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# USING SENTIMENT ANALYSIS TO DETECT FRAUD IN APPLICATIONS

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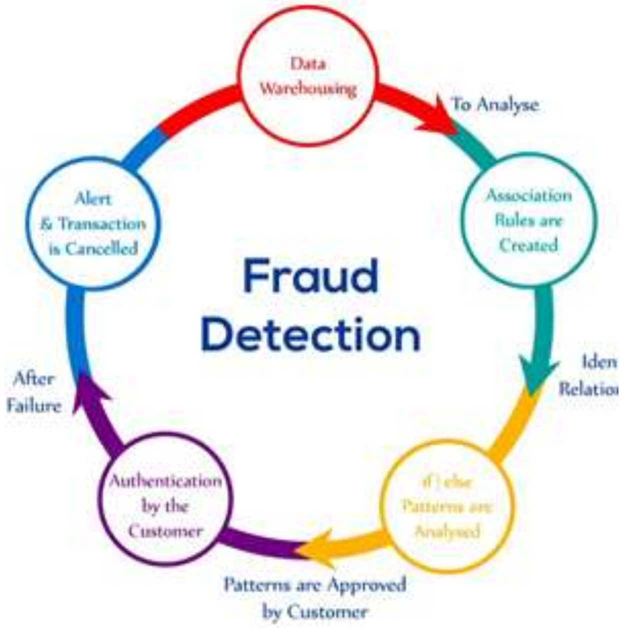
**Abstract**: The phrase "misrepresentation" refers to misleading techniques used in the mobile app market that entice users to download popular programs illegally. More and more app developers are falling victim to "positioning extortion," the unethical practice of inflating a product's download count or review score to increase its placement. Because there isn't a lot of study or information available on this topic, it's critical that you follow the regulations. This research dives deeper into the subject of positioning misrepresentation and presents a method for detecting cases of positioning extortion.

## 1. INTRODUCTION

In the mobile app market, "positioning deception" refers to the use of unethical or misleading methods to enhance an app's discoverability and downloads. An increasing number of app developers are falsifying data and being dishonest about their apps' positioning and sales figures. This study dives deeper into the subject of misrepresentation of positioning and presents a generalized technique for finding instances of positioning theft.


Data Warehousing
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Authentication by the Customer
After Failure
Alert & Transaction is Cancelled
Fraud Detection

We analyze three types of reports in this study: those based on rankings, those based on ratings, and those based on reviews. To increase exposure and interest in their software, developers might use promotional tactics such as ad campaigns. However, there are risks involved with this technical advancement. A small number of dishonest app developers have a disproportionate impact on the "app store," the popular moniker for the market for customisable apps. This corporate strategy aims to boost downloads and revenue. Using "bot ranches," sometimes known as "Human water armies," to commit crime requires unlawfully constructing this deceit.

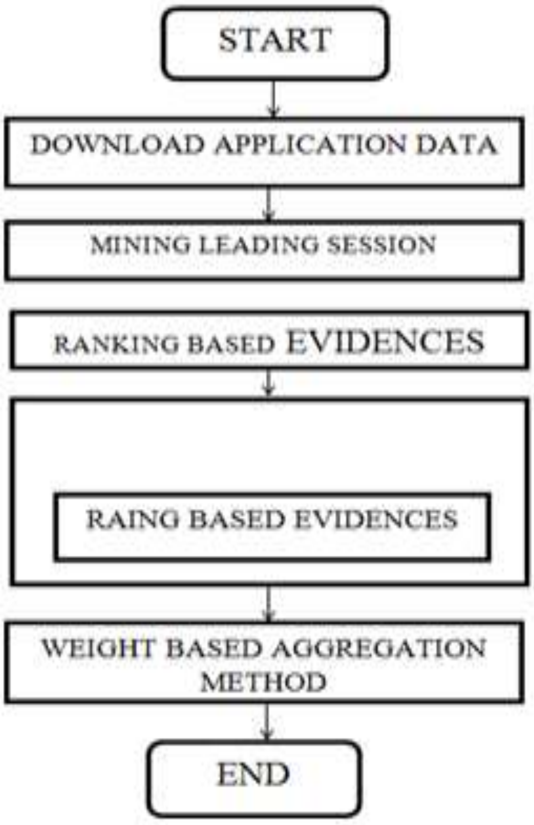
## 2. SCOPE

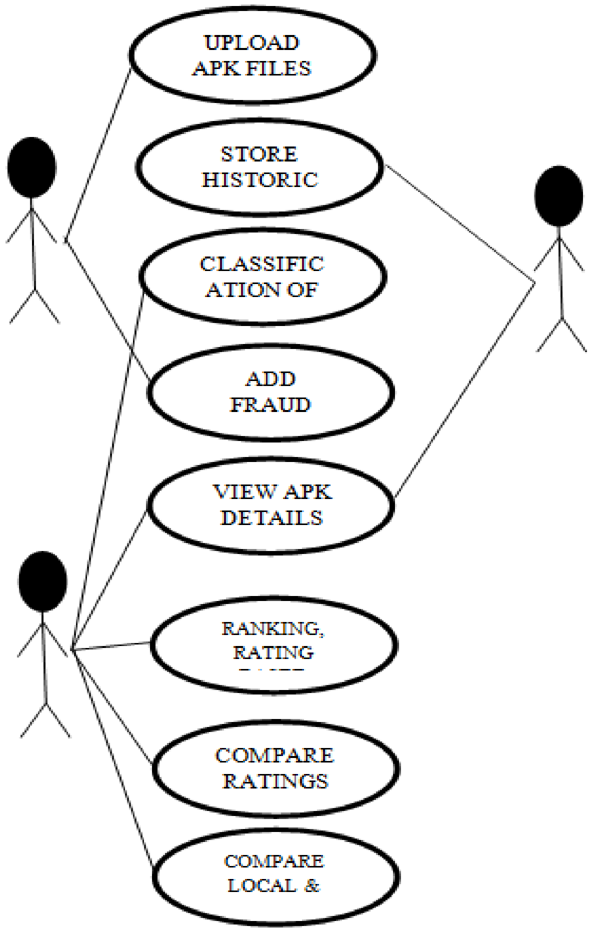
- An Examination of the Scope App Market Looking at and studying many programs in order to learn the many objectives and features of apps obtained from an App Store is part of the writing process.
- We are particularly interested in the study that blends specialized and non-specialized qualities because it is the pioneering study that investigates the new possibilities that application stores bring.
- Furthermore, we use app stores as a software repository to test devices and assure their dependability with real-world apps. Some features, such as the screening used to verify

that apps in the major app stores do not contain malware, are also used by us.

- Our proposal does not meet the requirements for a Systematic Literature Review (SLR). App and market research is still in its early stages. It has not developed to the point where there is a coherent body of literature from which to select study questions.

## 3. PROPOSED WORK

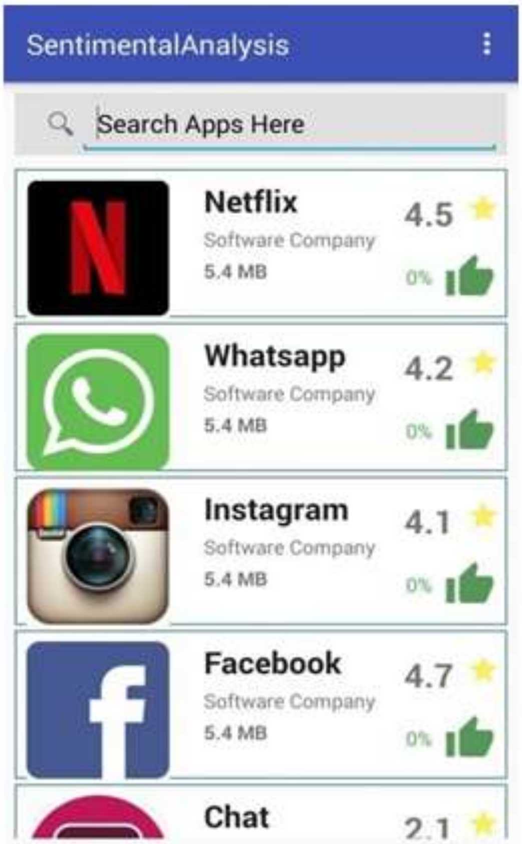




## 4. HARDWARE DESIGN

- The software is critical for generating correct results.
- Execute the necessary procedure, which is a thorough evaluation of applications for evidence of fraud.
- Improve its versatility and usability.
- Customers require access to reports that have been thoroughly evaluated.
- Users must be running Windows 7, 8, or 10 from Microsoft. Windows 10 32-bit and 64-bit variants are also supported.
- The software is built using Android Studio, a JAVA and XML-based program.
- A minimum of 3 GB of RAM is required, with a recommended maximum of 8 GB, with an additional 1 GB saved for the Android Emulator.
- Ideally, the display resolution should be at least 1280 x 800 pixels.
- Installing anything involves putting it on a computer.

**Software Implementation**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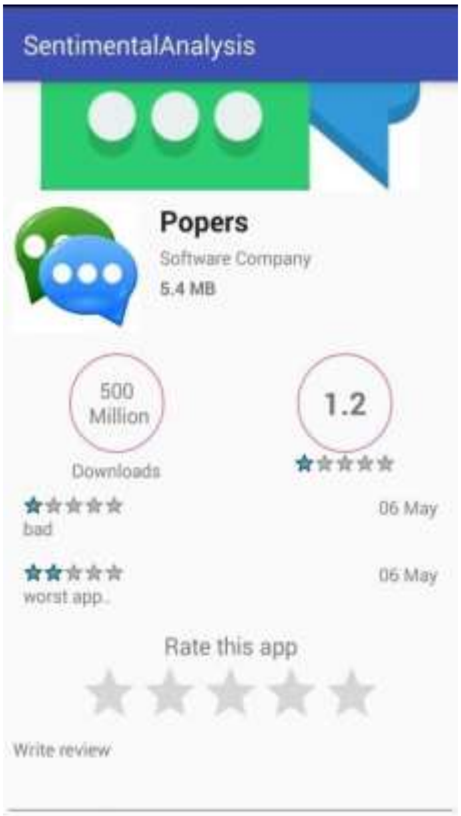
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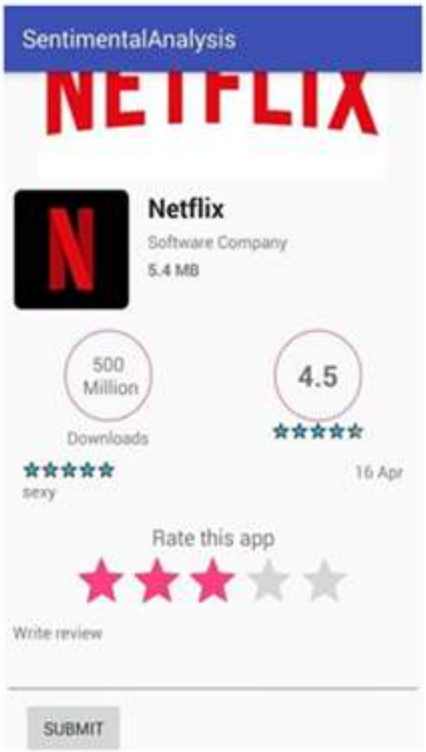
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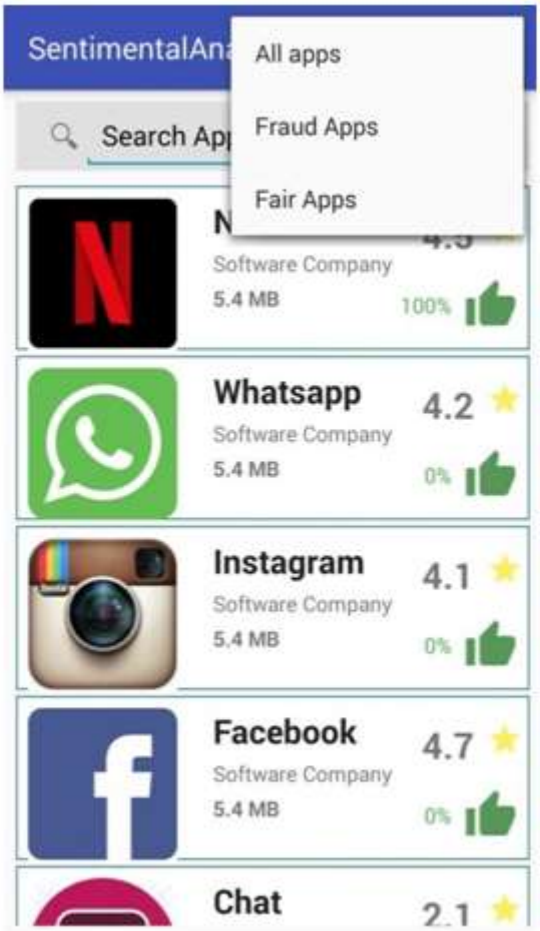
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## 5. LITERATURE REVIEW

According to the findings of this investigation, consumers will either engage in the creation of spam modeling tools or undertake spammer audits. Scientists thoroughly investigate the habits of survey cheaters and then seek to emulate similar activities in order to detect them. These series' creators want to depict what it's like to be an ethical leader. However, keep in mind that con artists frequently target certain products or categories in order to maximize their harm. It's also easy to overlook the expertise of experts while making judgements. The writers of article [5] look into the incidence of shilling attacks on rating data. This line of reasoning can be used for both reliable item suggestions and supervised learning. The authors of this research suggest a novel solution to this problem, dubbed the Hybrid Shilling Attack Detector (Hy SAD). Researchers in this work offer a novel technique for identifying malevolent users from typical users (such as those seeking to abuse a Random-Fill display). Hy SAD employs the MCRelief algorithm, as well as several carefully chosen effective acknowledgment metrics and Semi-supervised Naive Bayes (SNB).

## 6. CONCLUSIONS

This study generated a more accurate language for characterizing people' emotions by studying their posts on various social media platforms. In a case study, the usefulness of the proposed technique is illustrated using Twitter data. The proposed method makes it easier to find and understand anomaly estimation schemes. The method is superior than others in its context, according to the examination. When it comes to building conclusion descriptions, our technique beat clustering tasks conducted by human annotators. This study improves our understanding of how to use social media data to objectively assess opinions and detect instances of disparity. When changes to the approach are impending, the aforementioned technique can also be applied. Businesses trying to streamline their operations, legislators and government officials interested in what elements influence current election outcomes, and private organizations hoping to maximize the impact of discounts and brand promises can all profit from the information offered here.

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