Abstract

Contexts and social web information have been recognized to be valuable information for making perfect recommender system. Context-aware recommender systems (CARS) have been implemented in different applications and domains which improve the performance of recommendations. Context-aware approaches have been successfully applied in various domains such as music, movies, mobile recommendations, personalized shopping assistants, conversational and interactional services, social rating services and multimedia. The recommender systems are widely being used for products, content and services recommendations. Successful deployment of recommender system in social web and many commercial website like Amazon. com, flipkart, HomeShop18 and numerous different sectors have already done. The growth of the social web has revolutionized the architecture of sharing and association in the web, making it essential to reiterate recommendation. If recommender systems have established their key role in providing the user access to resources on the web, when sharing resources has turn into social, it is likely for recommendation techniques in the social web should consider social popularity factor and the relationships among users to compute their predictions. In this paper contextual information are being included in social
popularity based SVD++ model to improve accuracy and scalability of recommendations.

References

- L. Baltrunas, B. Ludwig, and F. Ricci. Matrix factorization techniques for context aware...
Context-aware Social Popularity based Recommender System


Index Terms

Computer Science
Information Sciences

Keywords
Contextual information; SVD; Social Popularity