**SYSTEM ANALYSIS**

**EXISTING SYSTEM:**

* The most related research topics to this paper are event/topic detection from Web. There have been quite a few works that examine related directions. The most typical data sources for event/topic mining are news articles and weblogs. Various statistical methods have been proposed to group documents sharing the same stories. Temporal analysis has also been involved to recover the development trend of an event.
* The representative work for event/topic detection is the DARPA-sponsored research program called TDT (topic detection and tracking), which focus on discovering events from streams of news documents. With the development of Web 2.0, weblogs have become another data source for event detection. Some of these research efforts develop new statistical methods and some others focused on recovering the temporal structure of events.

**DISADVANTAGES OF EXISTING SYSTEM:**

* First, the coverage of human center domains is small. Typically, one website only focuses on celebrities in one or two domains (most of them are entertainment and sports), and to the best of our knowledge, there are no general services yet for tracing celebrities over various domains.
* Second, these existing services are not scalable. Even for specific domains, only a few top stars are covered1, as the editing effort to cover more celebrities is not financially viable.
* Third, reported event news may be biased by editors’ interests.
* Discovering events from a search log is not a trivial task.
* Existing work on log event mining mostly focus on merging similar queries into groups, and investigating whether these groups are related to semantic events like “Japan Earthquake” or “American Idol”. Basically, their goals are to distinguish salient topics from noisy queries. Directly applying their approaches will fail as the discovered topics are more likely related to vast and common topics, which may be familiar to most users.

**PROPOSED SYSTEM:**

* In this paper, we aim to build a scalable and unbiased solution to automatically detect social events especially related to celebrities along a timeline. This could be an attractive supplement to enrich the existing event description in search result pages.
* In this paper, we will focus on those events happening at a certain time favored by users as our celebrity-related social events. we would like to detect those more interesting social events to entertain users and fit their browsing taste, which could be supplementary to some current knowledge bases.
* A novel approach is proposed in this paper using Smooth Nonnegative Matrix Factorization (SNMF) for event detection, by fully leveraging information from query semantics, temporal correlations, and search log records. We use the SNMF method rather than the normal NMF method or other MF method to guarantee that the weights for each topic are non-negative and consider the time factor for event development at the same time.
* The basic idea is two-fold: 1) promote event queries through by strengthening their connections based on all available features; 2) differentiate events from popular queries according to their temporal characteristics.

**ADVANTAGES OF PROPOSED SYSTEM:**

* To provide a comprehensive and vivid storyboard, in this paper, we also introduce an automatic way to attach a set of relevant photos to each piece of event news.
* We propose a novel framework to detect interesting events by mining users’ search log data. The framework consists of two components, i.e., Smooth Non-Negative Matrix Factorization event detection and representative event related image photo selection
* We have conducted comprehensive evaluations on largescale real-world click through data to validate the effectiveness.