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Exploring sports news reading interaction with personalisation and ticket Booking techniques

Kirtana Nair, Chirayu Deshmukh, Dr. J. Rene Beulah

Student, Assistant Professor
Department of Computer Science and Engineering SRM Institute of Science and Technology
Chennai - India

ABSTRACT

As now a days, we exist in the age of information communication and technology, we cannot be kept away from the technology. As new technologies are emerged everyday, cloud plays an important role to provide global and easy access. In the existing system, the news portals invoke all kind of categories such politics, economics, trending news, commodity rates, sports etc through which users get bombarded with the input and get pivoted from the application. Thus a common centralized web application for a specific community is essential to engage users invoking end to end life cycle of the particular event. The proposed system focus on sports based news, recommendation of news based on specific user interest, sports ticket booking. For recommendation system, we use content-based filtering technique.

Keywords: web application, user interest, recommendation, content-based filtering

I.   INTRODUCTION

Web is one of the most important technologies in today's industry. Web based applications are efficient communication devices and make life easier. The importance and uses of web are inexplicable which include communication, storage, entertainment, application, etc. Web based applications broaden the effectiveness of usage and also increase the level of thinking. It is important in all areas of life, especially education, enterprises; it is indispensable in education and in information system areas stated in almost all web applications include features and properties that keep the people enjoyed and thus web based applications are indispensable and mandatory in today's fast running life. The use of web application runs the gamut, from utility, productivity, and navigation entertainment to sports, fitness, and any others sources. The speed of using and the interface of the web which is easy to use and clear steps as the web will pay and use it is positive relationship. The other application area of web is utilizing it to give alerts for news. The amount of consumer use of stories alerts has increased in several states during the past three years. In this project study, we develop a web based application that gives news of the sports to all members based on their interest to keep them updated and engaged. The news will move from the website to fit to the user's screens directly at the same time.

II.   STATE OF THE ART (LITERATURESURVEY)

Various sport news techniques have existed in the market as of date. We will discuss the features of each one of them and also their drawbacks which need to worked upon.

[1]   The first in this category is, Personalized news recommendation based on click behavior , 2010 The authors developed a news RS based on profiles learned from user activity in Google News. They modeled the user's interests by observing their past history and mixed it with the new local trend. Compared with an existing collaborative filtering method, their combined method improved the standard of the recommendations and attracted more frequent visits to the Google News website.

[2]   Secondly, Combining content-based and collaborative filters in an online newspaper, 2010 The authors developed P-Tango, an online newspaper combining the strengths of content-based and collaborative filtering. Getting News at hand is a new trending system that makes use of semantic-
based technologies to recommend some type of news. It creates ontology-based item descriptions and user profiles to provide personalized, contextaware, group- oriented and multi-facet recommendations. Its hybrid models allow overcoming some limitations of traditional RS techniques such as the cold-start problem and enables recommendations for greysheeps, i.e. users that have preferences which keeps changing with any group of people.

[3]   Thirdly, Location-based serendipitous recommendation of news articles, 2015 The authors presented approaches for recommending news article by using spatial variables such as geographic coordinates or the name and physical character of a location. Their goal was to to deliver serendipitous recommendation while improving the user satisfaction. A user study showed that their approaches deliver news recommendations that are more surprising than a baseline algorithm but still favored by the users.

[4]   The fourth paper is Combining collaborative filtering and search engine into hybrid news

recommendations, 2016 The authors used an hybrid approach to recommend news of different sources. Their approach combines a search engine as a content-based approach with collaborative filtering and uses implicit feedback to determine if the user is interested in a certaintopic. The recommendations are views in a web application that is completely optimized for electronic devices.

[5]   Automatic identification of user goals in Web search, 2016 Recently, there has been some research on user modeling supporting the lick histories of most of the search engines, mostly with the aim of enhancing personalized web search. For instance, Qiu and Cho presented a proper framework and a way to automatically learn user interest supported past click history. The learned user interest is integrated in Topic-Sensitive PageRank to get personalized ranking.

[6]   Learning User Interest hierarchy for context in personalization, 2013 The authors proposed to model user interest in a hierarchy of concepts, going from general to specific. The hierarchy is learned from the online pages bookmarked by the user using clustering methods.

[7]   A hybrid user model for news story classification, 2018 Pazzani was the founder of short-term and long-term User Interests. The short-term interest usually is said to hot news events and changes quickly. In contrast, future interest often reflects actual user interest. Accordingly, News Dude uses a multistrategy machine learning approach to create separate models of short- term and long-term interest.

Hence, it can be concluded that all the existing systems focus on one or other properties while a wholesome system yet needed to be found. With the decreasing importance reading newspapers to an increase in demand of digital news, people often need everything at one place, effectively and conveniently. With relevant research and combination of few used techniques, things would fall in place.
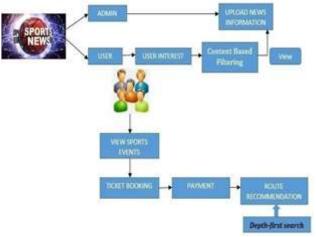
III. PROPOSED WORK

Fig 1. Proposed Architecture

In the proposed study, investigation into implicit profiling and adaptive user interfaces for web news application and recommendation of personalized news based on their interests was taken care of.

In this project developed a web based specific application for sports invoking sports news repository, recommendation of the news based on user interests using collaborative filtering algorithm and also provide easy, common platform for booking the
sports event tickets using digital payment eliminating mediators with google map based navigation recommendation during sports event.

Our main motive on the proposed system was that its helps us in various ways listed below-
1.   Personalized recommendation of newsbased on user interests.
2.   Common   platform invoking news, sports ticket booking.
3.   Google map based route recommendation using web services.

A.   Front End

First of all, like any other system, this system is divided into two parts, them being the front-end and the back-end. The front end is the user interface, handling the visible characteristics of the application.

Right from the way the news is read to handling navigation and display. The back-end is where the machine learning algorithms, collection of data and its pre-processing takes place. We have various modules in our application. The inciting features of an equivalent are explained below:

1.   User Interest:After obtaining the user's profile, the subsequent procedure is to select and rank news articles that match the user's reading preference as much as possible. In this, the user's reading interest is covered in the user's profile, e.g., what topics that the user might be interested in, who have the similar reading interests with the user, and what kinds of entities the user might prefer.

2.   User Categorization:Another remarkable point in personalized news recommendation is the interest evolution of news readers. Typically, the user's reading preference changes over time. By capturing the evolutionary interest trend of users, we can easily reveal what is the concern of most users.

3.   News Selection:However, in most scenarios, the intra relations among different news articles render them dependent in terms of news recommendation. Therefore, a deep exploration of the intra relations among different news articles might be helpful to capture the user's preference, thus provide high- quality news recommendation result.

4.   Content based filtering:This approach has been applied to provide personalized selection of news articles

in various forms. In content based news recommendation systems, news content is considered only when there is pairwise similarities. Given a set of newly-published news articles and a user with his/her reading history, content-based systems try to sequentially find articles with the content of which matching the user's reading history. Generally speaking, news content is often represented by using vector space model (e.g., Term Frequency-Inverse Document Frequency (TF-IDF)), or topic distributions obtained by language models (e.g., Probabilistic Latent Semantic Indexing (PLSI). These measures are used to recommend personalized news.

5. Depth First Search: A based procedure to generate possible routes. In Depth First Search methodology, we reconstruct new trajectories by linking the (head(start) ,tail(end)) subsequences using combined points. This would be a depth-first search- based procedure. We consider all the POIs in the headSet as the source, and explore as far as possible along each link before backtracking.

B. Back End

Now, the attractive feature of our proposed system is that, it can fetch news from any desired source, be it RSS content websites or non-RSS content websites. RSS feed is the rich site summary of any website, that provides updated contents of the particular website to the user.

SQLyog may be a GUI tool for the RDBMS MySQL. It is developed by Webyog, Inc. based out of Bangalore, India and Santa Clara , California.
SQLyog is getting used by quite 30,000 customers worldwide and has been downloaded quite 2,000,000 times.

IV. IMPLEMENTATION

Fig 2. Admin posting sports event details

Fig 3. Admin posting sports news

Fig 4. Listing of sports news

Fig 5. Provision to book ticket

Fig 6. Payment details

V.   RESULTS DISCUSSION

In the proposed study, we use web application based java programming to design and develop a common platform for sports through which the end users can be updated with the regular sports news based on their interest and not polluting the end users with all category of sports news. Also using our application the end users can able to view the sports events happening in the town and book the event. After booking we have integrated google map api integration for route recommendation as usually the traffic happens during the sports event because of huge number of audience and vehicles. Using HTML, JavaScript, JavaServeltPages, MySql we have developed the test bed for study purpose.

VI.   CONCLUSION

In this project study, we propose personalized sports news recommendation based on user interest based on content based filtering. Also in this project study, we integrate sports event booking within the same application integrating event booking and map based recommendation system. For experimental analysis, we have used java framework for building the application. Thus this would benefit the end users by providing news, event booking, route recommendation services within the same application.

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