SocRecM: A Scalable Social Recommender Engine for Online Marketplaces

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**ABOUT THE FRAMEWORK**

**SocRecM**

**PLATFORM**
- Data collection
- Recommendations
- Categories
- Performance analysis

**FEATURES**
- Different data sources
- Various recommendation algorithms
- Real-time handling of large amount of data
- Performance measurement
- Extensible with custom recommendation approaches

**DATA**
- Marketplace
- Social
- Location

**APPROACHES**
- Hybrid strategy combinations
- Feature utilization

**SYSTEM ARCHITECTURE**

Some of the advantages having the SocRecM architecture built on top of Apache Solr:
- Advanced full-text search capabilities
- Fast near real-time indexing and replication
- Highly scalable distributed search across multiple hosts
- Support for geospatial data

**EXPERIMENTS**

**Experiment 1:** Improving the recommendation quality by providing the users’ social data in addition to the marketplace data.

**Experiment 2:** Simulation of a cold-start scenario for a new social marketplace system where we assume that all new users provide social data.

**Experiment 3:** Mean runtime of the hybrid approaches in SocRecM.

**REFERENCE**


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