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Reviewing and Rating Websites on the Basis of User's Opinion

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ABSTRACT: As there is huge amount of data present in World Wide Web (WWW), it becomes really important to extract the most relevant information as per user's requirement in a very less time. Traditionally, the quality of content present in any website has been evaluated using content based ranking and fact based. The proposed system is based upon user's reviews which takes reviews from the users and give the ranking to the websites. The proposed model will provide people with a better way to find top websites for learning programming languages, movies, music, games and many more websites and can share their great reviews. The website ranking data is prepared by using the various factors like user's reviews, likes and comments. The model will also provide the users to give suggestions about websites and to request to add a new category. We propose a way to find the best websites without wasting much time in searching.

KEYWORDS: Websites, user's reviews, likes, dislikes, comments

I. INTRODUCTION

Quality assessment of a website is based upon various approaches that vary in terms of content based, fact based, knowledge used to generate ranking. It is most important that whatever information we are getting should be useful as per user's requirements. If someone search for something, there might be a scenario where the websites might contain a large number of popularly searched keywords just to increase the number of hits on their websites. Everyone searched for a best websites to watch or download movies, music and to learn something like programming languages and we all waste the time searching for it and still not get the right website.

In this paper, we address the question that how quickly users find the best website regarding any category specified. They do not have to go through the multiple website to get the appropriate content. Using the reviews of the independent user it becomes easy for the other users to get the exact knowledge of the particular topics. The users will get the best content in very less time so as to decrease their search time. For e.g. if someone is searching for learning java language in google then they did not get the appropriate results, some of the websites are for development usage some of them are of very high level so it becomes drastic condition for the user to get the website for choice of interest. Overall it increases the search time and cost of the user.

Here in our propose model, we are trying to reduce the search time and cost as to provide user to search the topics in very less time and relevant data. Our system will review the website on the basis of likes, dislikes and comments. Users or sponsors can suggest any category or sub category that is to be added just by filling simply a form and submit it. The admin will get this add request and will handle and respond to the request accordingly. The website will keep the users updated with the topmost websites. The provided feedback of the user will be used in the best possible way.

II. LITERATURE SURVEY

Some of the methods that are used to review the websites are:

1. Knowledge-Based Trust (KBT)

They used the fact that the website consist of how much amount of truth and facts and create a probability for the correct value of that fact, they did not They propose using Knowledge-Based Trust (KBT) to estimate source

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trustworthiness as follows. They extract a plurality of facts from many pages using information extraction techniques. They then jointly estimate the correctness of these facts and the accuracy of the sources using inference in a probabilistic model. Inference is an iterative process, since they believe a source is accurate if its facts are correct, and they believe the facts are correct if they are extracted from an accurate source.

The main advantage of this system is that it works on the basis of trustworthiness. Also it treats the websites with more facts and the website with fewer facts equally. The disadvantages are that it had nothing to do with user's feedback. Also it only believes on the correctness of the facts and nothing else.

2. Semantic Product Ranking Model (SePRaM) using PNN

This model is based upon the hybridized approach, which is based upon the dual-stage rank preparation. The first stage rank preparation is entirely based upon the content-based ranking model, which evaluates the similarity between the search query arguments and the product ranking data. The product ranking data is prepared by using the various factors associated with the product popularity and accessibility against the search query arguments. The product suggestions are calculated to show the product rankings on the search page to the users. Once the user browsed the specific product, the collaborative classification is used for the higher order product suggestions on the product page. The collaborative approach analyses the user similarity and produces the product rank lists according to the top listed users in the ranking evaluation.

The main advantage of this system is that it uses two step procedures to rank a product. It ranks the product to suggest it to the users. The disadvantages are that it takes lot of time to rank a product and it doesn't take user reviews into consideration.

3. DNS-based ranking of domain names

The DNS data is processed to obtain multiple metric values for each of the domain names. The metric values can include a query count (QC), a client count (CC), and a network count (NC). The method proceeds with calculating a score for each of the domain names based on the metric values. The calculation can be performed using the following equation: $\text{Score} = \text{NC} \cdot \text{CC} \cdot (1 + \log(\text{QC}))$. Furthermore, the method ranks the domain names based on the score for each of the domain names. The ranking can be based on normalization of the scores or based on converting the scores into respective percentile ranks.

The advantages of this system are it takes three important factors i.e. query count, client count and network count into consideration. It also generates fast and accurate results. The disadvantage is that it doesn't take the user intervention into consideration. The score is every time converted into percentile so it takes more time. Also it doesn't take the trustworthiness of a website into consideration.

4. Method, server, and system for automatically rating reputation of a web site

In this method when a web address of the web site is triggered and intercepted, detecting whether the web address of the website is a malicious web address or a non-malicious web address; making statistics of the number of malicious and non-malicious visits to the web addresses under the web site during a predefined time period and saving the statistics to a database; and reading records from the database and calculating an average reputation of the website by weighting the statistics of visiting the web site during the predefined time period and history statistics. The present disclosure is able to mark the reputation of a web site in time and efficiently, thus improving the security of using the network.

The advantage of this system is that it generates the result on the basis of the reputation of a website and also it saves the time and provides the security of the network. The disadvantages are that it has to store lots of data to generate results and it also doesn't take the human intervention into consideration. It takes a lot of time for the search.

III. PROPOSED SYSTEM

The fig. shows the three tier architecture of our system. A 3 tier architecture is a client-server architecture in which the Web layer, server layer and database are developed and maintained as independent modules. The three tier architecture provides a model by which developers can create flexible and reusable applications. By dividing an application into tiers developers gain the option of redesigning or appending a specific layer, instead of reworking on the entire application. The three layers are described below

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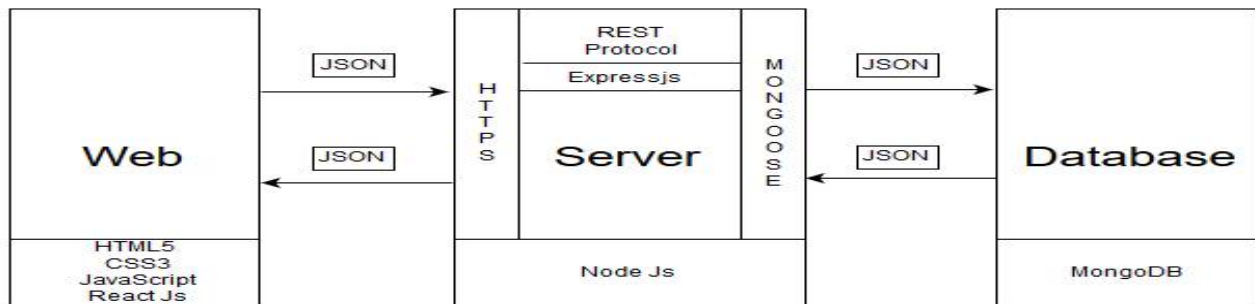
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Web layer [also known as Presentation layer/User Interface]:This is the topmost level of the application and shows information related to services available on a website. This tier communicates with other tiers by sending results to the browser and other tiers in the network. It is a layer which users can access directly.

Server layer [also known as Functional Process Logic layer/Application tier]:The logical tier is pulled out from the presentation tier and, as its own layer, it controls an application’s functionality by performing detailed processing. The server layer acts as a mediator between the web layer and the database layer.

Database layer [also known as Data tier]: In database tier the information is stored or retrieved from a database or a file system. The information is then passed back to the server layer for processing and then is eventually passed back to the user. In the above proposed system, we are HTML5, CCS3, JavaScript and React.js in the Web layer, Node.js in Server layer and MongoDB in Database layer.



We start from the web layer which is directly accessed by the end user via web browsers and when the end user makes a request, the request is passed onto the second tier i.e. server layer in JSON [JavaScript Object Notation] with the help of the HTTPS app server. As soon as the server layer receives the request in the form JSON object, it processes the JSON object using the node.js libraries one of them being expressjs and tries to respond to the request, if the respond requires any interaction with the database it fires a query which is handled by the mongoose library.

As soon as the database layer receives the request from the server layer it either stores or retrieves the data from the MongoDB database and returns the requested output in the form of JSON object from the database. After the requested data is received by the mongoose library of the server layer, the server layer processes the data and responds to request of the end user. Now the web layer receives the desired data in the form of JSON object, the output is then showed on the webpage after processing the JSON object.

IV. DATA FLOW DIAGRAM

Data Flow Diagram is used to graphically represent the “data flow” of a system. By creating a DFD, a person can understand the information provided by and delivered to anyone who takes part in system processes, the information needed in order to complete the processes and the data needed to be stored and accessed. It views a system as a function that transform the input into desired output.

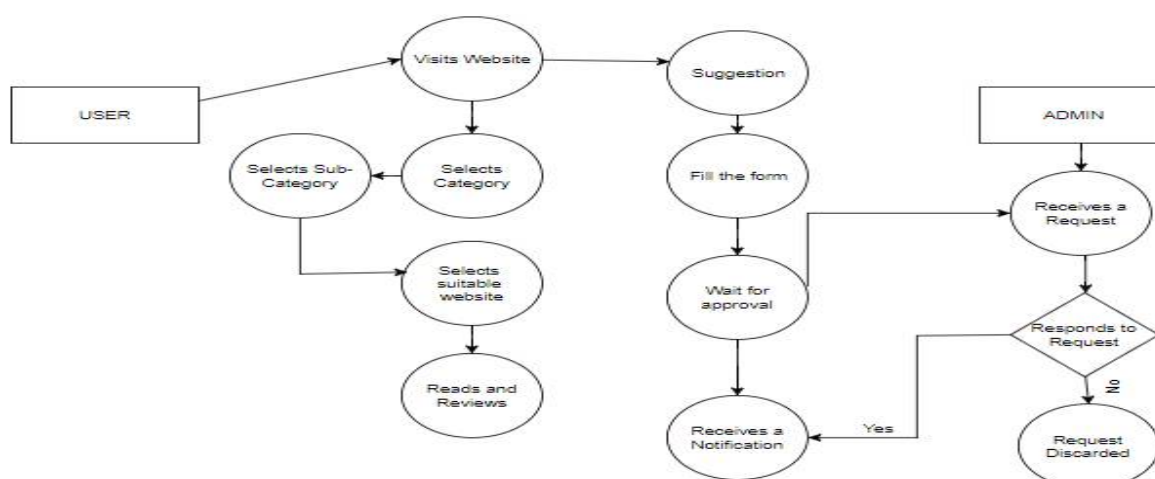
This data flow diagram tells us about the flow of data between the user and the admin. A user visits our website and searches the desired category ->sub-category-> website and then read and review the website, but if the user does not find the desired category/sub-category/website then the user can fill a form and send the admin a request to add the desired category/sub-category/website.

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The admin then receives the request of the user and checks whether the request is valid or not. If the users request is valid then the admin will accept the request and the user will receive notification in the form of email or a text message. If the users request is invalid, then the user will receive no notification and the request will be discarded.

V.CONCLUSION

This paper propose a new approach to find the best websites related to many categories like programming languages, music, movies, social, games and many more based upon various factors likes reviews, likes and comments in a very less searching time. The proposed model will provide users to give suggestions and to request for a new websites and category and it will also let users to give their honest feedbacks on websites and it will improve the rating.

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