



在线中文商品评论可信度研究

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摘要 对在线中文商品评论中可信度较低的评论信息进行过滤,为消费者提供对制定购买决策有帮助的评论。在深入分析在线中文商品评论特点的基础上,结合相关研究成果,通过问卷调查进行可信度影响因素的实证分析。根据实证结果,选取内容完整性、情感平衡性、评论时效性以及发布者身份明确性4类特征,采用CRFs模型进行评论可信度4级分类,并进行特征组合实验,得到最佳特征组合。实验效果显著,分类模型正确率均在75%以上。该研究成果可以用于改善现有的“人工效用评价”方式,为在线评论的优化过滤提供一种新的方法与思路。

关键词: 在线商品评论 可信度 CRFs模型 影响因素 效用评价

Abstract: This paper aims at filtering the lower credible online Chinese product reviews to offer valuable reviews for consumers' purchase decision. Based on the deep analysis of the online Chinese product reviews' characteristics, also with some related works, the authors make an empirical analysis on the credibility factors through questionnaires. According to the results of the empirical analysis, the authors select content integrity, emotional balance, review timeliness and clarity of the identity of the publisher as four features, use CRFs as reviews credibility' s classification model, and conduct feature combination experiments to get the best feature combination. The experiments achieve significant results, and the correct rates of the classification model are all above 75%. The research results of this paper can improve the existing artificial effectiveness evaluation method, thus offering new methods and thoughts for optimized filtering of the online reviews.

Keywords: Online product reviews, Credibility, CRFs model, Affecting factor, Effectiveness evaluation

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Service

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