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PONDICHERRY – VILLUPURAM – CUDDALORE - CHENNAI

Rating Prediction based on Social Sentiment

From Textual Reviews

ABSTRACT

In recent years, we have witnessed a flourish of review websites. It presents a great opportunity to share our viewpoints for various products we purchase. However, we face the information overloading problem. How to mine valuable information from reviews to understand a user's preferences and make an accurate recommendation is crucial. Traditional recommender systems (RS) consider some factors, such as user's purchase records, product category, and geographic location. In this work, we propose a sentiment-based rating prediction method (RPS) to improve prediction accuracy in recommender systems. Firstly, we propose a social user sentimental measurement approach and calculate each user's sentiment on items/products. Secondly, we not only consider a user's own sentimental attributes but also take interpersonal sentimental influence into consideration. Then, we consider product reputation, which can be inferred by the sentimental distributions of a user set that reflect customers' comprehensive evaluation. At last, we fuse three factors-user sentiment similarity, interpersonal sentimental influence, and item's reputation similarity into our recommender system to make an accurate rating prediction.

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EXISTING SYSTEM

There is much personal information in online textual reviews, which plays a very important role on decision processes. For example, the customer will decide what to buy if he or she sees valuable reviews posted by others, especially user's trusted friend. We believe reviews and reviewers will do help to the rating prediction based on the idea that high-star ratings may greatly be attached with good reviews. Hence, how to mine reviews and the relation between reviewers in social networks has become an important issue in web mining, machine learning and natural language processing. We focus on the rating prediction task. However, user's rating star-level information is not always available on many review websites. Conversely, reviews contain enough detailed product information and user opinion information, which have great reference value for a user's decision.

DISADVANTAGES

- Witnessed a flourish of review websites. It presents a great opportunity to share our viewpoints for various products we purchase but we have to Face the information overloading problem.
- Most important of all, a given user on website is not possible to rate every ite, there are many unrated items in a user-item-rating matrix.

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PROPOSED SYSTEM

In this paper, a recommendation models proposed by mining sentiment information from social users' reviews. We fuse user sentiment similarity, interpersonal sentiment influence, and item reputation similarity into a unified matrix factorization framework to achieve the rating prediction task. In particular, we use social users' sentiment to denote user preferences. Besides, we build a new relationship named interpersonal sentiment influence between the user and friends, which reflect show users' friends influence users in a sentimental angle. What is more, as long as we obtain user's textual reviews, we can quantitatively measure user's sentiment, and we leverage items' sentiment distribution among users to infer item's reputation. The experiment results demonstrate that the three sentimental factors make great contributions to the rating prediction.

ADVANTAGES

- Significant improvements over existing approaches on a real-world dataset.
- Sentimental factors make great contributions to the rating prediction.

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SYSTEM REQUIREMENTS:

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
- Application Server : Tomcat5.0/6.X
- Front End : HTML, Java, Jsp
- Scripts : JavaScript.

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- Server side Script : Java Server Pages.
- Database : Mysql 5.0
- Database Connectivity : JDBC.

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