**PERSONALIZED CONTENT RECOMMENDATION**

# ABSTRACT:

Recommendation system has become an important application in the web that provides suggestions for the contents automatically based on individual user. The web has a vast, diverse and dynamic collection of data. Therefore, web mining is the application of data mining techniques used to get knowledge out from a massive volume of data in web.

Nowadays electronic Learning (e-Learning) is a popular and interactive social aspect of the Web. Many studies have been done regarding web mining in e-Learning, and they mostly focus on e-learner's profiles and contents. This research tries to use web mining techniques in an e-learning environment to give recommendations to the e-Learners based on their navigation behaviors, web contents, performances and profiles. This means a personalized course contents that are delivered to e-Learners.

The course instructors prepare the web contents in different formats and those contents are published through the web site and they can identify e-learner's navigation pattern and the site topology can be changed in an adaptive manner with relevant and useful contents.

In this system, web content mining and web usage mining are used for searching resources and for discovering e-learner's navigation patterns. Then collaborative filtering and content filtering are used to make personalized recommendations.

**INTRODUCTION :**

Watching online videos has become one of the indispensable entertainment activities in daily life. Many famous websites, such as YouTube, Netflix and Hulu, host a tremendous number of videos to meet such demand. The massive video repositories have placed an enormous burden on users when trying to find videos of interest [1], [2].

To address this problem, most video websites have adopted recommender systems as a promising way to help users explore the world of videos [3], [4]. Existing recommender methods can be categorized into three classes [1]: content-based, collaborative filtering (CF)-based, and hybrid.

Content-based methods [5] recommend items to users based on the content similarities between the user profile and item contents. CF-based methods [6], [7] accomplish the same task by the behavior similarities between the sers or items.

Hybrid methods [8], [9] seek the best of both worlds by combining both contentu and CF-based methods, and have gained increasing popularity in recent years [10], [11].

# HARDWARE REG :

* Architecture. All computer operating systems are designed for a particular computer architecture. ...
* Processing power. The power of the central processing unit (CPU) is a fundamental system
* requirement for any software...
* storage...
* Memory…
* Secondary Display adapter...
* Peripherals…

# SOFTWARE REQ:

* User profiling
* Real Content analysis
* Machine learning algorithms
* time updates
* Scalability

# SYSTEM ARCHITECTURE:

