Abstract

In this paper, we create an information tree pertaining to the natural user’s communication in the
real world to ascertain the user’s interests. This is performed by analysing users’ twitter posts or
tweets and comparing them with Wikipedia to generate a graph tree, with nodes pertaining to
topics matched. The generated Lifetree is dynamic in nature and is progressed as the
continuing users’ communication i.e. is appended to the Lifetree. The various uses of the
Lifetree included an overall picture of particular users’ interests and further helps in event
allocation, ads customization, etc...

Hence, a novel approach for representing users’ data has been proposed, which makes the
process of recommendation easier and more accurate. To achieve this, knowledge base and
machine learning algorithms have been proposed and utilized.

References


19. P. Kapanipathi, F. Orlandi, A. P. Sheth, and A. Passant, “Personalized filtering of the
twitter stream,” 2011.

Index Terms

Computer Science

Information Sciences

Keywords

Social network, Big Data, Keyword extraction, Knowledge base, Graph analysis.