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**PONDICHERRY – VILLUPURAM – CUDDALORE-CHENNAI**

## **CONNECTING SOCIAL MEDIA TO E-COMMERCE: COLD-START PRODUCT RECOMMENDATION USING MICROBLOGGING INFORMATION**

### **ABSTRACT**

In recent years, the boundaries between e-commerce and social networking have become increasingly blurred. Many e-commerce websites support the mechanism of social login where users can sign on the websites using their social network identities such as their Facebook or Twitter accounts. Users can also post their newly purchased products on microblogs with links to the e-commerce product web pages. In this paper we propose a novel solution for cross-site cold-start product recommendation, which aims to recommend products from e-commerce websites to users at social networking sites in “coldstart” situations, a problem which has rarely been explored before. A major challenge is how to leverage knowledge extracted from social networking sites for cross-site cold-start product recommendation. We propose to use the linked users across social networking sites and e-commerce websites (users who have social networking accounts and have made purchases on e-commerce websites) as a bridge to map users’ social networking features to another feature

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representation for product recommendation. In specific, we propose learning both users' and products' feature representations (called user embeddings and product embeddings, respectively) from data collected from e-commerce websites using recurrent neural networks and then apply a modified gradient boosting trees method to transform users' social networking features into user embeddings. We then develop a feature-based matrix factorization approach which can leverage the learnt user embeddings for cold-start product recommendation. Experimental results on a large dataset constructed from the largest Chinese microblogging service SINA WEIBO and the largest Chinese B2C e-commerce website JINGDONG have shown the effectiveness of our proposed framework.

#### **EXISTING SYSTEM:**

In recent years, the boundaries between e-commerce and social networking have become increasingly blurred. E-commerce websites such as eBay features many of the characteristics of social networks, including real-time status updates and interactions between its buyers and sellers. Some e-commerce websites also support the mechanism of social login, which allows new users to sign in with their existing login information from social

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networking services such as Facebook, Twitter or Google+. Both Facebook and Twitter have introduced a new feature last year that allow users to buy products directly from their websites by clicking a “buy” button to purchase items in adverts or other posts. In China, the e-commerce company ALIBABA has made a strategic investment in SINA WEIBO where ALIBABA product adverts can be directly delivered to SINA WEIBO users.

#### **DISADVANTAGE OF EXISTING SYSTEM**

- The boundaries between e-commerce and social networking have become increasingly blurred.
- E-commerce websites to users at social networking sites in “coldstart” situations, a problem which has rarely been explored before

#### **PROPOSED SYSTEM:**

In this paper, we have studied a novel problem, cross-site cold-start product recommendation, i.e., recommending products from e-commerce websites to microblogging users without historical purchase records. Our main idea is that on the e-commerce websites, users and products can be represented in the same latent feature space through feature learning with the recurrent

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neural networks. Using a set of linked users across both e-commerce websites and social networking sites as a bridge, we can learn feature mapping functions using a modified gradient boosting trees method, which maps users' attributes extracted from social networking sites onto feature representations learned from e-commerce websites.

#### **ADVANTAGE OF PROPOSED SYSTEM:**

- The mapped user features can be effectively incorporated into a feature-based matrix factorisation approach for coldstart product recommendation.
- The results show that our proposed framework is indeed effective in addressing the cross-site cold-start product recommendation problem.
- The proposed graph-based semi-supervised learning algorithm SHG-Health that combines the advantages from heterogeneous graph learning and class discovery shows significant performance gain on a large and comprehensive real health examination dataset of 102,258 participants as well as synthetic datasets.

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## SYSTEM SPECIFICATION

### HARDWARE REQUIREMENTS

- Processor - Pentium –III
- Speed - 1.1 Ghz
- RAM - 256 MB(min)
- Hard Disk - 20 GB
- Floppy Drive - 1.44 MB
- Key Board - Standard Windows Keyboard
- Mouse - Two or Three Button Mouse
- Monitor - SVGA

### SOFTWARE REQUIREMENTS

- Operating System : Windows 8
- Front End : Java
- Database : Mysql

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