**EXISTING SYSTEM**

Existing recommendation models we combine this regularization term with the objective function of learning from interaction data. The item-specific regularization term makes the constraint of embedding distance varies in different dimensions.

In this way, we can distinguish different similarity with different social-connected friends, which address the limitation of existing methods and make models more effective. Use the previous example, the CSR term helps make sure the user has similar food-taste with her family members.

**DISADVANTAGES**

* Decreases Face-to-Face Communication Skills.
* General Addiction. s
* Privacy concerns