DataBase 2nd Proposal Report

: Movie Recommendation System for Users

21500095 김시온

21500643 정선일

21600752 하재경

21700034 곽영혜

1. Motivation

About 300 films are made every year in Korea, and the number of viewers reached about 200 million just in the first half of 2019. Thus, Naver movies has been providing movie-related services for its users with a web application named “Naver films”.

However, the services do not seem to satisfy the needs of the users.

The reasons are as follows:

1. Naver films have too much focus on Korean films. As a result, it is difficult for users who are interested in overseas films to receive satisfactory services.
2. The ratings and comments of Naver films lack expert reviews, and most of the reviews are by ordinary netizens or visitors. As a result, users, who refer to those comments when selecting a movie to watch, often feel dissatisfied with the choices.
3. There are movie recommendation applications tailored to the real-time ranking of the movie and the cumulative number of viewers, but there are not many objective movie recommendation applications tailored to other needs.
4. Goals

By combining Naver movie ratings with Rotten Tomato movie ratings, we will provide objective ratings and more diverse movie information, and additionally implement applications that can recommend movies with themes such as user information and weather and season.

First, identify users' movie tastes (ex: Korean movies, 20s, romance, comedy). (how to generate basic taste information by setting them to select five of the best movies that users have seen in the past).

Based on this, Naver films that have been watched by many age groups while satisfying keywords(Korean movie, 20s, romance, comedy)are then identified and recommended to users by combining the Rotten Tomato Index ratings.

Later, we will create a movie recommendation function that matches movie keywords according to the weather or season to provide movie recommendations appropriate to the user's situation.

1. Expected outcomes

Users are those who want to watch objective movies and watch movies that suit their taste by receiving recommendations from foreign countries as well as domestic ones.

Data will be the gender, age, rating, comments and cumulative audience of visitors who have watched the movies brought by "crawling" Naver movie sites and Rotten Tomato sites.

In domestic movies, the criteria for recommending movies are user input information, cumulative audience, ratings, the number of likes and the number of comments.

Overseas films will be the sum of the criteria for domestic films and the critical scores of the Rotten Tomato site.

The platforms to be used are MySQL, php, Python.

1. Broad impact

The dissatisfaction of users, who select movies by only referring to the information (ratings, preferred age groups, and comments) from Naver films, can be minimized by also being able to refer to the information taken from Rotten Tomato.

Also, you can expect international promotional effects for domestic independent films, “none-mainstream”movies, and even for the films that are already doing well abroad.

On the contrary, domestic users can enjoy overseas films of their interest with the recommendation system based on Rotten Tomato. The information of users can be gathered and provided to movie distributors help them when selecting movies to import for their customers.

Finally, for overseas users, if they are satisfied with functions this application provides (information on the domestic response to films and recommendation function based on Rotten Tomato) then, we can expect the effect of exporting domestic films abroad.

1. DB Schema

텍스트, 지도이(가) 표시된 사진

자동 생성된 설명

1. Timeline

