**Social Network Analysis of YouTube.com**

**Literature Survey**

**Introduction**

The exploration led so far for question discovery and following articles in user ratings based recommendation systems. The arrangement of difficulties plot above traverse a few areas of research and the larger part of important work. A following framework ought to have the capacity to foresee the position of any impeded articles.

* **“Characterizing User Access To Videos On The World Wide Web”** by Soam Acharya, Brian Smith and Peter Parnes. this paper presents an analysis of trace data obtained from an ongoing VOW experiment in Luleå University of Technology, Sweden. This experiment is unique as video material is distributed over a high bandwidth network allowing users to make access decisions without the network being a major factor.
* **“Deep Neural Networks for YouTube Recommendations”** by Paul Covington, Jay Adams, Emre Sargin. This paper focusses on the immense impact deep learning has recently had on the YouTube video recommendations system.
* **“Long-term Streaming Media Server Workload Analysis and Modeling”** by Wenting Tang, Yun Fu, Ludmila Cherkasova, Amin Vahdat. Currently, Internet hosting centers and content distribution networks leverage statistical multiplexing to meet the performance requirements of a number of competing hosted network services. Developing efficient resource allocation mechanisms for such services requires an understanding of both the short-term and long-term behavior of client access patterns to these competing services.
* **“Influence in Ratings-Based Recommender Systems: An Algorithm-Independent Approach”** by Al Mamunur Rashid George Karypis John Riedl. Influence is a measure of the effect of a user on the recommendations from a recommender system. Influence is a powerful tool for understanding the workings of a recommender system. Experiments show that users have widely varying degrees of influence in ratings-based recommender systems.
* **“Recommendation algorithm based on item quality and user rating preferences”** by Yuan GUAN, Shimin CAI, Mingsheng SHANG. We propose a new recommendation algorithm based on item quality and user rating preferences, which can significantly decrease the computing complexity. Besides, it is interpretable and works better when the data is sparse. Through extensive experiments on three benchmark data sets, we show that our algorithm achieves higher accuracy in rating prediction compared with the traditional approaches.
* **“Social network analysis of the video bloggers' community in YouTube”** by Anusha Mogallapu. This research studied the structure of the social network of the video blogger community on YouTube. It analyzed the social network structure of friends and subscribers of the 187 video bloggers on YouTube and calculated the social network measures. This thesis compares the results to the structure described by Warmbrodt et al. in 2007 and explains the reasons for the distinctions.
* **“Web based Recommender Systems and Rating Prediction”** by Tho Nguyen. This project implements a recommender system on large dataset of Netflix’s movies. This project also tries to improve recommender systems by incorporating confidence interval and genres of movies. This new approach enhances the performance and quality of service of recommender systems and gives better result than Netflix commercial recommender system, Cinematch.