CS225 - Next Generation Search Systems - Winter 2016 Project Plan

Profling user based on geo-tagged socio-temporal data

Abstract

Personalized search results and recommendations rely heavily on the profile of the user. Profile can be defined as a collection of information that captures the person's interests and likes based on his/her activities, behavior, the places frequented, the kind of food consumed and most importantly the profile of the user's friend circle. In this project we propose to build a user's profile by researching on the ways to analyze the geo-tagged socio-temporal data of the user as well as related/connected users. The broad goal that this project aims to shoot at is to be able to associate the user with certain "tags" which can then be used by other applications to provide relevant search results and recommendations.

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