A model of a trust-based recommendation system on a social network

Paper Summary

This paper originally tries to tackle the problem of information overload facing users of the modern web technologies. The search engine approach to this problem may prove to be ineffective as search engines cannot offer personalised results and every user searching for a term is likely to get the same results. Another approach to the information overload problem are recommender systems. The paper proposes an agent based recommender system based on the concept of trust in social networks. The paper in essence tries to quantify a measure of trust relationships in the context of the social networks and then designs a distributed and automated recommender system. Such a recommender system is originally proposed to be used as an information filter in areas such as auction and shopping site as well as in scientific settings.

Relevance to Soton Student Connect

With moderate modifications on the proposed system, we are able to design a recommender system based on trust relationship among users of the system to recommend them new friends as well as other information such as events and groups. As we have already discussed we will need a recommender system which will constitute the heart of our social network. The recommender is supposed to offer students new friends, activities, social events, study groups and interest groups based on the students selected course, enrolled modules, hobbies and interest. Here come the need for the above mentioned paper into play. We can both modify the recommender to suit our recommender system needs. In addition, we can consider the role trust plays in social networking context to add a highly professional touch to our system as the notion of trust is gaining more and more attention in the context of modern social networkingstems.

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