

Elena Štefancová
xstefancovae@stuba.sk

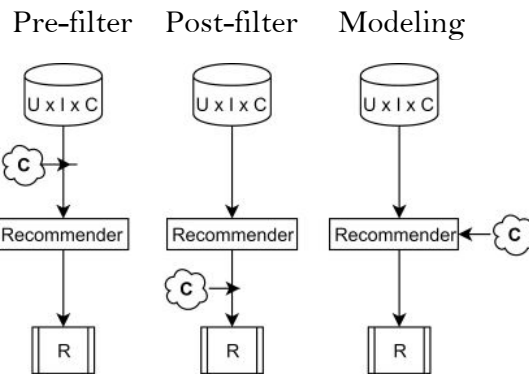
Supervisor: Ivan Srba
Slovak University of Technology in Bratislava

CONTEXT-AWARE RECOMMENDATION

$$U \times I \times C \rightarrow R$$

U = users, I = items,
R = recommendations, C = context

INCORPORATING CONTEXT



DOMAIN

Location-Based Social Networks (LBSN)
Item = Point of Interest (POI)
Transaction = Review of/Checkin at POI

cities with strong as well as weak seasonal weather variation

5+ reviews/user
3 000+ users
3 200+ items
39 000+ reviews

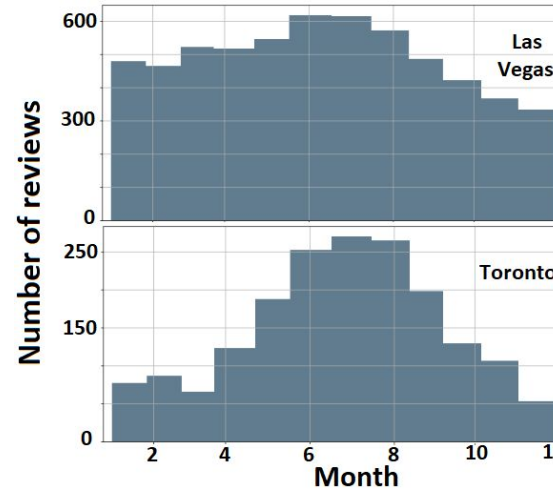


HYPOTHESES

Is the temporal context (seasonality, long-term trends) dependent on the locality when recommending the first visit of a POI?

H1: The seasonal patterns for individual POI categories are subject to geographic dependence.

H2: POI categories are subject to long-term society trends in the geographic region.



RESULTS

Locality specific seasonal patterns improve POI recommendation. Long-term trends do not have the same potential.

MAIN FINDINGS

we can tap the full potential of locality-specific seasonality within the cities with strong seasonal weather variation

temporal aspects for users perform better for users with a higher number of previous reviews
popularity works better for novice users

METHODS

