

## عنوان مقاله:

Application of data mining in designing a recommender system on social networks

## محل انتشار:

هفتمین کنفرانس ملی مهندسی برق و الکترونیک ایران (سال: 1394)

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## خلاصه مقاله:

The prevalence of social networks amongst people has become an inevitable issue. At the same time, social networks have widely been used for commercial purposes. As a result, in order to sell the products, social networks have been equipped with various recommender systems that provide the users with commercial offers that are appropriate for their behavior. The accuracy of the recommender systems in providing offers to the users and the number of offers accepted by the users are crucial issues. In the present study, a recommender system was designed that operates based on the users' behavior on Facebook and in two phases offers the users to buy their favorite products. In the first phase, the users' behavior is investigated and based on their interest they are offered to buy some products. In the second phase, the recommender system uses data mining techniques and provides the users with offers that are relevant to their previous purchase. The data of the study are factual and the results are valid. Moreover, the results indicate that the designed recommender system is highly accurate in providing offers to the users.

## کلمات کلیدی:

component; social networks; data mining ; recommender systems; association

## لینک ثابت مقاله در پایگاه سیویلیکا:

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