Abstract

In this paper, we propose a model that utilizes the concept of social networking for target advertising of various products. This approach examines the cohesive subgraph structure within a network and model a recommendation system for target advertising. We test the proposed model using synthetic data and our model can help the advertising company to advertise the products at those nodes only, where the user have the interest in that product. This will effectively reduce the advertisement cost.

References

- Greg Linden, Brent Smith, and Jeremy York, "Amazon. com Recommendations Item-to-Item Collaborative Filtering"; Published by the IEEE Computer
Index Terms

Computer Science

Information Sciences

Keywords

SNA NN ANN Cardinality cohesive Social network; Targeted advertising; Recommender system; Knowledge discovery