

User Oriented Recommendation System for Web Contents

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Outline

- ▶ Goal
- ▶ Motivation
- ▶ Methodology
- ▶ Architecture
- ▶ Expected Results

Goal

- ▶ Recommending new web contents and services to users, based on their previous web history, and activity.

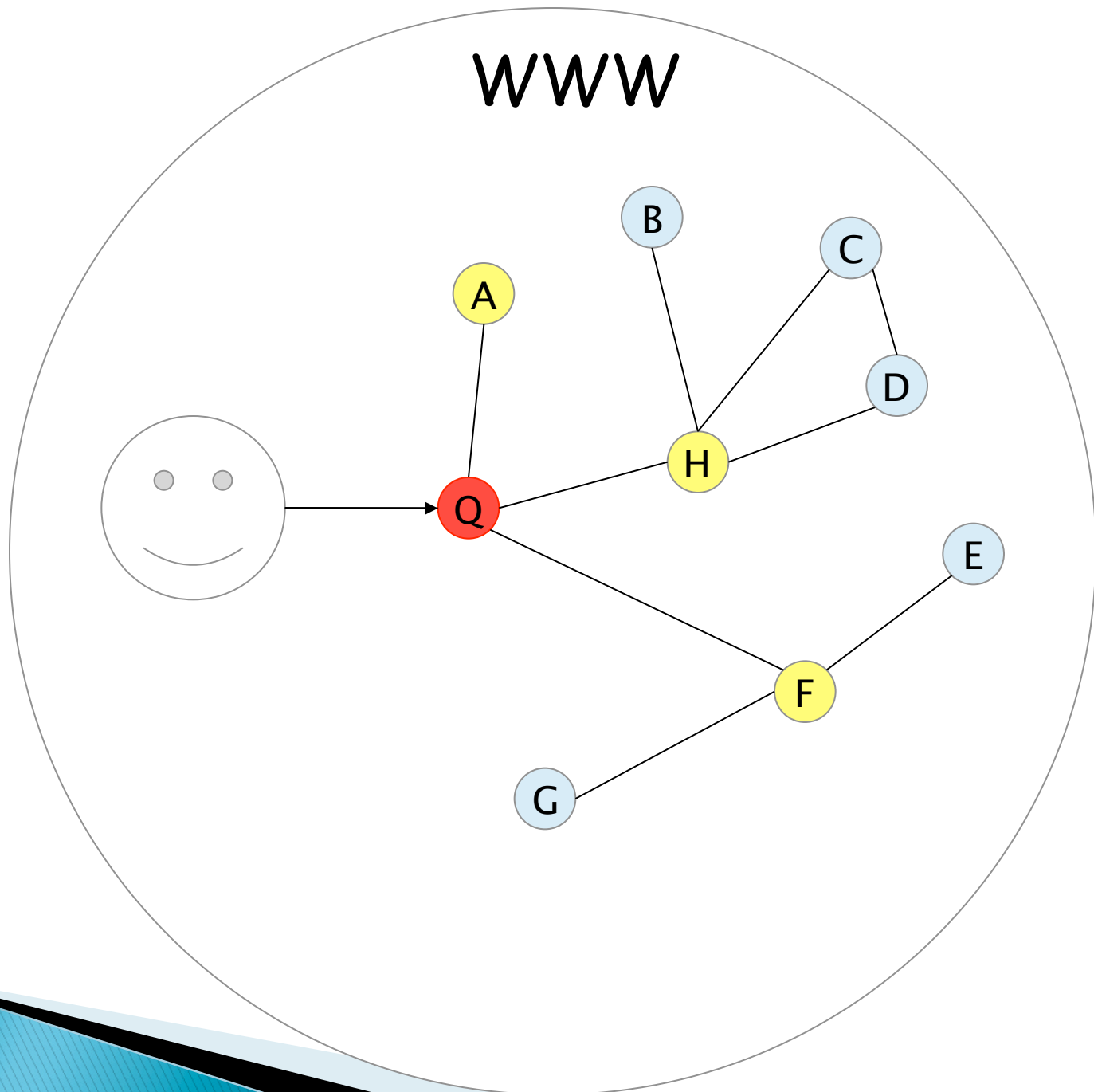


Motivation

- ▶ There are billions of web pages today.
- ▶ The users have many options to choose from when they need to access an information.
- ▶ It is important to guide the users to websites that they are likely to enjoy

Motivation

- ▶ Knowing user preferences are important for targeted advertisements.
- ▶ Such recommendation system can provide a baseline for targeted advertisements.



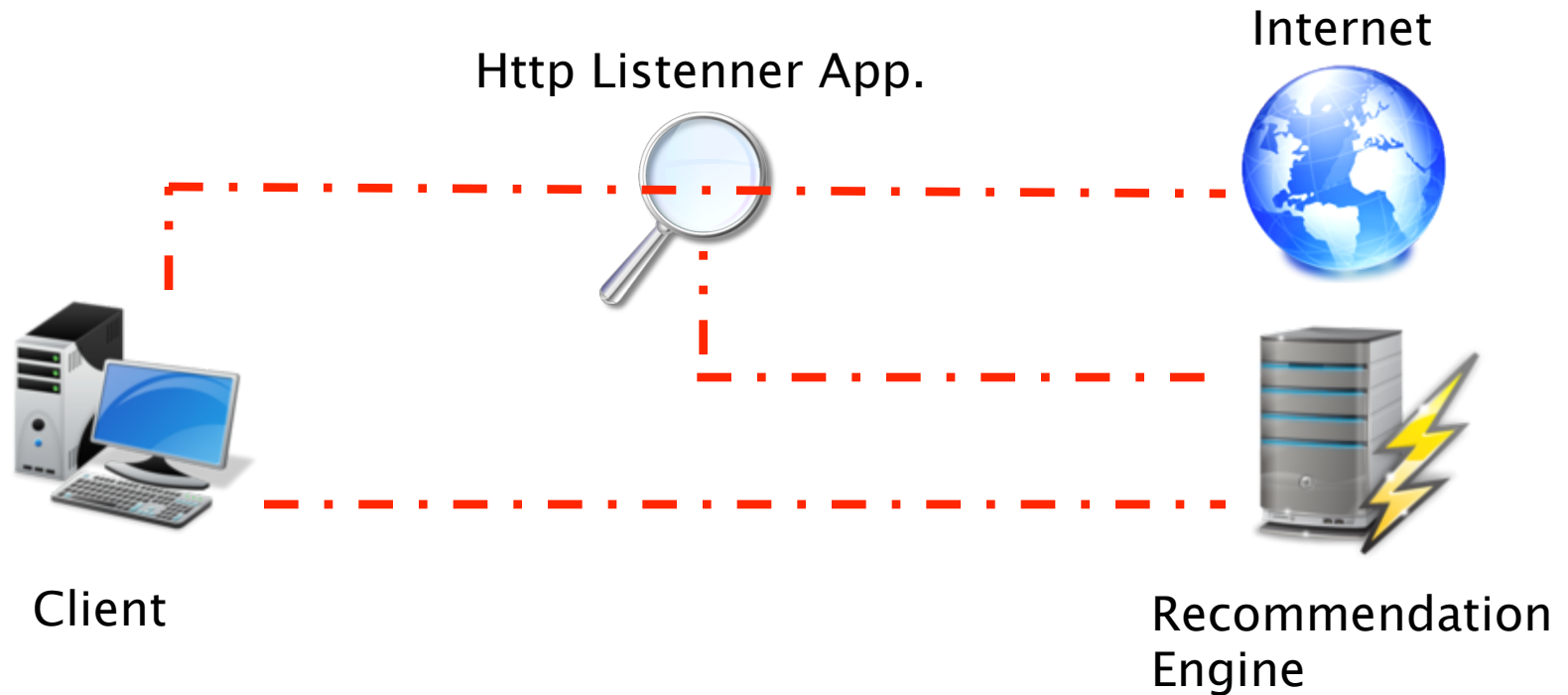
Methodology

- ▶ Collection of brand new **dataset**; anonymous users' categorized bookmarks and web history will be collected.
- ▶ By the analysis of **NetFlix's** and **IMDB's** methods, a brand new recommendation engine will be developed.
- ▶ **Dynamic evolution** of the system –> **http port** listener program to record user behaviour.

Methodology

- ▶ It will capture last web content requests and send them to our recommendation engine.
- ▶ Similar users will be found in the recommendation engine.
- ▶ Web content urls, that are visited by similar users, will be sent to clients.

Architecture



Expected Results

- ▶ Satisfying recommendation performance for the benefit of web users.
- ▶ A variant of recommendation web service with collaborative approach.
- ▶ We expect to have millions of users ...

Thank You

