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**Lehrstuhl für Wirtschaftsinformatik
mit Schwerpunkt Internet- und
Telekommunikationswirtschaft**

UNIVERSITÄT
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An Analysis of Fake Reviews [Working title]

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Date:	As of now
Type:	Master's Thesis
Language:	**English**

Motivation:

In an online marketplace such as Amazon, product reviews can play a critical role in shaping consumer decisions and influencing vendor reputation. However, this creates the incentives for vendors to manipulate the review systems, through intentionally misleading or fabricated reviews, to increase their sales. This can undermine the credibility of this system and erode the trust that is critical in the online marketplace. Understanding the nature of such fake reviews can be help understand how platforms may combat his problem.

Goal:

The goal of thesis is to conduct a statistical analysis using the dataset made available by Hollenbeck (2025) to understand the characteristics of fake reviews. The student taking this project will need to decide what and how they want to analyse the data. The analysis can be exploratory in nature and can include, for example, analysis of the linguistic characteristics.

References and Related Literature:

He, S., Hollenbeck, B., Overgoor, G., Proserpio, D., & Tosyali, A. (2022). Detecting fake-review buyers using network structure: Direct evidence from Amazon. *Proceedings of the National Academy of Sciences*, *119*(47), e2211932119. https://doi.org/10.1073/pnas.2211932119

He, S., Hollenbeck, B., & Proserpio, D. (2022). The market for fake reviews. *Marketing Science*, *41*(5), 896–921. https://doi.org/10.1287/mksc.2022.1353

Hollenbeck, B. (2025). *fake-reviews-data* [Dataset]. https://github.com/bretthollenbeck/fake-reviews-data.