# Thesis Proposal Ioannis Konstantakopoulos

Topic 32 : ZDF (German public broadcaster (ZDF)

Taste communities are very important to understand and identify, using some clustering techniques and some features the users can be added in some different categories based on their preferences. If the clustering has been done in titles, then some communities have been created and users are added there. Making it easier to explore what content these communities are watching and coming to a conclusion for the research question if the content of ZDF is sufficient or more content needed. The same has been done in Netflix but the main difference is that the users there are subscribers, although in ZDF the dataset contains mostly non-logged users.

**Research question**:

Understanding the ZDF: An exploration of the recent content and users while creating taste communities and providing new content suggestions.

**Hypothesis**:

H0: The content is sufficient and adding new will not add more value.

H1: The content will not be sufficient and adding new will add more value.

**Technical part**:

Two methods will be used 1) Unsupervised which means there will be no prior labels for the clusters and the algorithms will create the topics with some similarities of personal reference. Like LDA which will extract some topics (we choose the number) of the whole corpus and extract the labels-topics of the clusters. Another method can be Kmeans which is again a clustering method of vector quantization that creates k clusters of n observations. 2) Supervised methods like logistic regression which is a probability of each user and measure the likelihood on belonging on a community.

**Method:**

First, I will select the features that I find most important in the dataset, tokenizing and lemmatizing them to create a clear corpus with the most important and most common words. Continue topic modeling will be assessed to the corpus and some communities will be built up. I will use these topics(clusters) to find what category of content they prefer, then measure how much this category has been assessed in the existing content of ZDF providing. If it is not enough, I will propose for more content on that category. For instance, if all my clusters watching sport news and ZDF provides only 20% of sport news then it would be better to raise this amount (as they asked in their question 3 in the project description). This will help ZDF to understand their users and upgrade the quality of the content they provide.

**Risks:**

The biggest risk for my research question is firstly that the dataset is not known yet, so my strategy might need some changes.

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