An Efficient Approach to Generate Location-Sensitive Recommendation in Ad-Hoc Social Network Environment

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Abstract-- Online Shopping is a form of electronic commerce for selling and buying products in online through internet. This Process improve economical status of selling products business industry. So all product sellers use internet for selling their products in online. For this reason every online shopping sites consists thousands of products for selling. Those sites are learn customers preference by observing their behavior. Based on those behavior details suggest some of the products for customers easier shopping. Therefore sites are use recommendation system. Because recommendation is best and flexible way to recommending products based on different details. Today Social networks are growing sites, it also consists online shopping process.

Keywords: Social Network, Location - Sensitive

I. INTRODUCTION

Social networking is general way to connect people together with their interests, lifestyle and other common information of users on particular social network. Shopping technique is also implemented in social network, so product recommendation is also implemented. But this recommendation does not consider geographical locations of users. And there is no account expiration notification to users. To Overcome these disadvantages as consider geographical location of users and products for recommendation. All these factors will be mitigated to some extent by the usage of smart phones with the appropriate software system.

II. LITERATURE SURVEY

A. Functional Matrix Factorizations for Cold-Start Recommendation

A key challenge in recommender system research is how to effectively profile new users, a problem generally known as cold-start recommendation. Recently the idea of progressively querying user responses through an initial interview process has been proposed as a useful new user preference elicitation strategy. All these factors will be mitigated to some extent in this paper, we present functional matrix factorization (fMF)

B. Social Recommendation Using Probabilistic Matrix Factorization:

Data sparsity, scalability and prediction quality have been recognized as the three most crucial challenges that every collaborative filtering algorithm or recommender system confronts. Many existing approaches to recommender systems can neither handle very large datasets nor easily deal with users who have made very few ratings or even none at all.

C. Integrating Trust with Public Reputation in Location-based Social Networks:

The recent emergence of location-based social networking services is revolutionizing web-based social networking allowing users to share real-life experiences via geo-tagged user-generated multimedia content. One of the key challenges of the web-based social networks as an information sharing and exchanging channel is how to manage healthy relationships among community users and ensure the quality of the information shared and exchanged within the community

III. EXISTING SYSTEM

In this Existing System all products are recommended to all users even though he are in different geographical locations. Particularly in urban places, this type of online shopping is more time consuming process and also there is no trustful services. Also there is no specialized remainders for account expiration.

There are many websites and applications based on appointment booking, but they not fully based on medical purposes alone. These kind of websites and

IV. PROPOSED SYSTEM

The proposed system has two panels: Customer and product owner. The application exists in the device permanently until it is uninstalled is shown in figure 1.
A. User Module:

In this module Product Owners and users are all will register in this websites with own details like user name, password, Address, E-Mail ID and also with user type like normal users, product owner. After registration if Product owner to access their panel then enter correct user name / e-mail id and password it will allows to go to inside the websites or else user name or password alert will come. For that time product owner will create offers for every own products and also post it into this social network . Admin will enter correct user name and password it will allows to go to Admin home the websites. if user name and password is incorrect then it will not allow to access their panel.

After login, Product owners are add their own products for improve their business. If any updating in product details then also product owner update it. Sometimes Offer for each products is required. For that time product owner will create offers for every own products and also post it into this social network .

This Module consists three different graph generation. First Generate user-item bipartite graph for identifying the relationship between users and particular products with higher rating. Second Generate user-user graph for identifying the relationship between one user with another users with the help of modified-friendsTNS algorithm .Finally generate user-location relationship for identifying relationship between location of users and locations of products based on address details. registered users will be present in first submenu. The next option “Nearby User” gives details about the user available in that locality of the user i

The feasibility of the project is analyzed in this phase and business proposal is put forth with a very general plan for the project and some cost estimates. During system analysis the feasibility study of the proposed system is to be carried out. This is to ensure that the proposed system is not a burden to the company. For feasibility analysis, some understanding of the major requirements for the system is essential.

This study is carried out to check the economic impact that the system will have on the organization. The amount of fund that the company can pour into the research and development of the system is limited. The expenditures must be justified. Thus the developed system as well within the budget and this was achieved because most of the technologies used are freely available. Only the customized products had to be purchased notifications and alerts for booking or cancellation or even for any other interactive terms.

B. User Module

In this module to monitor product owners as well as users of this site login and logout information. Based on these details to calculate and remove account from this site expiry date for better service providing for all other users. Before Remove particular account send to notification mail about expiration of his/her account. His appointments in any kind of situations which makes it highly efficient for the users. Once the user has created his account for the first time is shown in fig.4. later the user can enter and access the application using his own login credentials.
This will help the users to minimize the effort in entering more details so as to login each time. Once the user has entered the login credentials, it will be authenticated and then the product customer-user will be able to access the application. This registration process will make easy the way of finding the users and also the recursive factor. In this case fake registrations can be minimized and it will be easy for the customers phase to identify customers based on location as well as registration details.

Figure 5: Chat

In this Module users have a n number of friends by send and accept friend request to another users. The another users want to be a friend then accept friend requests. After accept friend requests want chat / communicate with those who are all friends. Those details are stored into database . Then select users from lists and then chat with that selected users. For that time product owner will create offers for every own products and also post it into this social network.

In this module user of social network will exchange the visual like photos, videos and other things . If any updating in product details then also product owner update it sometimes offer for each products is required. Here users also provide like and commands for those visuals as the feedback. In this module each and every users has a permission to add events of particular location of network with the following details event name, exact place and time. Those details are stored into database. This event are also notified to every users within that specified location.

Figure 6: Customer event

CONCLUSION AND FURTHER ENHANCEMENT

In this Proposed System an effective recommendation system is implemented. Here This Recommendation system considers geographical representation of user, products and ratings of all products. It verifies that the system’s procedures operate to system specifications and that the integrity of important data is maintained. Performance of an acceptance test is actually the user's show. User motivation is very important for the successful performance of the system user.

References