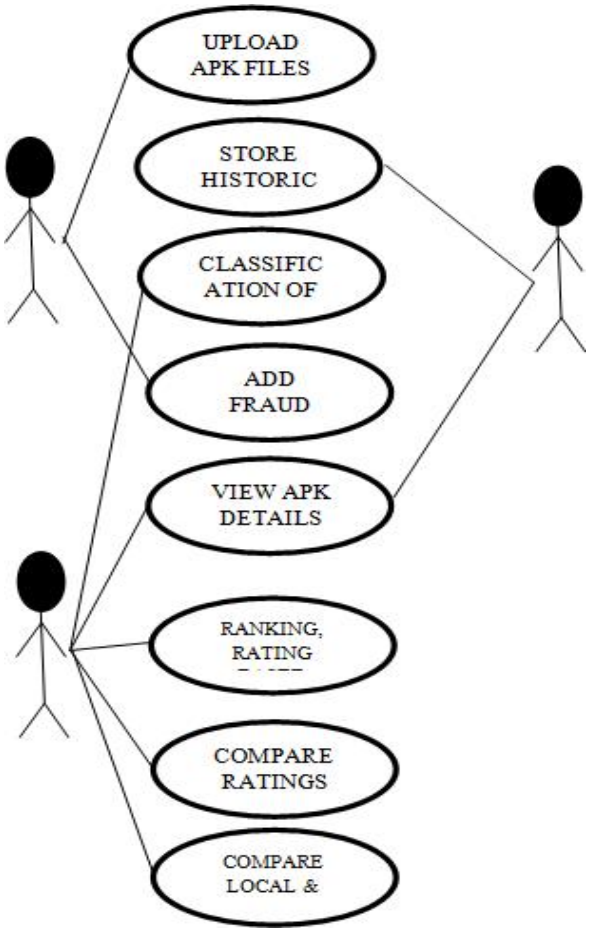
2. SCOPE

- This article gives a thorough examination of the application market's size and scope. As part of the writing process, you must extensively analyze and rate a huge number of programs in order to obtain a comprehensive grasp of the many different functions and goals that may be found in apps downloaded from the App Store.
- The evaluation of a study that includes both specialized and broad components is the principal focus of our current work. The fact that this study looks into the one-of-a-kind chances afforded by application stores distinguishes it as an intriguing research undertaking.
- Furthermore, we keep the software we use to test devices and confirm that they are compatible with a wide range of real-world applications in app stores that we use. Other elements, such as the use of screening algorithms, ensure that programs downloaded from the most well-known app stores do not include any hazardous malware.
- Our strategy does not meet the criteria for the Systematic Literature Review (SLR) that we have learned about. Both the process of developing apps and market research are relatively new industries that are still maturing. There isn't a lot of published literature available right now that may be explored in order to find research questions to investigate.

3. PROPOSED WORK



ISSN: 2366-1313

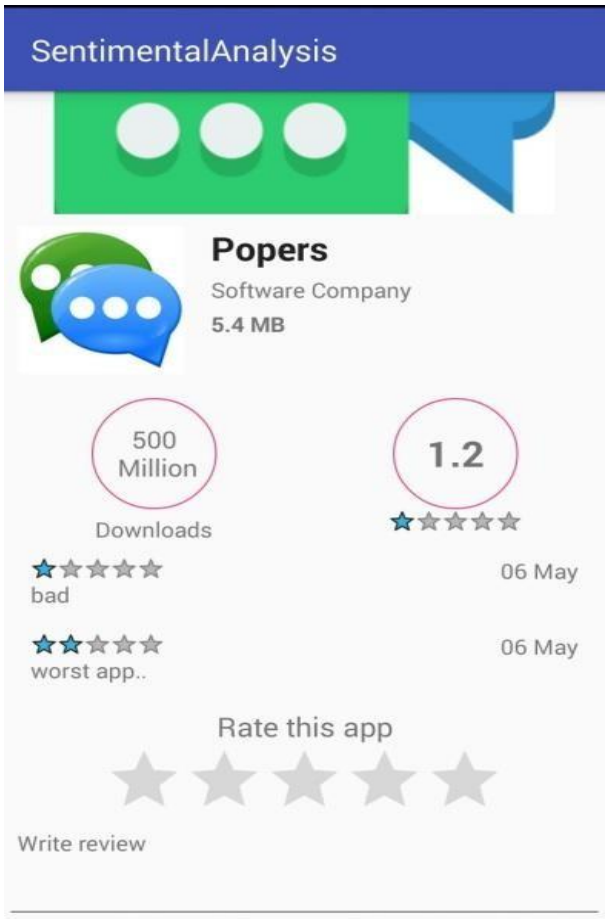


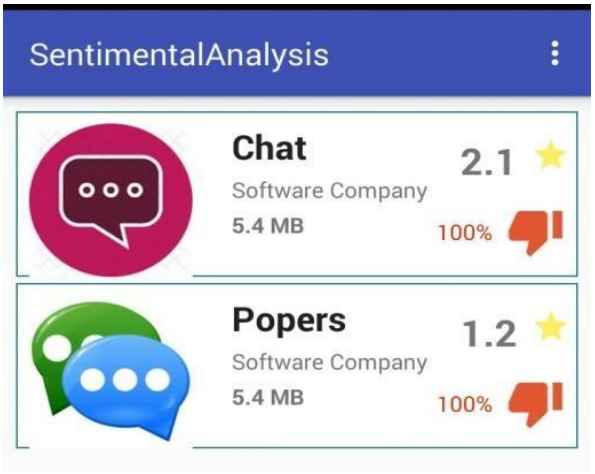
4. HARDWARE DESIGN

- When it comes to obtaining reliable results, the use of right software is critical.
- Follow the necessary procedures, which include going over all applications with extreme caution and keeping a watch out for any signs of unethical behavior.
- Change the emphasis to something more adaptable and useful.
- It is critical to take the required efforts to guarantee that clients have access to thoroughly vetted reports.
- To utilize the system effectively, users must have a fully working version of Microsoft Windows 7, 8, or 10. Microsoft's newest operating system, Windows 10, can be combined with previous versions of the company's software.
- Android Studio, a software development tool, is used to create mobile applications. JAVA and XML are two programming languages that are used in the development of an application.
- You must ensure that your device has at least 3 gigabytes of random access memory (RAM) and no more than 8 gigabytes. In addition, you must set aside an additional 1 GB for the Android Emulator.
- Most experts agree that the ideal screen resolution is at least 1,280 pixels long and 800 pixels wide.
- The phrase "installation" refers to the process of installing anything on a computer system.

Software Implementation

ISSN: 2366-1313





5. LITERATURE REVIEW

According to the conclusions of this study, customers may be able to contribute in the creation of spam modeling tools or conduct audits of spammers. To find instances of survey fraud, researchers must first thoroughly analyze the actions of people who have been found cheating and then seek to mimic those actions in their own research. On several times, the writers of this series have said that one of their key goals is to demonstrate the experiences and attributes required for ethical leadership. It is critical to remember that those who commit fraud will often

ISSN: 2366-1313

focus their efforts on a single product or field in order to cause the most damage. When making judgments, people usually fail to consider the advice of trained specialists. [5] is the result of an investigation into the frequency with which strikes for shilling are made on rating data by a group of researchers. This way of thinking may be useful in some contexts, such as when making trustworthy product recommendations or supervising the learning of others. The professionals that worked on this project devised an inventive solution to the problem at hand. This device is known as the Hybrid Shilling Attack Detector (Hy SAD). This study provides a novel way for discriminating between malevolent and benign users, more specifically between users who want to abuse a Random-Fill display and other users who have no intention of misbehaving. To function properly, the SAD system makes use of the MCRelief algorithm, carefully selected successful acknowledgment metrics, and the Semi-supervised Naive Bayes (SNB) technique.

6. CONCLUSION

This study improved the language used to describe how people felt and what they thought by analyzing what people commented on various social media platforms. A case study using data from Twitter reveals that the proposed technique works fairly well. It is hoped that the provided method will improve the process of identifying and comprehending anomaly estimation techniques. According to the findings of the investigation, the method is superior to other conceivable methods in the context in which it is used. When compared to the work of human annotators who cluster the data, our technology does a superior job of reaching conclusions and writing down what those discoveries signify. This study teaches us more about how to leverage data from social media sites to get a more objective view of people's perspectives and identify places where they differ. If enhancements to the technique are made in a timely manner, the method outlined above can also be used. Legislators, government officials, and entrepreneurs interested in learning about the elements that influence election outcomes and how to increase the success of deals and brand commitments may find this material useful.

REFERENCES

1. M. Azer, S. El-Kassas, and M. El-Soudani, “A survey on anomaly detection methods for ad hoc networks,” Ubiquitous Computing and ..., vol. 2, no. 3, pp. 42-50, 2005. 921921921.
2. Z. Wang, C. S. Chang, and Y. Zhang, “A feature based frequency domain analysis algorithm for fault detection of induction motors,”in Industrial Electronics and Applications (ICIEA), 2011 6th IEEE Conference on, 2011, p. 27--32.
3. Z. Wang and C. Chang, “Online fault detection of induction motors using frequency domain independent components analysis,” 2011 IEEE International Symposium on Industrial Electronics (ISIE2011), pp. 2132-2137, 2011.
4. Z. Wang et al., “Disclosing climate change patterns using an adaptive Markov chain pattern detection method,” International Conference on Social Intelligence and Technology 2013 (SOCIETY 2013), pp. 8-9 May., 2013.
5. V. Chandola, A. Banerjee, and V. Kumar, “Anomaly detection: A survey,” ACM Computing Surveys (CSUR), vol. 41, no. 3, p. 15, 2009.
6. S. Kim, N. W. Cho, B. Kang, and S.-H. Kang, “Fast outlier detection for very large log data,” Expert Systems with Applications, vol. 38, no. 8, pp. 9587- 9596, Aug. 2011.
7. Z. Wang, R. S. M. Goh, X. Yin, P. Loganathan, X. Fu, and S. Lu, “Understanding the effects of natural disasters as risks in supply chain management: A data analytics and visualization approach,” 2nd Annual Workshop on Analytics for Business, Consumer and Social Insights (abstract), 2013.
8. W.-H. Chang and J.-S. Chang, “An effective early fraud detection method for online auctions,” Electronic Commerce Research and Applications, vol. 11, no. 4, pp. 346-360, Jul.