Point of Interest Recommendation in Location-Based Social Networks

A. Krishna Chaitanya[1],   K. Sri Sai Durga[2],   R. Srilekha[3],   K. Rohit Kumar[4]

[1]*Assistant Professor, Department of Information Technology, Institute of Aeronautical Engineering, Hyderabad, India.*
[2,3,4] *UG Student, Department of Information Technology, Institute of Aeronautical Engineering, Hyderabad, India.*

Abstract

The application of Location-based social networks has been increased in today's world rapidly. Thus POI recommendation has become very popular service in this Location- based social networks. Location-Based social networks mainly consist of Point of Interest (POIs) where POIs and the check- in behaviors can be greatly influenced by the following. One   is his/her friend and the other is the user's behavioral habit. This is called social influence. This social influence in the social networks helps the merchant to publicize their quality work and this attracts many users. Each user has their self-interest and thus this affect the recommendation of POI in the social networks. Our paper works on selected list of POIs that has greatest influence on the places to recommend to the users.   The main goals of this paper are the target user's service need, and promote businesses' locations (POIs). Thus the paper defines a problem for the location promotion using POIs. To solve the optimization problem, the study also uses sub-modular properties. When conducted the comprehensive performance evaluation, the experimental results showed that this method proposed achieves significantly superior POI recommendations.

Keywords: Location-based social networks, LBSN, Point- of-Interest, POI, Recommendation, Influence.

1. Introduction

Location-based social network applications are increasing day-by-day. One of the major services present in Location- based social networks is POI (Point Of Interest). The important thing in LBSNs is check-ins. These can be referenced as the behaviors of the users. The check-in behaviors are generally affected by their friends and by the user's personal habits. This can mostly help business people to attract many customers and promote their business.

The main objective of this paper can be said to as reduction of fake reviews. In a LBSN, a user can have services like, posting comments, upload photos, share check-in locations on the locations in which users are interested with their friends the locations where users go and react on are called POIs. These POIs are location aware services in Location- base social networks. These POI services' main work is to recommend a user some of the locations. These locations will be places where the users are personally interested in. These will be mainly based on user's behavioral habits, preferences and friends. In general, the POIs explore check- in records to attract more users. The recommendations for a user will be greatly influenced by the number of friends of user that visited the POI. This will also influence the business man to maximize their location promotion. Main goals of recommendation system are to satisfy user's service demands and merchant's advertising needs. Now the main aim will be, providing the user a recommendation maximizing the number user's that are influenced by the friends POI in

K. [1], [2], In the past investigation the writers defined an area mindful impact augmentation issue to locate a lot of seed clients in informal community for boosting impact spreads, and it doesn't matter to the POI suggestion issue. The yield aftereffect of the difficult will be a lot of POIs that suit the enthusiasm of the client.

Existing POI proposals are ordered dependent on the information source utilized as follows [3]: client profiles; client area accounts; and client directions. POI suggestions are sorted by the systems utilized as follows [3]. 1. Content-based; 2. Connection Analysis-Based; and 3. Collaborating filter (CF)- based. A few specialists [4][5] have determined the similitude between clients as per the locales where clients lived, at that point analysts have made the likeness the contribution of traditional CF. The current looks into predominantly take the precision of the proposal as the key. This is significant for the clients and the representatives for the most part dealers. It assists with pulling in more customers.

It also helps recommending the users only the places where the users are interested in. This helps in removing fake review recommendations. Social Survey by Marketing Letter expressed the accompanying: when getting to data in reality, individuals are bound to acquire it from their companions. Advertisers likewise utilize social relations to improve their business impact and to improve their benefit. It plays an important role in providing better location based services in location based social networks. Both LBSN users and POI owners are expected to have elective POI recommendations. The behaviors of the users of every LBSN are intrinsically spatiotemporally related. POI is usually associated with categories and tags to describe the POI. Even two POIs with similar or even the same semantic topics can be ranked different if they are in two direct regions. The proposed method allows to electively exploit the textual information associated with POIs to better prole users and POIs, as well as to take into account of context aware information.

In Figure. 1, the pink line connection successfully influences user5 with POI 3. Let us consider a user set = user1, user2, user3, user4, user6, user7, user8, user11, the IS of the user (let us consider user5) in social network of a POI (let us say user5) and the number of users who get influenced here are 8.
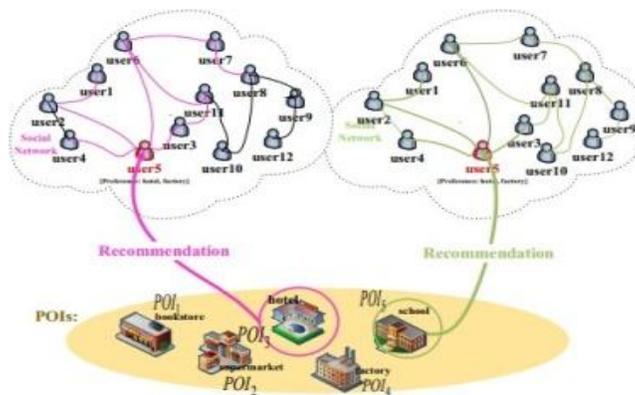

Fig. 1. A POI Recommendation Example

However, user5's IS about POI3 is not the maximum. Here every user consists of individual POI category. Accordingly, POI3's is the above client set, and its impact scope gain (ISG) without considering user5's companions is user7, user8, user11. As per the correct side of Figure.1, POI5's is more noteworthy than that of POI3, and its ISG is user7, user8, user9, user11, user12. Considering advancing organizations' items and

administrations, the framework ought to suggest the objective client with the POI5. Thus this paper proposes a method of recommendation for promoting POI. This is used to promote products and attract more customers. Here the paper also recommends users with some Poi that satisfies user preferences. Major contributions: The major contributions of this paper can be said to as follows. Proposing a novel point of interest recommendation method, Defining user's social influence of the user special categories in a social network. In light of covers between IS under various POI classifications, presently then propose a POI suggestion calculation. The calculation disposes of the covers viably. Finally, leading complete tests on two gigantic genuine datasets, and test results show the calculation on precision is the consistency as best in class methods. As far as area advancement, this strategy has huge points of interest. Social Survey by Marketing Letter expressed the accompanying:" when getting to data in reality, individuals are bound to acquire it from their friends."

Social media is an important venue for interaction and conversation among America's youth. Fully 76 percentages of all teens   use social media. Face book is the dominant platform, with 71percentage of all teens using it. Instagram and Snap chat also have become increasingly important, with 52 percent of teens using Instagram and 41 percent using Snap chat. One- third of teens use Twitter and another third use Google Plus. Fewer teens use Vine or Tumblr. Social media plays a critical role in connecting teens to new friends, allowing teens to learn more about new friends and get to know them better. Nearly two-thirds (64 percent) of teens who have made a new friend online say they have met new friends on a social media platform.

Two-thirds (62 percent) of teens say they've shared their social media username with a brand new friend as a way to stay in touch. Beyond making new friends, social media   is major way that teens interact with their existing friends. More than nine-in-ten teens (94 percent) say they spend time with friends on social media. Fully 30 percent say they spend time with friends on social media every day, and another third (37 percent) say they do so every few days.
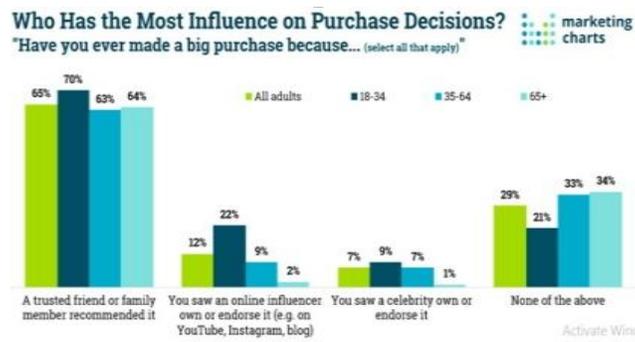

Fig. 2. Influence fact graph on purchasing decision

When asked to rank the ways they communicate with friends, social media sites like Face book or Twitter are one of the top ways of communicating with friends for two-thirds (66 percent) of teens.

2. Literature Survey

The application of Location-based social networks has been increased in today's world rapidly. Thus POI recommendation has become very popular service in these Location-based social networks. Location-Based social net- works mainly consists of Point of Interest (POIs) where POIs and the check-in behaviors can be

greatly influenced by the following. One is his/her friend and the other is the user's behavioral habit. This is called social influence. This social influence in the social networks helps the merchant to publicize their quality work and this attracts many users. Location- based social network applications area unit increasing day- by-day. One among the most important services in Location- based social networks is POI(Point Of Interest). The vital issue in LBSNs area unit check-ins. This is highly affected because of the behaviors of the users. These are usually affected by user's behaviors. This could principally facilitate business individuals to draw in many shoppers and promote their business. The main objective of this paper is same to as reduction of fake reviews. In a LBSN, a user will have services like, posting comments, transfer photo share arrival locations on the locations during which users have an interest with they, and their friends. The locations wherever users go and react on area unit referred to as POIs. These POIs area unit location-aware services in Location-base social networks. These POI services' main work is to advocate a user a number of the locations. These locations are places wherever the users area unit in person inquisitive about. These are principally supported user's behavioral habits, preferences and friends. In general, the POIs explore arrival records to draw in additional users. The recommendations for a user are greatly influenced by the quantity of friends of user that visited the POI. This may additionally influence the business man to maximize the promotion of location Main goals of advice system area unit to satisfy the user's service demands merchant's advertising wants. The output results of the drawback are a collection of POIs that suit the interest   of the user. Existing recommendations area unit classified supported the information supply used as follows [3]: user profiles; user location histories; and user trajectories.

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The LBSN user behaviors area unit per se spatiotemporally correlative. Even two POIs with similar or perhaps constant linguistics topics is hierarchal totally different if they're in two different regions. The planned methodology permits to permits exploit the matter data related to POIs to higher to higher and POIs, further on take under consideration of context aware data. Al- though recommender systems have been widely studied and successfully adopted by many e-commerce web sites. POI recommender systems have just emerged recently. Differing from traditional recommender systems, POI recommender systems have the following unique characteristics. Unique Characteristics of POI Geographical Influence. As the Tobler's First Law of Geography reported that"Everything is related to everything else, but near things are more related than distant things". For LBSNs, the Tobler's First Law of Geography implies that users prefer to visit nearby locations rather than distant ones and users may be interested in POIs surrounded a POI that users prefer. Geographical Influence is the most important characteristic that distinguish POI recommender systems from traditional recommender systems and heavily effect users' visiting behaviors.

Frequency Data and Sparsity. In customary suggested systems, client for the most part communicated their inclinations by expressly giving appraisals to things, which are changed over to client thing rating lattice. The appraisals are regularly numerical qualities and fall into a numerical range. The higher rating compares the better acceptable. Dissimilar to conventional suggested frameworks, a client's inclinations are reflected by the recurrence of registration for areas, which are regularly changed to client area registration recurrence lattice. The recurrence information has a huge range contrasted and rating.

Social Influence. In light of the assumption that companions are will in general offer increasingly basic interests and clients frequently keep an eye on their companions for proposals, conventional recommender frameworks consolidate social associations with appraisals to improve the nature of suggestion. A few investigations have demonstrated that social connections are shown to be gainful for recommender systems. However, In POI recommender frameworks, past examinations demonstrated that around 96 percent of clients share less that 10 percent normal visited interests, showed that an enormous number of companions share nothing as far as POI. Thus, social impact contributes restricted consequences for clients' registration practices. The recommender systems suggest the things utilizing for the most part three fundamental techniques which utilize the calculations from information mining, data recovery and AI. These are content based separating, community sifting and half breed sifting. Notwithstanding these methodologies, new techniques have been proposed like setting based strategies, informal organization based techniques and delicate processing techniques.

3. Existing System

A. Content Based Filtering

Content based recommender frameworks are the prior recommender frameworks that have been created. The things like the ones which are decidedly evaluated or enjoyed by the client in the past are suggested. The client and thing profile comprises of properties or highlights of client and thing individually. For instance, movie characteristics can be film id, title, kind, entertainer and executive. The client characteristics can be client id, client address, age, client buys, client rating and client surveys. In this above case of client and thing profile, if a client loves the blood and gore films, the thrillers are prescribed to the client, which are not yet preferred by him. The main steps of content based filtering are, Extract the item attributes to generate item profile for all items. Generate the user profile for each active user. Compare the item profile with user profile. Recommend the items which match the user profile more and which are not seen by the user. The classification is utilized to construct the client profile and its refreshing in content based sifting previously. In this technique the choice tree C4.5 calculation is utilized to arrange just old merchants as reliable and conniving utilizing dealer traits and client exchanges. Top K venders who are generally like client are suggested.

B. Collaborative Filtering:

In collaborative filtering the recommendations are given to a user who is currently using an application and is called as an active user. The shared separating takes a shot at the supposition that the dynamic client will incline toward the things loved by the clients who have the preferences same as him/her. The comparative clients of a functioning client can be found by considering the appraisals given by the clients for similar things. This is known as client based community proposal. The main steps of collaborative filtering are: For all users U and items I and ratings R of users on items, form U X I matrix containing ratings of user on item as elements. Find the similarity of the active user u, with all other users of the system. Find the k most similar users from above which form k nearest neighbors of active user u. Predict the ratings of user u on item i, which is not seen by the user u. Repeat the step 4 for all items which are

not seen by user u. Select the top　　N items from the predicted ratings for recommendations for user u. The user based or memory based collaborative filtering uses the whole user item matrix to generate the prediction of ratings by the active user.　The item based community oriented sifting figures the thing likeness rather than client similitude for thing based communitarian separating, the exactness regarding mean absolute error (MAE) is better than client based calculation and the online calculation of comparability is diminished.

Hybrid Filtering: The hybrid methodology joins collaborative oriented and content based techniques to conquer constraints of the two strategies. Various manners by which the hybrid framework can be joined are: By consolidating the expectations of substance and shared sifting after independently executing both. By utilizing content based properties in communitarian approach or opposite. By demonstrating content and community oriented methodology together.

Fig. 3. Existing Recommendation Platforms

4. Proposed Methodology

The application of Location-based social networks has been increased in today's world rapidly. Thus POI recommendation has become very popular service in these Location-based social networks. Location-Based social net- works mainly consists of Point of Interest (POIs)　where POIs and the check-in behaviors can be greatly influenced by the following. One is his/her friend and the other is the user's behavioral habit. This is called social influence. This social influence in the social networks helps the merchant　to publicize their quality work and this attracts many users. Each user have their self-interest and thus this affect the recommendation of POI in the social networks. The paper works on selected list of POIs that has greatest influence on the places to recommend to the users. Existing looks into [4][5][6] utilize social relationship to help explaining the meagerly and cold-start issue in proposal frameworks. Through the definite investigation above, one can observe tradition. This paper mainly focus on how social relationship effects business location promotion through recommendation process. Compared and existing works, presently therefore think about model, as appeared in Fig.3.1, in which there is a heterogeneous system that incorporates clients and POIs Because individuals' impact and authority under various data classes are unique, the social impact about various POI classifications is likewise extraordinary. When user5 is the objective client, customary proposal approaches break down clients' checking-in conduct to surmise the individual inclinations and character. At that point, the systems proposal result is a rundown of POIs wherein the client might be keen on the assurance of suggestion precision. Since companions are legitimately influenced by one another, this paper guesses companions of the objective client are impacted by the objective client under certain POI class/POI effectively. Basic idea of Formulation.

To formulate the drawback (POI recommendation problem) as: Given a 1. Target region 2. Dataset within the region 3. a relentless K, Now, aim is to, providing the user a recommendation increasing the quantity user's that area unit influenced by the behavior and location in K. [1] [2], In　the previous study the authors developed a location-aware influence maximization drawback to search out a collection of users in social network for increasing influence spreads, and it does not apply to the POI recommendation

drawback. Some important points to consider are: Now focus on POI recommendation to social user based on his friends and friends of friends instead of unknown recommendation. Thus here mainly consider geo proper ties by collecting the check- in data. User move from his own location to POI. PGu,v(l) semantic influence between u and v POI recommendation approaches mostly involve recommending users with some location in which users may be interested in based on user's characters, preferences. Like Face book the paper suggests people with some business locations according to their interests.

Point-of-interest algorithm for Location Promotion:
Input: POI data P
An LBSN < G, C >, the target user uT , TuT , K,
POIuT = {a1, a2, •••}
Output: POIre recommendation A list of POIs, POIre, and the corresponding recommended POI categories RCre, |POIre| = |RCre| = K
Initialization:
Recommended POI categories RCre
'u' is the target user, 'v' influences the user.
let RCre ⇐ φ
let POIuT = {a(1),a(2),....a(k)}; where uT influence scope of social network
Compute POILP (point of interest recommendation for location promotion)
for each POIuT(1 to k)
 Pu->v(l)=β×PGu,v(l)+(1- β) ×PTu,v(l),
 where -Pu-v The user u influences user v(u is not v)
                    - β(∈ [0,1]) avg 0.5
                    - PGu,y(l) tradeoff between geographical influence
                    - PTu,v(l) semantic influence b/w u and v.
RCre<-RCre U Pu->v(l);
Sort RCre;
Return RCre;

Point-of-Interest recommendation problem in Location Promotion: Definition. (LBSN) A Location- Based Social Network with a set G and C consisting of a social network G, where G is a set containing U and E, where, U is users set, E = (ui, uj)one social connection
from ui to uj , ui, uj U, ui = uj, and check-in records C
= (u, l, t), (u, l, t) represents one check-in record where   user u checks during a location l at time t. l = (lon, lat, a), lon is longitude, lat is latitude, a is one POI category, POI set during a given region POIregion = 1, 2, ... , M, POI category set during a given region POICregion = a1, a2, ..., am.

Top-N Influential POI category Extraction Definition. (Top-N IPOIC) Given a LBSN ¡ G, C ¿, the target user   uT U and his/her POI category preferences set POIuT = a(1), a(2), ..., a constant N, this problem is to select a list   of POIs pre, pre POIuT . The number of the expected influenced users (uT , ai) by uT (as information source) is the maximum under POI category ai pre. Then, select topN POI categories pre = a(1), a(2), ..., a(N)according to the arrangement of the size of (uT , ai).

Learning influence between users There   can   be   two   types of influences that   affect   the recommendations for the user. They are: geographical influence; topic-aware influence. Geographical influences are one altogether the factors which have a decent impact upon the businesses. Geographic influences regard the results which the natural features, population, industries of a piece have upon a business. They're supported the ultimate and specific location and placement of a business. The geographical influence [8] between users denotes P G u,v() =l p(v) l f(v) (d(l,)), wherein f(v) (d(l,)) = 1 (d(l,)+1) , The estimated value of is ˆ = ni ln(d(li,)+1) based on MLE. p(v)l denotes the probability of user

being v at location l. f(v) (d(l,)) represents the probability density function of user v moving from a visited location l to the location in Rtarget, and d(l,) is Euclidean distance between l and .

The topic-aware influence between users denotes P T u,v() = aiPOIu ai Pai u,v. For each POI category ai, the influence on ai denotes Pai u,v = u,v Pai u Pai v . Pai u is the probability of POI category ai. ai = P(T = ai). Moreover, for each •in LBSNs, have a probability distribution covering the POI categories.

Computing User's Influence Scope This paper focuses on user's IS under special POI category. Thus, the definition of computing user's IS problem is that given a LBSN, user, and which Path denotes the set of users who u can arrive at the goal is to compute user's influence scope under special POI category. Actually, compared to the strangers, people are more easily influenced by friends. Path(uT , S) . This additionally speaks to the client uT impact extent of informal organization without considering POI classification inclinations, is the aftereffects of the perfect state. Considering the impact between clients in Path(uT , S), initially distinguish clients that are effectively affected. This paper guesses every client has an initiated edge esteem consistently indiscriminately from. Presently view this circumstance as uj is influenced totally. In this paper, set uj as the likelihood desire dependent on uj 's history registration POI classes recorders ahead of time. This paperselects the affected clients fulfilling the way into the client set. Next, select POI class a with the boost IS about POIuT . At that point, select topN dependent on the request for IS.

Solving User Overlaps Problem Since every client has diverse impact scopes in informal organization under various POI classifications, these distinctive impact scopes have covers. The covers bring about these top-N POI classes' ISG isn't the greatest. The key is that how to structure a suitable target work F(Ua uT) to kill these overlaps.

5. Experimental Results

Table 1. Recommended POIs

Sno	POI Category	POI Name	City	Zip
1	Restaurant	Almas Resturant	Hyderabad	500042
2	Hotel	The Park Hyderabad	Hyderabad	500082
3	Hotel	Trident Hotel	Hyderabad	500081

Table .2. Influential score of user u on user v

POI Category	$P_{u,v}$ Score
Hotel	0.54768395729
Restaurant	2.201539658929

A learn Influence () method has been provided which actually calculates the influence score of user "u" on user "v" (Pu,v) based on the distance() method which calculates the distance between the users along with value "friend type" i.e., user "u" is "direct friend" or "indirect friend" of user "v". Where, Direct

friend gets semantic influence PTu,v(l) between u and v as greater than indirect friend and Indirect friend gets semantic influence PTu,v(l) b/w u and v as less than direct friend . Thus, the higher influential score will be recommended first and follows the other ones in descending order of score.

The services that can be provided to the user are: User can create a POI page by adding details like, POI Name, POI type, Address as shown below. After submission of the details, the user can add the POI for location sharing. Automatic live location of the user is provided to the user where there is no need to the use to adjust his location. This POI page creation helps the user to register his live location into the database. A POI manager doesn't have many options. They can just see details of their own. A user must register normally like in every website in-order to use the recommendation system. User can also upload their profile picture in their profile page. The user is provided with these options: Home, Friends (send request, accept friend request, and search friends), view wall, Check In and POI Recommendation. Every user can search for friends and send them friend request, can accept friend request similar to the face book. By searching for the friends, user can see all the posts by your friends. The recommended places can be viewed by the user by the live Google maps and directions from user's location to the destination can be provided.

6.   Conclusion

During this paper implementation, the process have a tendency to addressed on the situation promotion problem in LBSNs. however most of all, the matter is developed as one optimization downside, and ISG maximization downside below special dish class. The experimental analysis shows the technique used here achieves considerably superior dish recommendation examination with different progressive strategies in terms of location promotion.

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[14] Fei Yu, Zhijun Li, Shouxu Jiang," Point-of-interest Recommenda- tion for Location Promotion in Location-based Social Networks " Shirong Lin School of Computer Science and Technology, Harbin Institute of Technology, Harbin, 150001, China Email: yf, lizhijun   os, jsx@hit.edu.cn, lsr520hit@gmail.co