**CSP323 CS RESEARCH METHODS**

1ST SEMESTER, ACADEMIC YEAR 2024 – 2025

**PROJECT TEAM COMPOSITION AND TITLE PROPOSAL**

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| **TEAM NAME** | Debugger Crew |

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| **NO.** | **TEAM MEMBER**  (LN, FN Mi) | **ROLE** (Leader/Member) | **EMAIL ADDRESS** |
| **1** | Belen, Kent Harold D. | Leader | 202211399@gordoncollege.edu.ph |
| **2** | Molino, Dominic L. | Member | 202210298@gordoncollege.edu.ph |
| **3** | Gallano, Adrian Cris | Member | 202211194@gordoncollege.edu.ph |

***Note:*** *List the full name of the Team Leader in item 1.*

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| **Proposed Project Title**  (Proposed title must be elaborated and concise) | **Evaluating the impact of Collaborative Filtering algorithm Recommendation System in a Digital Event-Driven Society** |
| **Background of the Study**  (Background of the study must include the rationale of the study. At least one (1) paragraph with 250 words. Including citations is encourage) | **Introduction to the Topic**  In the past years, there has been a significant change toward digital event-driven societies, where utilizing virtual events as a means of social interactions. these events include webinars, online conferences, virtual concerts, virtual meetings, and other digital gatherings that have become an essential part of how people connect and engage in the digital age.  The increased of these events has led to the need for efficient tools that can help users navigate the vast options available to them.    **Recommendation System**  A recommendation system is an algorithmic approach designed to suggest relevant content to users based on their preferences, behaviors, and interactions. These systems are widely used across various industries to help users discover new products, services, or content tailored to their tastes. Utilizing this system can reduce the time needed to manually search through the internet the data or events the user needs. thus, enhancing their overall experience.    In the past years recommendation system has evolve from simply filtering a set of data to a complex machine learning-based models that can predict user preferences with high accuracy.  Early systems relied on basic algorithms like collaborative filtering, which recommended items based on the preferences of similar users.  Over time, advancements in machine learning have enabled the development of more sophisticated systems that can analyze large datasets, learn from user behavior, and provide personalized recommendations in real-time.  **Collaborative filtering Recommendation Systems**  In Collaborative Filtering, we tend to find similar users and recommend what similar users like. In this type of recommendation system, we don’t use the features of the item to recommend it, rather we classify the users into clusters of similar types and recommend each user according to the preference of its cluster.  There are basically four types of algorithms o say techniques to build Collaborative filtering recommender systems:   * Memory-Based * Model-Based * Hybrid * Deep Learning   As we know there are two types of recommender systems the content-based recommender systems have limited use cases and have higher time complexity. Also, this algorithm is based on some limited content but that is not the case in Collaborative Filtering based algorithms. One of the main advantages that these recommender systems have is that they are highly efficient in providing personalized content but also able to adapt to changing user preferences.    **References**  [**(PDF) Artificial intelligence in recommender systems**](https://www.researchgate.net/publication/346501646_Artificial_intelligence_in_recommender_systems)  [**(researchgate.net)**](https://www.researchgate.net/publication/346501646_Artificial_intelligence_in_recommender_systems)    **(PDF) A case study for intelligent event****recommendation (researchgate.net**[**)**](https://www.researchgate.net/publication/324929442_A_case_study_for_intelligent_event_recommendation)    **https://www.nvidia.com/enus/glossary/recommendation-**  **system/#:~:text=A%20recommendation%20system%2 0(or%20recommender,exponentially%20growing%20n umber%20of%20options.**    [Recommendation System Algorithms - DataScienceCentral.com](https://www.datasciencecentral.com/recommendation-system-algorithms/) |
| **Objectives of the Study**  (State all the objectives of the study in a bulleted list format) | **Primary Objective:**   * Examine the effectiveness of machine-learning based recommendation systems in improving user engagement within digital event-driven societies. * Focus on how these systems facilitate increased user participation and user satisfaction through personalized event recommendations.   **Other Objectives:**   * Compare the effectiveness of different machine learning approaches used in recommendation systems. * Analyze the impact of the provided recommendations on user behavior. * Identify challenges and limitations associated with implementing machine-learning-based recommendation systems in digital event platforms. |

***Note:*** *Prepare one (1) accomplished form for each of the three (3) proposed project proposal*

*to be submitted for recommending approval by the Panel Members.*

Recommending Approval:

**MS. DENISE LOU B. PUNZALAN**

Coordinator, CCS Research Development

**MR. LOUDEL M. MANALOTO**

Program Coordinator, BSCS

**MR. RONNIE D. LUY**

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