

CS6109 - Compiler Design

Project Documentation

Predicting and Classifying Interests of Users Based on Direct Interactions

Team - 3

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Introduction:

The basis of our project is to provide a textual analysis of the interactions between multiple users, and predict their interests, as well as categorize them.

This is an important function of recommendation systems, that is, to offer a personalized experience for each user, by understanding their preferences.

Direct interactions between users will be subject to lexical, syntax and semantic analysis, from which we will obtain their preferences to items, as well as actions and hobbies.

List of Modules:

We will employ the standard principles of compiler design, up to intermediate code generation. Lexical, syntax and semantic analysis will be used in the following order to analyse the input text:

- 1. Identify tokens (cricket, leather bag, smart phone) and verbs in the continuous sense (e.g. eating, playing) and such, using lexical analysis.
- 2. Obtain the sentiment of the users to find out whether they like the item or not, and show the dependency trees for each dialogue.
- 3. Getting a long, unorganized list of possible recommendations based on the users' interests, without sentiment considerations.
- 4. Recommending the products to the users with respect to sentiment, and recommending alternatives based on the interests of friends to users with negative sentiments.

The result will be an organized collection of information obtained from the interaction, showing the preferences and their respective categories.

Literature Survey:

No	Publication	Author, Year	Methodology	Advantages	Limitations
1.	Short systematic review on e-learning recommender systems	W.M.Chugtai, A.B.Selama, Imran Ghani (2013)	Content-Based Filtering, Hybrid-Based Filtering, Knowledge-Based Filtering	Useful insight on the cold- start issue in e-learning recommender systems.	Limited to four types of filtering approaches.
2.	A systematic review of scholar context- aware recommender systems	Z.D.Champiri, S.R.Shahamirib, S.S.B.Salima (2015)	Kitchenham Systematic Review Methodology	Categorises recommendations into user's context, document context and env. context.	Requires tracking and analyzing previous students' interactions.
3.	Recommender Systems: Review	Akshita.J, Smita.A (2013)	Content-Based Filtering	Discusses various techniques.	Requires combination with hybrid recommenders.
4.	A literature review and classifications of recommender systems research	D.H.Park, H.K.Kim, I.Y.Choi, J.K.Kim (2012)	Data Mining Techniques (K- Means, Link Analysis, etc.)	Provides insight about future trends in the field of recommender systems.	Limited to eight types of data mining techniques.
5.	The use of machine learning algorithms in recommender systems	Ivens Portugal, Paulo Alencar, Donald Cowan (2015)	Bayesian and Decision Tree Algorithms	Identifies research opportunities for software engineering research.	Nowadays, DL algorithms surpass ML algorithms in speed and power.

Problem Statement:

We can understand that we now have pre-trained deep learning models to work with, over machine learning models.

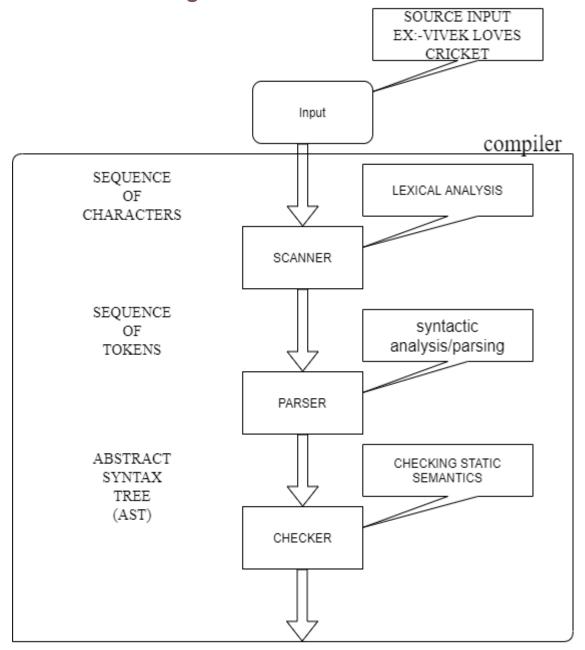
We will try to separate the tokens and tag them, whilst filtering out useless words.

The sentiment of the user's statement also needs to be considered while recommending.

To obtain the raw recommendations, we need to check for correlations between the tokens and the product names.

Organizing the recommendations and allocating them to each user will give us our final set of recommendations.

Architecture Diagram:



TARGET OUTPUT (FINAL RECOMMENDATION)

Pseudocode:

Module - I:

```
For each dialogue in conversation:
     Split dialogue in tokens and store them
     doc = nlp(dialogue)
     For each token in token_list:
           if tag == 'NOUN', add to noun_list
           else if tag == 'VERB' add to verb_list
     End for loop...
     #Using Spacy's functions, we can identify entities.
     For entity in doc.ents:
           Append entity to users
           Append entity_lab to user_types
     End for loop...
End for loop....
#Remove any leftover stop words in the nouns list
nouns = [word for word in nouns if not word in stopwords.words()]
Store all tokens in a data frame, and return the data frame
```

Module - II:

```
#Obtain sentiments using the NLTK Vader Sentiment Analyzer
Create a data frame to store sentiment values
sid = SentimentIntensityAnalyzer()
For each dialogue in conversation:
     Calculate polarity scores for each dialogue
     Append values to sentiments data frame corresponding
     to each sentiment
     Return the sentiment values data frame
End for loop....
#Displaying the dependency trees....
For each dialogue in conversation:
     #Use loaded dictionary of English words from Spacy library
     nlp = spacy.load('en_core_web_md')
     doc = nlp(dialogue)
     #Displacy is a visualization library for NLP
     displacy.render(doc, style = 'dep')
End for loop...
```

Module - III:

```
For each noun in noun_list:
     For each item in complete_list:
     If lower(noun) is present in lower(item name):
     Append item name to temp_list
     End for loop...
     Append temp_list to init_rec
End for loop...
Return the list init rec
Module - IV:
For index in the range of length of init_rec:
     If sentiment for user[index] is positive:
     Append random items to final_rec[index]
     If sentiment for user[index] is negative:
           Choose random items from other user interests
           Append those to final_rec[index]
     #We have chosen to recommend 5 items per user
     If sentiment for user[index] is neutral:
           Append random items to final_rec[index]
End for loop...
Return the list of lists final rec
```

List of Modules (in detail):

Module - 1:

The main focus of lexical analysis is to obtain tokens from the given text input.

We need to differentiate between entities (users, organizations, religion, etc.) and interests (garments, tech, etc.).

The technique we are going to employ is called POS tagging. (POS -> Part of Speech)

POS tagging algorithms allocate tags to each token, such as "NOUN", "VERB", "ADJ", etc., based on the similarity to their respective tagged categories.

We will be using the Spacy library, which contains pre-trained NLP models and a huge dictionary of words.

The input is parsed sentence by sentence, from which nouns, verbs, users, and user types are obtained. The respective information is summarized in a pandas data frame.

Keep in mind the input is made to understand short conversations - especially one-liners. Basically, we separate the text blob by the '\n', or newline symbol. This is done by using the splitlines() function.

If any respective dialogue consists of two lines, the parser will be confused and allocate an extra user to the extra line.

This is done with consideration to social messaging applications, as users frequently communicate with short dialogues.

Module - II:

The main point of understanding the syntax of the sentence is to check the order by which tokens are parsed.

For example, seeing a "not" before a verb, say "enjoying", can imply a negative sentiment.

Sentiment analysis is an important tool in recommendation - it helps recommend products to those who want it.

People who express negative sentiment towards a product will not recieve recommendations on it.

Instead, they will get recommendations based on what their friends like.

The NTLK Vader Sentiment Analyzer is an excellent tool for quickly analyzing the sentiment of a sentence.

We will obtain the polarity scores in each sentiment category, i.e "Positive", "Negative", "Neutral", and "Compound", for each user.

The Spacy library consists of one more feature - the ability to show dependency trees.

Dependency trees are useful in understanding the parsing process, in pursuit of finding the sentiments.

The arrows infer dependencies between words. If an arrow points from 'a' to 'b', then it can be understood that 'a' depends on 'b'.

This is useful in seeing how the tokens are tagged, and how the sentence is syntactically analyzed.

Module - III:

We will check the list of nouns from our summary of tokens to see what the interests of the users are.

If the particular noun is present in any product name, we will store that product name in a new list.

This new list is considered as our initial set of recommendations.

Now, our initial recommendations are quite a large number.

We will pick five products at random, to recommend to each user.

Of course, we do not want to get the same products again in our random selection.

This is easily achieved by using random.sample(list, k), where k is the number of items selected. This function also ensures that there is no repetition in the selection of items.

Module - IV:

This is the final recommendation.

You can see the user's names followed by a list of recommendations based on their interests.

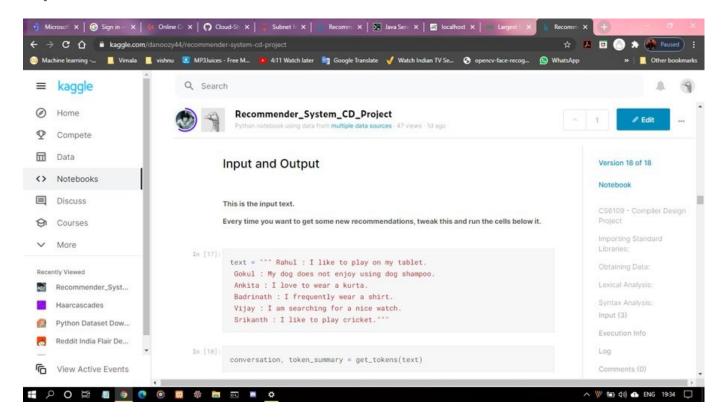
Keep in mind that for the most part the recommendations are accurate, but you may chance upon some outliers, due to the random nature of product selection.

As stated before, the sentiment of the user is considered as a factor in the recommendation process. The compounded polarity score is considered here.

If a user's sentiment is negative, then we pick a random recommendation based on the interests of that user's friends.

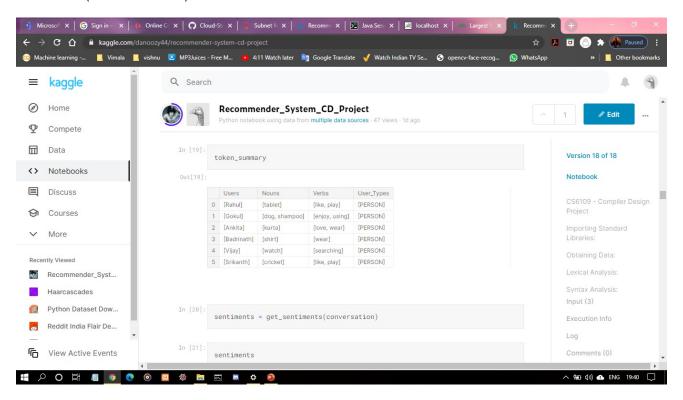
Otherwise, if it is positive or neutral, we can directly recommend based on their individual interest.

Input:

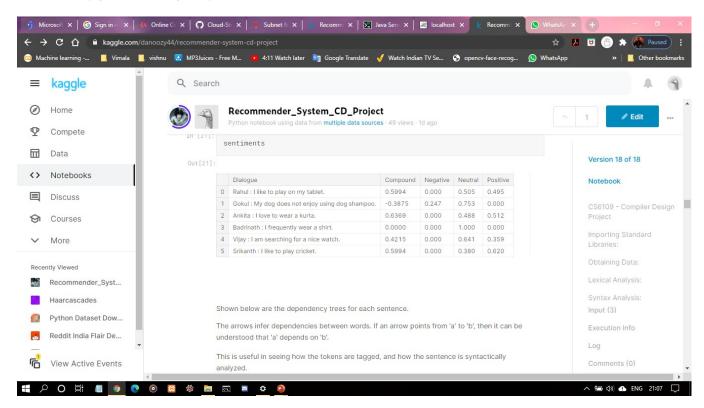


Output:

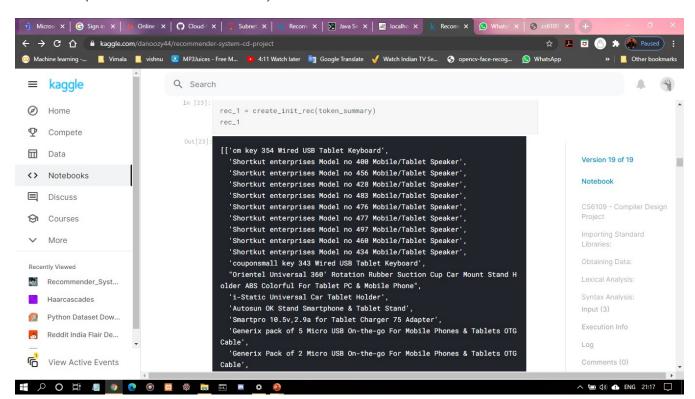
Module 1(tokenization):

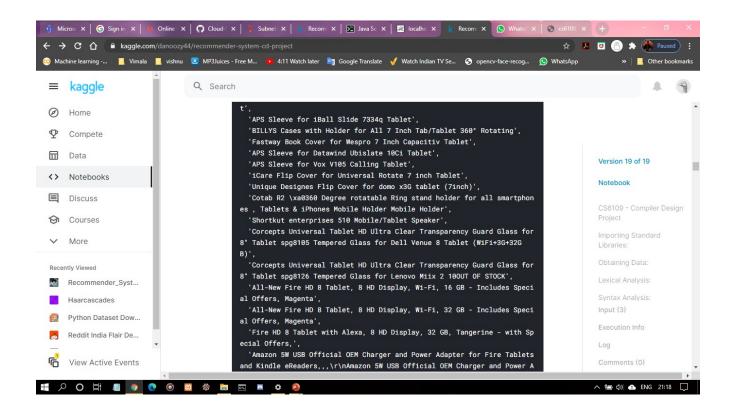


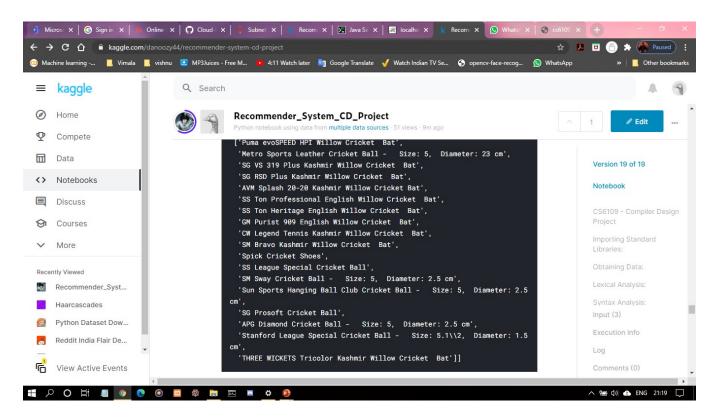
Module 2(Syntax analyser):



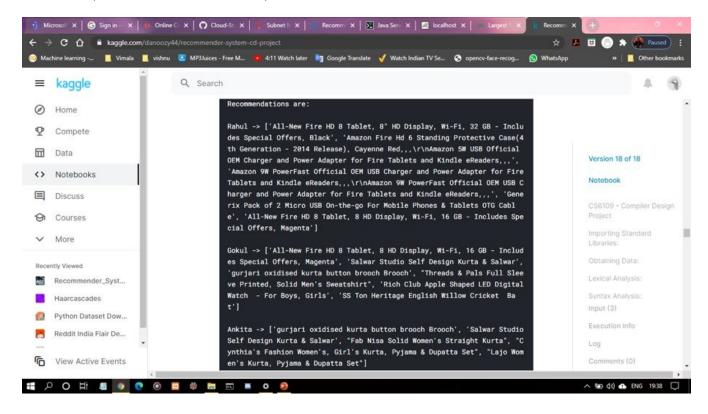
Module 3(Initial Recommendation):

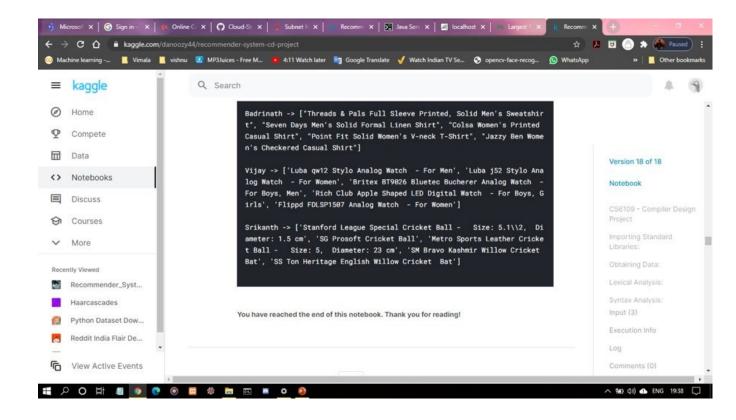






Module 4(Final recommendation):





Results Discussion:

Since we've checked for subsequences of the occurring string, the nouns, inside product names, of course we cannot guarantee an accuracy of 100%.

Regardless, the recommendation system seems to works fairly well - it recommends what the users want based on their interests.

For users with negative sentiment - it doesn't recommend the products associated with the user. Rather, it recommends products associated with the user's friends.

We also ensure any product recommendation is not repeated for the same user.

The end result is fairly straight-forward. It works for most cases, with some exceptions, a rare case.

		Module I	Module II	Module III	Module IV
S.No	Input	(Tokenization)	(Compound Sentiment)	(Initial Rec.)	(Output)
	Rahul : I like to play on my tablet. Ankita : I love to wear a	[Rahul][tablet][like, play] [PERSON] [Ankita][kurta][love, wear]	0.5994	garment products including tablets and	Fire Tablet with Alexa, Fab Nisa Solid Women's Straight Kurta
	kurta.	[PERSON]	0.6369	kurtas	
	John: Do you like this shirt?	[John][shirt][like][PERSON]	0.333	Long list of garment products, primarily shirts.	JadeBlue Men's Self Design Formal Linen Shirt, Palm Tree Printed Boy's Round Neck T-
1	Adam : Yes, I like this shirt very much.	[Adam][shirt][like][PERSON]	0.510		Shirt
3.	John: Is this laptop good? Adam: No, it is not a good laptop.	[John][laptop][][PERSON]	0.4404	Long list of laptop batteries, tech products and laptops.	HP Pavilion G71 6 Cell Laptop Battery, and dummy recommendations, as Adam has a negative sentiment.
		[Adam][laptop][][PERSON]	-0.5583		
	John : Hello. Adam : Hey.	[John][][][PERSON] [Adam][][][PERSON]	0.0		No recommendations, as it is a neutral conversation.
1	Vivek : I like to play cricket.	[Vivek][cricket][like, play] [PERSON]	0.5994	Long list of cricket balls, bats, stumps, gloves, helmets and	SM Bravo Kashmir Willow Cricket Bat, Spick Cricket Shoes, APG Diamond Cricket
	cricket.	[Srikanth][cricket][like, play] [PERSON]	0.5994	apparel.	Ball - Size: 5, Diameter: 2.5 cm
		[PERSON]	0.0		Saviour HPSAV FR SS1 RE Freedom With Ratchet Red Construction Helmet, Autoplus
	Brutus : It's a very good helmet, sire.	[Brutus][helmet, sire][] [PERSON	0.4927		AH6 Helmet Lock
7.	Donatello : We should get a new microwave.	[Donatello][microwave][should] [PERSON]	0.00	Long list of mixed products, including kitchenware and	No recommendation, as the algorithm has extracted negative sentiments from two
	D'Artagnan : No need! The heat of our laptop is more than enough.	[D'Artagnan][need, heat, laptop] [][PERSON]	-0.3595		statements.
	_	[Plumius][fire, trick][think, will] [PERSON]	-0.3818		

8.	Shelly: I'm going to buy a new watch. Chrissy: I'll provide you company!	[Shelly][watch][going, buy] [PERSON] [Chrissy][company]['ll, provide] [PERSON]		Long list of apparel, including hand-wear and watches.	Realme Classic Watch(Black Strap, Regular), Casio G- Shock World time Analog- Digital Multi-Colour Dial Men's Watch
9.	Andy: This towel has become rough. Travis: Has it? Use the shirt on the drying rack instead. It's better.	[Andy][towel][become] [PERSON] [Travis][shirt, drying, rack][Use] [PERSON]		Long list of garments, mostly shirts and towels.	Amber Cotton Bath Towel, JBG Home Store Cotton Face Towel, Huetrap Graphic Print Men's Round Neck T-Shirt
10.	Lin-Yang: What a smooth car! You are very lucky. Leopold: Yes, it cost me a lot. Nice colour, isn't it?	[Leopold][lot, colour][cost]	0.5244 0.6705	Long list of automobile-based apparel, and miscellaneous products.	Allure Auto CM 1599 Car Mat Honda Mobilio, Packy Poda Car Mat Nissan Terrano, Allure Auto CM 1159 Car Mat Ford Fiesta

Conclusion:

The information obtained from direct interactions can be a valuable tool, as we can create recommendation systems on the basis of user-user interactions, such as comments on a forum, rather than user-site interactions.

Previous systems understand and provide recommendations based on similarities between users, which might lead to a bias evaluation for user preferences. This provides a solution for this issue by integrating direct interactions into recommendation systems.

However, there is still much left to improve, and a full accuracy of such systems is never guaranteed, but this approach will definitely up the bar in extending further recommendation systems.

References:

- 1. C.Li, F.Xiong, "Social Recommendations with Multiple Influence from Direct User Interactions", Aug. 2017.
- 2. C. Pan, W. Li, Research paper recommendation with topic analysis in Computer Design and Applications IEEE, 4 (2010), pp. V4-264
- 3. J.A. Konstan, J. Riedl, Recommender Systems: From Algorithms to User Experience, User Model User-Adapt Interact, 22 (2012), pp. 101-123