Recommendation System Application Based on Research Interests

Ms. Anagha Chaudhari, Mansi Kasodekar, Tanvi Kulkarni, Aishwarya Mule, Unmani Sonawane

Department of Computer Technology, Pimpri Chinchwad College of Engineering, Pune, India.

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Abstract— The huge measure of item data on the Web is awesome difficulties to the two clients and online organizations in the E-Commerce condition. Clients every now and again encounter trouble in scanning for items on the Web. To solve the information overload problem of E-commerce, researchers have proposed recommendation system. Today people are overflowed with numerous choices on web. Recommender system gather data about the thing as indicated by the inclinations of the clients. Recommender system are effectively executed in various web based business setting. The major ones of these techniques are collaborative-based filtering technique, content-based technique, knowledge based and collaborative filtering, Case based reasoning and web log file algorithm and hybrid algorithm. The objective of this paper is to show various techniques being used for recommendation system & issues of recommendation system.

Keywords: *Collaborative Filtering(CF) , Content Based Filtering Hybrid Filtering , Knowledge based filtering, Recommendation System(RS) , Types of the recommendation system .*

I. INTRODUCTION

The substantial measure of item data on the Web is extraordinary difficulties to the two clients and online organizations in the internet business condition. Clients every now and a gain encounter trouble in hunting down items on the Web. Over-burden of item and exchange data on the Web brings up a common sense issue: How can the extensive measure of item and use data accessible from online exchanges be successfully used to help better basic leadership by the two purchasers and dealers? To solve this information overload problem, researchers have proposed recommender systems that automatically analyse users' usage data to filter Web page content, categorize newsgroup messages, and recommend

good information Resources. The results obtained are presented as recommendations [7]. Utilizing this idea, some

online organizations, for example, Amazon.com and eBay.com, have utilized recommender frameworks as a business tool.

Proposal frameworks apply information mining strategies and prediction algorithms to anticipate clients interest on data and items among the enormous measure of accessible items. They have been broadly pushed as a way of adapting to the issue of data over-burden for information laborers. Proposal frameworks are programming specialists that inspire the interests and inclinations of individual purchasers and make suggestions as needs be. They can possibly help and enhance the nature of the choices purchasers make while hunting down and choosing items on the web. Due to the tremendous growth of e-commerce introduced information overload problem where users are not able to effectively search items on the web [8]. Presently a day's electronic world has presented the requirement for data separating procedures that are use to help clients by sift through data in which they are keen on.

Recommender frameworks are useful to both specialist organizations and clients. They lessen exchange expenses of finding and choosing items in a web based shopping condition. Suggestion frameworks have likewise demonstrated to enhance decision making process and quality. In e-commerce setting, recommender systems enhance revenues, for the fact that they are effective means of selling more products [13].

In this paper we have explained survey which we did on papers which are related recommendation system.

II. LITERATURE SURVEY

1. LDA (Latent Dirichlet Allocation Algorithm)

The Expectation-Maximization (EM) technique to comprehend the LDA deterioration, where the E-step is utilized to evaluate the free variational Dirichlet parameter and multinomial parameter F in the standard LDA display and the Mstep is utilized to amplify the log probability of the exercises

under these parameters. After the EM calculation meets, we can ascertain the deteriorated action theme framework. Perusers are alluded to for more points of interest of the LDA calculation and option deterioration approaches.[1]

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2. Collaborative Filtering Algorithm

Collaborative filtering is the way toward separating data collaboration among various agents, viewpoints, data sources, etc. Utilizations of synergistic sifting includes expansive informational indexes. Collaborative filtering techniques have been connected to numerous non-indistinguishable sorts of information including: money related information, for example, monetary administration foundations that consolidate numerous budgetary sources; observing and detecting information, for example, in mineral investigation, natural detecting over extensive zones or different sensors; or in electronic trade and web applications where the attention is on client information, and so forth. Collaborative filtering can be utilized for making programmed forecasts about the interests of a client by gathering inclinations or taste data from various clients by methods for joint effort.[3]

3. Content Based Algorithm

These techniques depend on a depiction of the thing and a profile of the client's inclination. These calculations prescribe things that are like those that a client enjoyed before or is looking at in the present. Specifically, a few hopeful things are contrasted and things already evaluated by the client then the best-identical things are prescribed. This approach has its underlying foundations in data recovery and data sifting research. Basically, these strategies utilize a thing profile portraying the thing inside.[6]
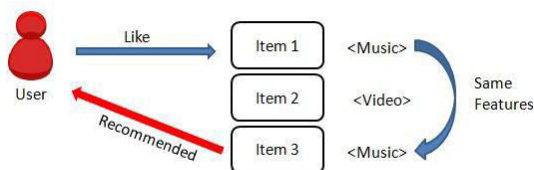

Fig.1. *Content-Based Recommendation*

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2. ## 4. Recommendation Algorithm

Input: Current Activity of active/current user
Output: Recommend friend list according to current user's activity.

Step1: Get current activity(A)of active user.
Step2: Get total count(C) of that particular activity from history table.
Step 3: Get other users whose,
Current or past activity = active user's current activity
 S = {u1,u2,…….un}
Step 4: for(u1,u2,….un)
{
1. Get total count(Ac) of u1 whose current or past activity = Active user's current activity (A)
2. Calculate Probability
P = Ac/C i.e. Total count of user / Total count of user activity
 }
Step 5: Get
 P= {P1,P2,…..,Pn}
Step 6: Recommend Friends
 S= {u1,u2,….,un}
 According to the descending order of probability
 P={P1,P2,….,Pn}
Step 7: End

5. Semantic Based Trust Recommendation System for Social Networks using Virtual Groups

This paper examines a recommendation system based on the semantics, which helps people to identify trust companions having similar behavior in shared post or link. Trust metric can be estimated from people's response, positively or ,

towards the messages posted by a user along with their message posting similarities. Semantics can be determined by the similarity in the post or links. And also maintain virtual groups of people having similarities in shared post or links. Whenever an emergency situation happens around the world, the virtual groups can be helpful for people to communicate with others immediately. For example, if there is a medical emergency situation the proposed semantic based system can recommend people having similar interest from the virtual groups formed. Social scientists have conferred that post-disaster active public group participation is greatly humanitarian, including activities such as rescue and search, first aid treatment, victim evacuation, and online helps. Social media recommends opportunities for engaging citizens in the emergency management by both providing information to the public and accessing information from them. [9]

6.Knowledge-Based and Collaborative Filtering

Recommender frameworks are frameworks which give proposals to potential purchasers. Two widely used techniques for building recommender systems to date are collaborative filtering and knowledge-based approaches[2]. Collaborative filtering is a real-time personalization technique that leverages similarities between people to make recommendations [2]. At the end of the day, a collaborative filtering recommender framework accept that human inclinations are related; in this manner, it predicts inclinations and makes suggestions to one client in light of the inclinations of a gathering of clients. In contrast, a Knowledge based recommender framework abuses its information base of the item area to create suggestions to a client, by thinking about what items meet the client's necessities[3] .

I. TABLE I (Literature Survey Table)

Sr. No	Paper Title	Author Name	Publication Details	Contribution
1	Friendbook: A Semantic-Based Friend Recommendation System for Social Networks.	Zhibo Wang, Jilong Liao, Qing Cao,Hairong Qi, Senior, and Zhi Wang	IEEE Transactions On Mobile Computing, March 2015	Friend Recommendation Algorithm
2	User Profile Based Research Paper Recommendation	Harshita SahijwaniDA	IICT,April 2017	Recommendation Of user profile
3	Incremental Iterative Time Spent Based Ranking Model For Online Activity based Friend-Group Recommendation Systems.	Sachin V Josef, MinuLalitha Madhavu	IEEE,2015	LDA Algorithm
4	Friend Recommendation Through Semantic Based Matching And Collaborative Filtering System In Social Networks.	Varun Jain D J, Dr.M Siddappa	IJACCCS,2015	Collaborative Filtering Algorithm
5	A Survey on Friend Recommendation System.	Jyoti Sharma,Pinky Tanwar	IJARIIE, 2016	Content Based Algorithm
6	Friendbook Recommendation System.	Harsha Chaudhari,Nilam Darekar,	IERJ,2016	Density Based Algorithm

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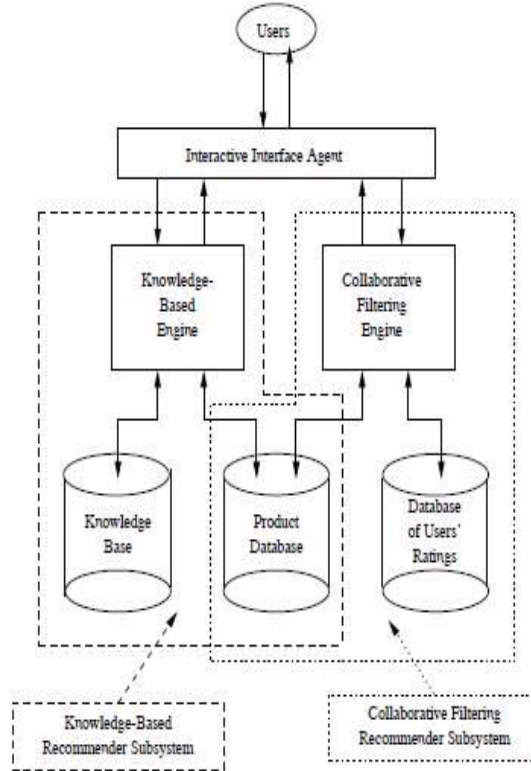

Fig.2. *Architecture for Integrating Knowledge-Based and Collaborative Filtering Approaches*

II. TABLE II *Comparative Table (3 Algorithms)*

Algorithms	Content Based	Collaborative Filtering	Collaborative & Knowledge Based
Background	Features of Items	User-Item Matrix	Features of Items User Item Matrix
Input	Ratings from User to Items	Ratings from User to Items	User Need
Process	Generate a classifier based on u's ratings use it to classify new ratings	Identify similar users extra polite from their ratings	Infer a match between item and user's need.

Table II shows that comparative study of these 3 Recommendation algorithms for E-commerce application

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*III. **TABLE III** Comparative Table (5 Algorithms)*

Algorithms	Efficiency	Quality	Scalability	High Relevance	Accuracy	Cold Start Problem	Gray Sheep Problem	Data Sparse Problem	Examples
Content Based	Less	Low	No	Yes	Less	No	No	No	1.News Dude 2. Pandora Radio
CF	Less	High	No	Yes	Less	Yes	Yes	Yes	1.Amazon 2. Last.fm
CF & Knowledge Based	Less	High	No	Yes	Less	Yes	Yes	Yes	Find Me System
CBR & Web Log File	High	High	No	Yes	Less than Hybrid	No	No	No	1.BigCommerce 2.ShopSite
Hybrid	High	Highest	Yes	Yes	More	Yes	Yes	No	1.YouTube 2.Netflix

Table III *shows that comparative study of these 5 Recommendation Algorithms for E-commerce applications.*

III CONCLUSION

Recommendation System Architecture & Functionality are studied in detail. Various Recommendation Algorithms are analyzed for E-commerce Application. Various Recommendation algorithms like Collaborative filtering, Content based, Knowledge based and Collaborative filtering, Case based reasoning and web log file, Hybrid are compared (parameters are efficiency, quality, scalability, High Relevance, Accuracy, Cold start problem , Gray sheep problem, Data Sparse problem, Examples)and Collaborative filtering, Content based, Knowledge based and Collaborative filtering are compared(parameters are background, input, process)on the basis of E-Commerce application.

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