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A Survey on KSRS: Keyword Service Recommendation System for Shopping using Map-Reduce on Hadoop

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Abstract—Service recommender systems have been shown as important gears for facilitating best choices to user on daily work and useful in decision making. In last ten years consumer with service requirement have grown high in bulk repositories giving rise to Big data which has got numerous issues to handle and process such amount of information, in such case Suggestion system fail on factor of scalability and huge data workloads. Most service suggestion system fails to account in user preferences correctly and give user same ranking and ratings. A best method that has come up is Term-ware service Suggestion which handles the issues to some levels which facilities personalized suggestion system. Main term are incorporated to take in user choices along with collaborative filtering method at core. This system need to be tested on distributed environment with hadoop framework .This is initial survey effort carried, this article presents in Survey effort on five Tag highly cited research articles. The article would help research person to get view on current system and carry new work in same research project.

Keywords—Hadoop, Distributed computing, Recommender system, cloud computing.

I. INTRODUCTION

In current scenario quantity of data in world has been growing in exponential powers of trillions and examining large records set so called B-Data converts a key root of struggle supporting new influences of efficiency development revolution and consumer excess Then that B-Data i.e Big data denotes to records sets whose magnitude is outsideability of existing equipment technique and model to seizure manage and practice data inside a bearable intervened time. Currently B-Data management outlooks out as contest for IT firms. The resolution to such task is ever-changing progressively from in case hardware to provisioning added controllable software resolutions .B-data also fetches new chances and serious trials to business and academe. Comparable to maximum big the big data tendency also poses heavy impacts on service recommender systems. With growing figure of alternative services effectively giving services that consumer preferred has become an important research issue. Service suggestion Systems have been shown as valuable tools to help users deal with services overload and provide appropriate recommendations to them. Specimens of such practical applications include clothes, books, bikes and various other products now use recommender systems Over Last ten years there has been much research done both in industry and academia on developing new approaches for service recommender schemes.

II. INSPIRATION

With advancement in web and web application along with huge consumer going online large data has been produced which consists of reviews and product ratings which are valuable to consumer in selecting new purchase .reviews about a firm help new consumer to decide whether to check firm service and take in facility.

III. LITERATURE WORK

Literature survey has been done on Five Articles which present in need for new directions in Recommendation system. This article presents in tabulated literature work. The Literature work has been done only on IEEE Standard paper.

Author	Title	Abstract	Methodology
Gediminas Alexander	Toward the Next Generation of Recommender Systems: A Survey of the State-of-the-Art and Possible Extensions	Author presents an overview of the field of recommender systems and describes the current generation of recommendation methods that are usually classified into the	Author has summarized following methods and algorithms used in Recommender systems: Content-Based Approach, Rocchio algorithm, Winnow

		<p>following three main categories: content-based, collaborative, and hybrid Recommendation approaches. Author also describes various limitations of current recommendation methods and discusses possible extensions that can improve recommendation capabilities and make recommender systems applicable to an even broader range of applications. These extensions include, among others, an improvement of understanding of users and items, incorporation of the contextual information into the recommendation process, support for multicriteria ratings, and a provision of more flexible and less intrusive types of recommendation</p>	<p>algorithm, genetic algorithms, Collaborative filtering algorithm which are model based and memory based. Model base algorithms: K-means gibbis. Author also gives directional algorithm description.</p>
<p>Greg ,Brent</p>	<p>Amazon.comRecommendations</p>	<p>Recommendation algorithms are best known for their use on e-commerce Web sites, where they use input about a customer’s Interests to generate a list of recommended items. Many applications use only the items that customers purchase and explicitly rate to represent their interests but they can also</p>	<p>Two popular versions of these algorithms are <i>collaborative filtering</i> and <i>cluster models</i></p>

		<p>use other attributes, including items viewed demographic data subject interests and favorite artists.</p>	
<p>Divyakant,Sudipto</p>	<p>Big Data and Cloud Computing: New Wine or just New Bottles?</p>	<p>Cloud computing is an extremely successful paradigm of service oriented computing and has revolutionized the way computing infrastructure is abstracted and used. Three most popular cloud paradigms include: Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as Service (SaaS). However can also be extended to Database as Service and many more. Elasticity, pay-per-use, low upfront investment, low time to market, and transfer of risks are some of the major enabling features that make cloud computing a ubiquitous paradigm for deploying novel applications which were not economically feasible in a has seen a proliferation in the number of applications which leverage various cloud platforms, resulting in a tremendous increase in the scale of data generated as well</p>	<p>Cloud Methodology ensures following :</p> <ul style="list-style-type: none"> [1.] Scalable-Data Management [2.] Systems for Update heavy applications [3.] Large-Multitenant Databases

		as consumed by such applications for scalable DBMS	
Paul	An Open Architecture for Collaborative Filtering of Netnews:Grouplens	Collaborative filters help people make choices based on the opinions of other people. GroupLens is a system for collaborative filtering of netnews, to help people find articles they will like in the huge stream of available articles. News reader clients display predicted scores and make it easy for users to rate articles after they read them. Rating servers, called Better Bit Bureaus, gather and disseminate the ratings. The rating servers predict scores based on the heuristic that people who agreed in the past will probably agree again. Users can protect their privacy by entering ratings under pseudonyms, without reducing the effectiveness of the score prediction. The entire architecture is open: alternative software for news clients and Better Bit Bureaus can be developed independently and can interoperate with the components we have developed.	Collaborative filtering, information filtering, social filtering, Netnews with selective dissemination of information.

<p>Will Hill</p>	<p>Recommending & Evaluating Choices In A Virtual Community Of User</p>	<p>When making a choice in the absence of decisive firsthand knowledge, choosing as other likeminded, similarly situated people have successfully chosen in the past is a good strategy in effect, using other people as filters and guides: filters to strain out potentially bad choices and guides to point out potentially good choices. Current human computer interfaces largely ignore the power of the social strategy. For most choices within an interface, new users are left to fend for themselves and if necessary, to pursue help outside of the interface. We present a general history of use method that automates a social method for informing choice and report on how it fares in the context of a fielded test case: the selection of videos from a large set. The positive results show that communal history of use data can serve as a powerful resource for use in interfaces</p>	<p>Interface Design plays a vital role in making systems better and better Virtual community not virtual reality nor intelligent agents would help in improving systems but HCI or design goals would definitely matter it.</p>
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Survey Conclusion of Article 1

- ❖ Pure collaborative recommender systems do not have some of the shortcomings that content-based systems have. In particular, since collaborative systems use other users' recommendations (ratings), they can deal with any kind of content and recommend any items, even the ones that are dissimilar to those seen in the past. However, collaborative systems have their own limitations. **Need Hybrid Method for Recommendation systems.**
- ❖ Recommender systems made significant progress over the last decade when numerous content-based, collaborative and hybrid methods were proposed and several "industrial strength" systems have been developed. However, despite all of these advances, current generation of recommender systems still requires further improvements to make recommendation methods **more effective in a broader range of applications**

Survey Conclusion of Article 2

- ❖ Recommendation algorithms provide an effective form of targeted marketing by creating a personalized shopping experience for each customer. For large retailers like Amazon.com, a good recommendation algorithm is scalable over very large customer bases and product catalogs, requires only subsecond processing time to generate online recommendations, is able to react immediately to changes in a user's data, and makes compelling recommendations for all users regardless of the number of purchases and ratings. Unlike other algorithms, item-to-item collaborative filtering is able to meet this challenge.

Survey Conclusion of Article 3

- ❖ different scales, effective techniques for dealing with the elasticity of cloud infrastructures, designing scalable, elastic, and autonomic multitenant database systems, and last but not the least, ensuring the security and privacy of the data outsourced to the cloud

Survey Conclusion of article 4

- ❖ GroupLens architecture allows new users to connect and new rating servers to come on line, without global coordination. A new user need only use a modified news client and have a connection to a rating server. The user need not convince the administrator of her netnews server

to modify the news server, run any additional software, or even to carry any additional newsgroups. A new rating server needs only to get access to a news server that carries the ratings newsgroups. **Security to application is not been addressed.**

Survey Conclusion of article 5

- ❖ Support such social filtering with computation has been the topic of this paper. We have demonstrated a virtual community method that allows human computer interfaces to harness the power of a social strategy involving minimal additional work with good utility. We have reported on how it fares in the context of a fielded test case: the selection of videos from a large set. In the case of videos, virtual community recommendations are measurably successful and can be used to recommend or evaluate videos for participants. Virtual communities may also sprout up around other domains such as music, books and catalog products. Targeting both groups and individuals for recommendations and evaluations, it performs well on stringent tests and will continue to improve as the virtual community database grows. When presenting **choices in the interface** and when a virtual community of users exists to inform those choices, there is no reason to leave users without recommended courses of action. The positive result we have reported suggests that others may want to investigate the power that communal **history of use data can bring to interface.**

IV. CONCLUSION

Hybrid Approach is found to be better in Recommendation system yet a novel approach is need along with better algorithms which provide scalability and data work loads cloud is a better solution which provides sharing of information in better way but needs security handling and proper distribution Hadoop framework is a scalable which can give in good output for recommendation systems even the design of Human interface would definitely increase recommendation system handling better from point view of user and a step in better system building.

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