Recommendation systems suggest the personalized list of items such as products, people and activities to reduce the search in a large amount of available information, by filtering the relevant information which the user will prefer to explore more. Currently, many web applications include the recommendation systems to enhance the user’s experience and trust and thereby enable the service provider to retain the customers. Context based recommendation systems are aimed at providing relevant recommendations to users using the context as additional information in computation of recommendation. Context is the information concerning the situation of user interaction with the system along with the information of users and items. The acquisition, storage and representation of context are the requirements of the context based recommendation system. The context modeling deals with the representation of context in a form which can be suitable for storage and access to compute the recommendation. A conceptual model of context and recommendation system using the graphical object oriented model is proposed in this paper. It is converted into a relational database model for storage and access. This model can be used to implement the design of a context based recommendation.
system in many domains of applications.

References

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