**VISHWAKARMA INSTITUTE OF INFORMATION TECHNOLOGY, PUNE**

**COMPUTER ENGINEERING DEPARTMENT**

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**Synopsis**

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**Title :** Content Curation Engine

**Objective :** To develop a tool which will help users to get relevant content efficiently.

**Abstract :**

Videos are one of the main components of Web 2.0. Videos are depiction of information in a graphical format. YouTube is one of the main platforms on which videos are viewed on Web 2.0. People share their experiences, knowledge and views with the help of such sites. However, it is not easy to fetch valuable information from the various videos in available time, which normally is very short. In this project we are proposing, a new approach of ranking the videos on YouTube based on various social factors like user interest, views, likes/dislikes, comments is introduced. This new method of content curation will improve the knowledge experience of the user.

**Briefs about Contents:**

1. **Introduction :**

Content curation is basically a process of applying analytical techniques ,processes and algorithms on the content to provide results which will be more appealing or more useful for the user. With the process of content curation ,user will be able to get the most relevant content which he expects to get when he makes any search query. It can be simplified by an analogy of patient and a doctor. Doctor curates the patient by examining him and prescribing him medicine .In the same way, Content Curation Engine provides the content/data more relevant to the search query made by user.

1. **Technical Details :**

Since this topic is itself a new concept hence not much related work has made until now. In accordance with the video part ,video needs to be fetched from the YouTube which is our primary dataset. So basically in our case obtaining a dataset is not a big issue since we are using publicly available dataset which is basically the videos which are available on YouTube. Next important issue comes into the picture is whether it is possible to fetch the YouTube videos into our native application as it could lead to copyright violations. We have checked it out. With the help of YouTube API Version 3,it is possible to fetch required videos from YouTube into your native application either Web or Android.

Once the video gets loaded into our native application, next important thing is to check whether it is possible to get the details of various parameters of a YouTube video such as number of subscribers of a channel which has broadcasted that video, number of views for that video, likes and dislikes of a video, comments for the video. With the help of different YouTube core metrics, it is possible to get the details of all these above mentioned parameters. Once all these parameters are obtained, it is necessary to normalized theses parameters as all these parameters are in different forms such as text, numbers.

1. **Working :**

As whether the end product will be in the form of a Web Portal or and Android/iOS application is not decided yet, still the flow of the product will be the same in any case. First activity will be a Login/Signup screen. There will be two Login options, one will be for the admin and the second one will be for the student. New students will register themselves through Signup option else can directly Login.

After the user has Logged in, next will be the a screen having a search bar at the top. User can search a query in the search box which will result into a set of videos which have been ranked in accordance with our algorithm. These search results will be based on various parameters which have been already mentioned in the Technical Details section. Based on these parameters user will get the results of a list of videos which will be most relevant to his search query. The use of Admin Login will be to monitor and analyse the overall statistical activity of the users.

1. **Applications:**

As we already mentioned before, this topic has an extremely high scope. This can be extremely beneficial to students those are preparing for competitive examinations such as CAT,UPSC,MPSC,JEE,NEET etc. As today in this vast ocean of information, it has became extremely difficult to get the right knowledge in minimum efforts. We are trying to achieve this challenge. We are preparing this project for videos but one can explore this topic to almost every open source knowledge in the form of blogs, articles, newspaper content and so on. So, definitely it has a wide range of applications.

**References/Bibliography:**

[1] Harsh Khatter Brij Mohan Kalra ”A New Approach to Blog Informa- tion Searching and Curating”.

[2] Sergiu Chelaru, Claudia Orellana-Rodriguez, and Ismail Sengor Altin- govde ”Can Social Features Help Learning to Rank YouTube Videos? ”Conference Paper November 2012.