

Website Evaluation Using Opinion Mining

ABSTRACT

There are many approaches to website evaluation, and they can seem daunting, especially if you are not accessibility professional. Thankfully, there are some excellent tools that can assist you in your evaluation process, but such tools are only useful as a step in the evaluation process. This page will cover some key principles to keep in mind as you perform your accessibility evaluation. Opinion mining is a type of natural language processing for tracking the mood of the public about a particular product. Opinion mining, which is also called sentiment analysis, involves building a system to collect and categorize opinions about a product. Automated opinion mining often uses machine learning, a type of artificial intelligence (AI), to mine text for sentiment.

EXISTING SYSTEM

In the existing system, Website Evaluation system that rates the website based on the opinion of the user. User will comment about the website, based on the comment system will rate the website. The system takes opinion of various users, based on the opinion; system will decide whether the website is genuine or not. System will match the opinion with those keywords which are in database rest of the words are ignored by the system.

DRAWBACKS

- System will match the opinion with those keywords which are in database rest of the words are ignored by the system.

PROPOSED SYSTEM

We propose an advanced Website Evaluation system that rates the website based on the opinion of the user. Website will be evaluated based on factors such genuineness of the website, timely delivery of the product after online transaction and support provided by the website. User will comment about the website, based on the comment system will rate the website. The system takes opinion of various users, based on the opinion; system will decide whether the website is genuine or not. The system uses opinion mining methodology in order to achieve desired functionality. We use a database of sentiment based keywords along with positivity or negativity weight in database and then based on these sentiment keywords mined in user comment is ranked. The system contains keywords related to fraud, genuineness, timely delivery of the product and service meters in the database. Based on these factors system will rate the website.

ADVANTAGES

- User can easily share his view about the website.
- People can easily decide whether the website is genuine or not
- This application is more useful for those who do online transactions.
- This system helps the user to find out the website which provides good service and delivers the product in time.
- Since system ranks the website based on the weight age of the keywords in database, so the result is appropriate.

Modules:

- Admin Login
- Add New Movie
- Add Keyword
- User Login
- Comment
- View Comment

- Rating Calculation

System Requirements

Software Components:

- Operating System : Windows 7 or higher
- Query Language : Microsoft SQL Server 2008
- IDE : Visual Studio 2010

Hardware Components:

- Processor : Pentium - III
- Hard Disk : 5 GB
- Memory : 1GB RAM
- Monitor