Abstract

The Social networking site is increasingly used as a channel for reaching end users. Personalized Recommender system can work on participatory media content and enhance CMC (computer mediated communication) ultimately providing the user with the finest items of interest. It collects data implicitly as well as explicitly and takes into consideration user activity, preferences, and ratings to evaluate weights for calculation of trust, social intimacy, popularity and semantic scores. The accumulation of these scores generates the final recommendation score and based on it a recommendation list is generated for each user. Several important theories in this regard have proven to be viable and some not so feasible. Thus comparative study of some recommendation systems can throw light on the problems faced and suggest solutions in this regard.

References

- A. Seth, &quot;Understanding Participatory Media Using Social Networks,&quot;
- A. Seth and J. Zhang, &quot;A Social Network Based Approach to Personalized Recommendation of Participatory Media Content,&quot; ICWSM, 2008.
- ALi-Hasan, N., & Adamic, L. (2007). Expressing social relationships on the blog through links and comments. ICWSM.
- ALi-Hasan, N., & Adamic, L. (2007). Expressing social relationships on the blog through links and comments. CWSM.

Index Terms

Computer Science

Information Sciences
Keywords

Social Networking  Participatory Media  Personalized Recommender system  Semantic Trust.