

# Seminar Series

Organized by the Engineering Research Unit  
Faculty of Engineering

## Sigma - CR: Read Product Reviews No More!

**Abstract** - Reading a large number of customer reviews has become a tedious yet indispensable routine for online customers: since they are about to spend money at the click of a button. Customers feel pressurized to know what people who have already purchased the product saying about it.

The standard industry solution to this problem is review aggregators, which gives a score between 1-5 by analysing the text using natural language processing. However, the information is summarized to the extreme where customers often find it not helpful. Moreover, customers like to know why a particular score has been assigned to a product.

To address this problem, we developed a novel online review aggregation system named "Sigma-CR". It uses an ontology to organize the products and features and to guide the information extraction process. Sigma-CR attempts to simplify and make the experience of e-commerce customers more enjoyable, through a carefully designed user interface and advanced back end processing techniques.

A prototype is available at [www.sigma-cr.com](http://www.sigma-cr.com).

**Bio** - Dr. Chinthana Wimalasuriya is a Senior Lecturer of the Department of Computer Science and Engineering of University of Moratuwa. He earned his PhD in 2011 and his Masters degree in 2006 both from University of Oregon, USA and both in Computer and Information Science. He received a B.Sc. Engineering degree specialized in Computer Science and Engineering from University of Moratuwa in 2002. Dr. Wimalasuriya's research interests are in the areas of knowledge representation, natural language processing and data mining. He has published papers in leading international conferences and journals.



**Research  
Dissemination  
Seminar**

**Dr. Chinthana Wimalasuriya**

**Senior Lecturer**

Department of Computer Science and Engineering  
**Faculty of Engineering  
University of Moratuwa**



**Thursday, June 26<sup>th</sup> 2014**

**10.30 a.m. – 11.10 a.m.  
Board Room  
Faculty of Engineering**

For more information contact Mrs. M. S. Munhenage (Scientific Assistant ERU) on 0112 650301 ext 3044 or [eru-secretary@uom.lk](mailto:eru-secretary@uom.lk)