

Scalable Content-Aware Collaborative Filtering for Location Recommendation

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ABSTRACT: Location recommendation assumes a basic role in helping individuals find attractive spots. In spite of the fact that research has considered how to suggest areas with social and geographical information, few of them addressed the cold-start problem of new users. Since portability records are regularly shared on interpersonal organizations, semantic information can be utilized to handle this test. A common place strategy is to feed them into explicit-feedback-based content-aware collaboration filtering, however they require drawing negative examples for better learning execution, as users' negative inclination isn't detectable in human versatility. In any case, prior studies have empirically shown sampling-based methods do not perform well. To this end, we propose an scalable Implicit feedback-based Content-aware Collaborative Filtering (ICCF) structure to consolidate semantic substance and to avoid negative examining. We at that point build up a proficient enhancement calculation, scaling directly with information size and feature size, and quadratically with the component of latent space. We further set up its association with diagram Laplacian regularized network factorization. At long last, we evaluate ICCF with a large-scale LBSN dataset in which users have profiles and textual content. The outcomes demonstrate that ICCF outperforms a few contending baselines, and that client data isn't only successful for improving recommendations but also coping with cold-start scenarios.

KEYWORDS: Location Recommendation, Content based analysis, Avoid cold start problem.

I. INTRODUCTION

Location recommendation has been exploited to help people discover interesting places and speed up users' familiarization with their surroundings. The advent of location-based social networks (LBSNs), such as Foursquare, Jiepan, and Yelp, makes it possible to analyze large-scale human mobility data, creating business opportunities for mobile advertising. With the support of massive data, location recommendation has recently become a popular research topic. Prior research has mainly investigated how to leverage spatial patterns, temporal effects spatio-temporal influence, social influence, text-based analysis, and implicit characteristics of human mobility to recommend locations. However, some of these methods require each user to have sufficient training data while others assume locations have accumulated ample textual information (e.g., tips), making it challenging to use them to tackle the cold-start problem, specifically, and recommending locations for new users. Fortunately, users are often linked to social networks, such as Twitter and Weibo, which probably collect rich semantic content from users. This semantic content is likely to imply user interest, an essential element for capturing users' visiting behavior.

Therefore, they can be exploited to address the cold-start challenge and even improve location recommendation. A typical method is to feed them into traditional explicit-feedback content-aware recommendation frameworks, such as LibFM, SVDFeature, regression-based latent factor model or MatchBox. These frameworks require drawing negative samples from unvisited locations for better learning performance, since a user's negative preference for locations is not observable in human mobility data. However, it has been empirically shown that sampling-based frameworks do not perform as well as an algorithm that treats all unvisited locations as negative yet assigns them a lower preference confidence, since the latter one deals with the sparsity issues better.

With this in mind, we propose a novel scalable Implicit-feedback based Content-aware Collaborative Filtering (ICCF) framework. It steers clear of sampling negative locations, by treating all unvisited locations as negative

and proposing a sparse and rank-one weighting configuration for modeling preference confidence. This sparse and rankone weighting configuration not only assigns vastly varying confidence to visited and unvisited locations, but also subsumes three previously developed different weighting schemes for unvisited locations and naturally introduces a novel mixed weighting scheme. ICCF takes a user-location preference matrix, a user-feature matrix (e.g., gender, age and tweets) and a location-feature matrix (e.g., categories, descriptions and neighborhood) as input, and maps each user, each location and their features onto a joint latent space, such that the dot product between two objects defines a preference score. For example, the dot product between a user's latent factor and a category's (e.g., restaurant) latent factor indicates a preference score of the user for the category. Thanks to the availability of user/location features, ICCF not only improves location recommendation, but also addresses the cold-start problems of both new users and new locations.

To achieve the mapping procedure, we develop a novel variable substitution technique to split the learning of ICCF into two weighted least square problems with respect to user/location latent factors, and two (sparse) multiple dependent-variable regression problems with respect to feature latent factor matrices. To learn user/location latent factors in weighted least square problems, we propose coordinate descent for optimization, which scales linearly with data size and feature size, and quadratically with the dimension of latent space. Without any adjustment to the algorithm, we can easily determine whether to include user/location bias or not by augmenting user/location latent matrix with either an all-one vector or an all-zero vector. The incorporation of user/location bias can further help to deal with the sparsity issues, according to empirical studies. To learn feature latent matrices in multiple dependent variable regression problems, we extend conjugate gradient descent to matrix variable cases, which scales linearly with feature size, i.e., the number of non-zero entries in the user/location feature matrices.

Through analysis of ICCF, we establish its close relationship with graph Laplacian regularized matrix factorization, and offer a good explanation of the proposed algorithm, such that user (location) features refine the similarity between users (locations) on implicit feedback. Therefore, ICCF not only becomes an alternative solution for similarity constrained matrix factorization algorithms, but also can be incorporated with domain-specific knowledge, such as document similarity between user tweets (e.g., vector space model), and age proximity between users. We then apply ICCF for location recommendation based on human mobility data of over 18M visit records of 265K users obtained from a location-based social network. In this dataset, locations have two levels of categories and geographical information, while users have profile information (e.g., gender and age) and rich semantic content (e.g., tweets and tags) crawled from a social network. Based on the evaluation results of 5-fold cross validation on mobility data, corresponding to the warm-start case, we observe that ICCF is superior to five competing baselines.

This implies the effectiveness of information incorporation and parameter learning as well as sparse and rank-one weighting configurations. In addition, based on this evaluation, we find that user profiles and semantic content can make significant improvements over the counterpart without taking them into account. In addition to the warm-start evaluation, we also perform a cold-start evaluation with a user-based 5-fold cross validation by splitting users into five non-overlapping groups. The results indicate that both user profiles and semantic content are useful for tackling the cold-start problem in location recommendation based on human mobility data, and that user profiles are more effective than semantic content.

II. LITERATURE SURVEY

1. Content-aware collaborative filtering for location recommendation based on human mobility data

Location recommendation plays a basic job in helping individuals discover places they are probably going to appreciate. In spite of the fact that some ongoing exploration has contemplated how to suggest areas with the nearness of interpersonal organization and land data, few of them tended to the chilly begin issue, explicitly, prescribing areas for new clients.

Issues:

Since the visits to areas are frequently shared on informal communities, rich semantics (e.g., tweets) that uncover an individual's advantages can be utilized to handle this test. As a client's negative inclinations are not unequivocally recognizable in most human portability information, these techniques need draw negative examples for better learning execution. Nonetheless, earlier investigations have observationally demonstrated

that testing based strategies don't execute just as a technique that considers all unvisited areas as negative yet doles out them a lower certainty.

Arrangement:

we propose an Implicit-input based Content-mindful Collaborative Filtering (ICCF) system to fuse semantic substance and avoid negative testing. For productive parameter learning, we build up an adaptable enhancement calculation, scaling straightly with the information estimate and the element measure. Besides, we offer a decent clarification to ICCF, with the end goal that the semantic substance is really used to refine client comparability dependent on versatility.

2. Collaborative filtering meets mobile recommendation: A user-centered approach

With the expanding notoriety of area following administrations, for example, GPS, an ever increasing number of portable information are being amassed. In light of such information, a conceivably helpful administration is to make convenient and focused on proposals for clients on spots where they may be intrigued to go and exercises that they are probably going to direct. For instance, a client landing in Beijing may ponder where to visit and what she can do around the Forbidden City.

Issue:

A key test for such proposal issues is that the information we have on every individual client may be constrained, while to make helpful and exact suggestions, we need broad explained area and movement data from client follow information.

Arrangement:

In this paper, we present another methodology, known as client focused community oriented area and movement sifting (UCLAF), to pull numerous clients' information together and apply communitarian separating to discover similarly invested clients and like-designed exercises at various areas. We display the client area action relations with a tensor portrayal, and propose a regularized tensor and network disintegration arrangement which can all the more likely location the scanty information issue in versatile data recovery.

3. Exploiting geographical influence for collaborative point-of-interest recommendation

In this paper, we plan to give a point-of-interests (POI) proposal administration for the quick developing area based interpersonal organizations (LBSNs), e.g., Foursquare and so on. Our thought is to investigate client inclination, social impact and geological impact for POI suggestions. Notwithstanding determining client inclination dependent on client based community oriented separating and investigating social impact from companions, we put an uncommon accentuation on topographical impact because of the spatial bunching wonder showed in client registration exercises of LBSNs. We contend that the land impact among POIs assumes a critical job in client registration practices and model it by power law conveyance.

Issue:

The issue of supporting POI suggestion in area based long range interpersonal communication frameworks (LBSNs), where POIs are extraordinarily unique in relation to other prescribed things in traditional recommender frameworks as a result of the way that "physical" collaborations are required among clients and POIs.

Arrangement:

In like manner, we build up a cooperative suggestion calculation dependent on topographical impact dependent on guileless Bayesian. Moreover, we propose a brought together POI suggestion structure, which wires client inclination to a POI with social impact and topographical impact.

4. Modeling user mobility for location promotion in location-based social networks

With the blast of PDAs and informal community administrations, area based interpersonal organizations (LBSNs) are progressively observed as apparatuses for organizations (e.g., eateries, inns) to advance their items and administrations. In this paper, we research the key systems that can enable organizations to advance their areas by publicizing admirably through the hidden LBSNs. So as to augment the advantage of area advancement, we formalize it as an impact augmentation issue in a LBSN, i.e., given an objective area and a LBSN, which a lot of k clients (called seeds) ought to be publicized at first to such an extent that they can effectively spread and draw in most different clients to visit the objective area.

Issue:

Existing investigations have proposed diverse approaches to figure the data spread likelihood, that is the manner by which likely a client may impact another, in the settings of static informal community. Notwithstanding, it is additionally testing to determine the proliferation likelihood in a LBSN since it is vigorously influenced by the objective area and the client portability, the two of which are dynamic and question subordinate.

Arrangement:

This paper proposes two client versatility models, to be specific Gaussian-based and separate based portability models, to catch the registration conduct of individual LBSN client, in view of which area mindful proliferation probabilities can be inferred individually. Broad examinations dependent on two genuine LBSN datasets have shown the prevalent viability of our proposition than existing static models of engendering probabilities to really mirror the data spread in LBSNs.

5. Collaborative Filtering for Implicit Feedback Datasets

As web based business is developing in prominence, a vital test is helping clients sort through a huge assortment of offered items to effortlessly locate the ones they will appreciate the most. One of the apparatuses that address this test is recommender frameworks, which are drawing in a ton of consideration. These frameworks furnish clients with customized suggestions for items or administrations, which ideally suit their remarkable taste and needs.

Issue:

While by and large being more precise than substance based procedures, CF experiences the virus begin issue, because of its powerlessness to deliver items new to the framework, for which content based methodologies would be satisfactory.

Arrangement:

Recommender frameworks depend on various kinds of information. Most advantageous is the high caliber unequivocal criticism, which incorporates express contribution by clients with respect to their enthusiasm for items. These frameworks latently track distinctive sorts of client conduct, for example, buy history, watching propensities and perusing movement, so as to demonstrate client preferences. We propose regarding the information as sign of positive and negative inclination related with tremendously changing certainty levels. This prompts a factor demonstrate which is particularly custom fitted for certain criticism recommenders.

III. PROPOSED SYSTEM

Recommending result according to user query is a difficult task. Recommendation process takes place through feedback, review of user in different format like rating, like or dislike and commands. Analyzing user reviews is one of effective methods to generate efficient recommendation to new user. Therefore it includes content based analysis which attains maximum accuracy in result. Hence in our proposed user reviews are taken into consideration and loaded into database for further processing. Initially preprocessing is implemented to avoid unwanted noises and undergone for next meaning analysis. Include in our database if processed command is positive and suggest it for further recommendation process for new user. In our proposed work content based location recommendation is implemented through NLP to attain maximum accuracy in results. This semantic content is likely to imply user interest, an essential element for capturing users' visiting behavior.

ADVANTAGES:

- Efficient location recommendation
- Avoid cold start problem
- Content based analysis
- Accuracy is high

IV. OUTPUT DESIGN

A quality yield is one, which meets the necessities of the end client and presents the data unmistakably. In any framework after effects of preparing are imparted to the clients and to other framework through yields. In yield

plan it is resolved how the data is to be uprooted for quick need and furthermore the printed copy yield. It is the most essential and direct source data to the client. Productive and astute yield configuration improves the framework's relationship to help client basic leadership.

1. Planning PC yield ought to continue in a sorted out, well thoroughly considered way; the correct yield must be created while guaranteeing that each yield component is structured with the goal that individuals will discover the framework can utilize effectively and successfully. At the point when investigation plan PC yield, they ought to Identify the particular yield that is expected to meet the prerequisites.
2. Select techniques for displaying data.
3. Make archive, report, or different organizations that contain data delivered by the framework. The yield type of a data framework ought to achieve at least one of the accompanying destinations. Convey information about past activities, current status or projections of the Future.

V.CONCLUSION

In this paper, we propose an Machine Learning based framework for content-aware collaborative filtering from user feedback commands. Our experiment results indicate that NLP is superior to five competing baselines, including two state-of-the-art location recommendation algorithms and ranking-based factorization machine. By comparing different weighting schemes for negative preference of unvisited locations, we observe that the user-oriented scheme is superior to the item-oriented scheme, and that the sparse and rank-one configuration significantly improves recommendation performance. Finally, we empirically study the issues of efficiency and convergence of the proposed algorithm, and observe that coordinate descent is more slowly convergent than alternating least square, but the differences of their recommendation performances and the differences of their objective values are subtle after dozens of iterations, implying coordinate descent.

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