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Point-of-Interest Recommender Systems for Location-Based Social Network Services

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Abstract : Location Based Social Network services (LBSNs) is a new term that combines location based service and social network service (SNS). Unlike traditional SNS, LBSNs emphasizes empirical elements in the user's actual physical location. Point-of-Interest (POI) is the most important factor to implement LBSNs recommendation system. POI information is the most popular spot in the area. In this study, we would like to recommend POI to users in a specific area through recommendation system using collaborative filtering. The process is as follows: first, we will use different data sets based on Seoul and New York to find interesting results on human behavior. Secondly, based on the location-based activity information obtained from the personalized LBSNs, we have devised a new rating that defines the user's preference for the area. Finally, we have developed an automated rating algorithm from massive raw data using distributed systems to reduce advertising costs of LBSNs.

Keywords : location-based social network services, point-of-interest, recommender systems, business analytics
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