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Seminar Name: Data Science

Course Code: 63739

Context-Aware Advertisement Recommendation for

High-Speed Social News Feeding

Introduction:

Every one of us I think in this new world, the world of technology, has experienced the social media websites (Facebook, twitter,..), beside that I guess most of us has encountered to some kind of advertisements, which sometimes could be interesting, meaning full, relevance to our needs and sometimes annoying. But also guess that, somehow you have wondered, how could such an advertisements, be so much relevant to my interests. Maybe you have thought, do they spy on me or stealing my information, but in fact there is some kind of calculations happens in the background, you are not aware of it. Which studying what we are interest in and what not.

Yuchen Li, Dongxiang Zhang, Ziquan Lan and Kian-Lee Tan are researchers in the

NUS Graduate School of Integrative Science and Engineering, National University of Singapore. They came up with an idea and a challenge, to develop a model, that is capable of making the user recommendation over the social media, more efficient, real time, less annoying and willing to make the user hit the advertisement icons, which satisfy his needs. Their idea came from the fact, that every person in this life, has his own static interest, so there is a possibility to make a system, that is able to recommend some advertisements for him, but they have discovered that the system will not be so accurate, since the user also has a dynamic interests, which could be also changing, due to the news feed, that he could get from his friends, which it could be somehow changing his interests in a way or another so, their challenge now is to combine the static interest and the dynamic interests into one model, that can recommend the top relevant advertisement, that meet the user’s interests.

But they had to put in their mind, the fact that, this model could be computationally expensive.