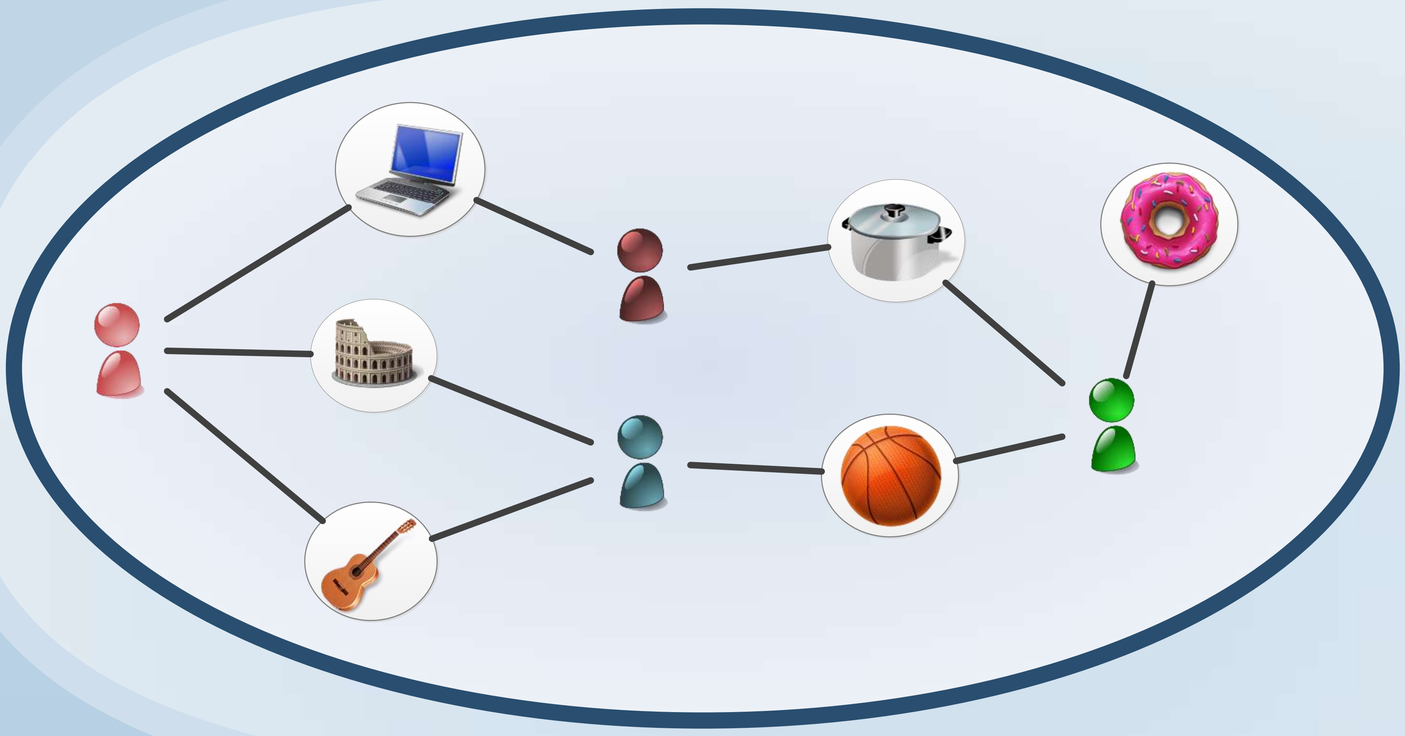
Detecting User Communities Based on Latent and Dynamic Interests

Hönsch Marián <marian.honsch@google.com>

Supervisor: **Michal Barla**

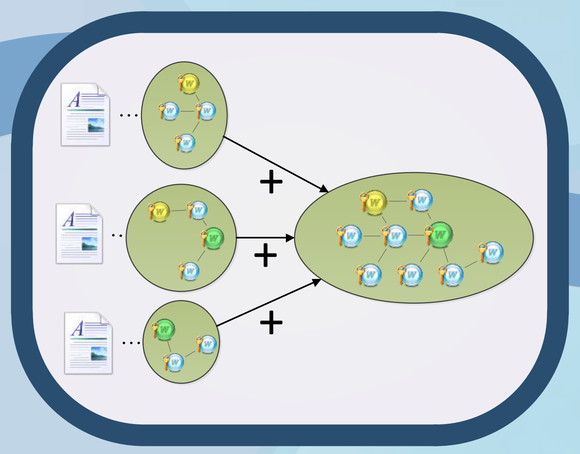
Goals:

- Connect users based on their interests while they do not have to share all interests
- Create virtual communities that are defined by a single interest
- Make user models and virtual communities in layers

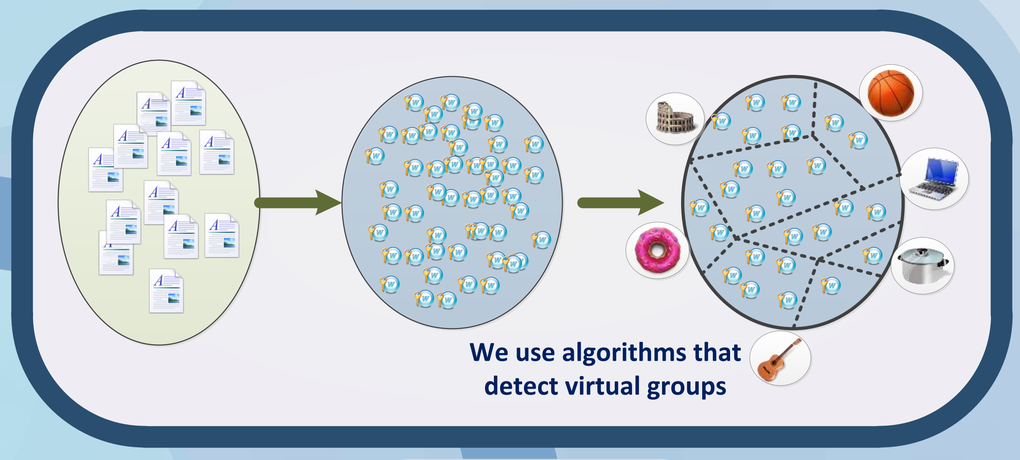


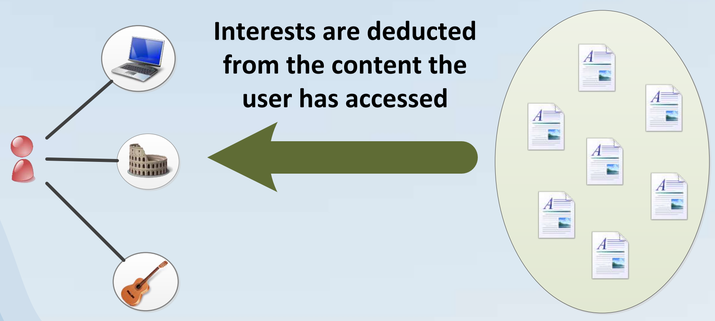
How do we do it?

1. Extract words and add semantic relatedness



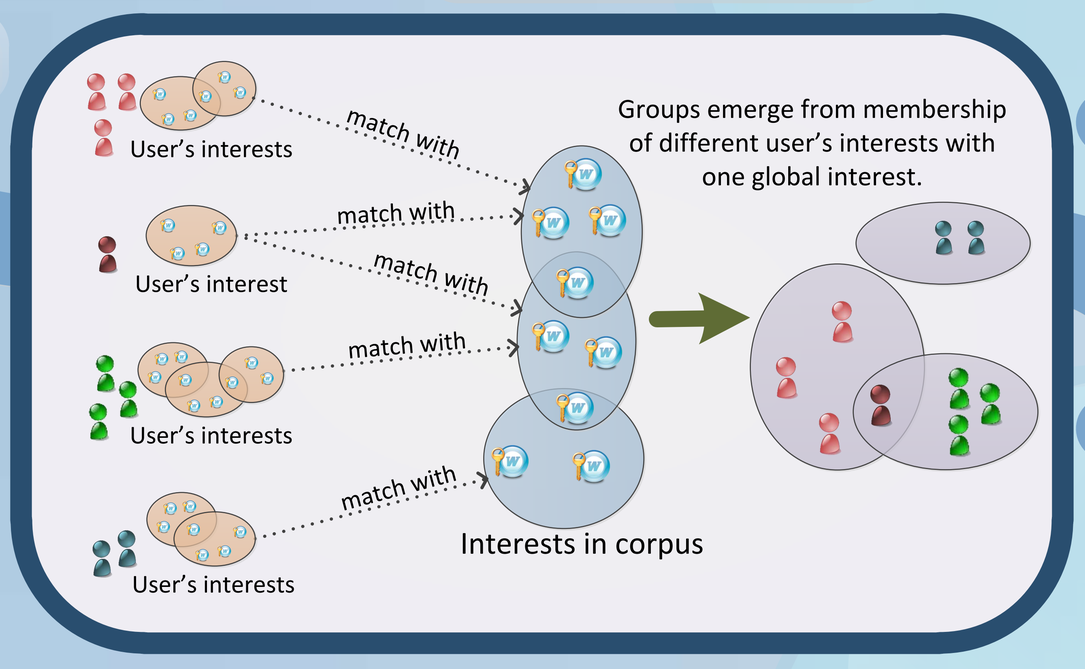
2. Find interests



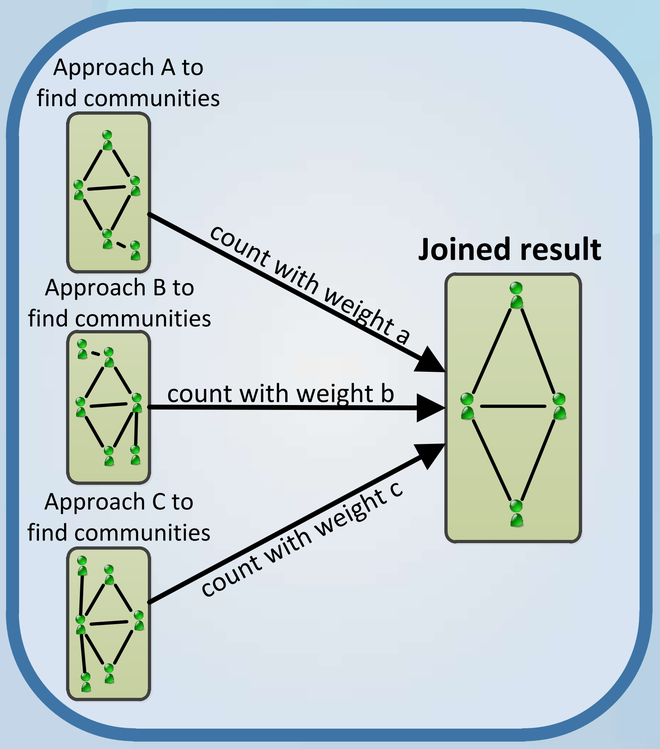


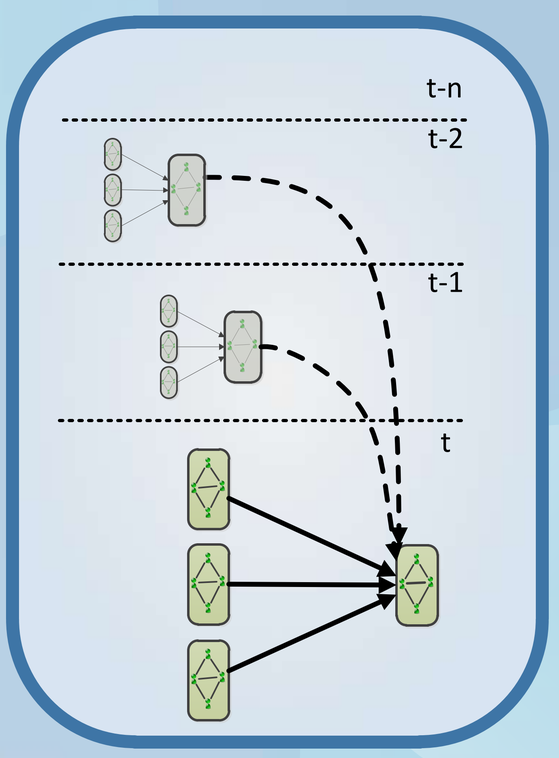
3. Detect virtual groups based on interests

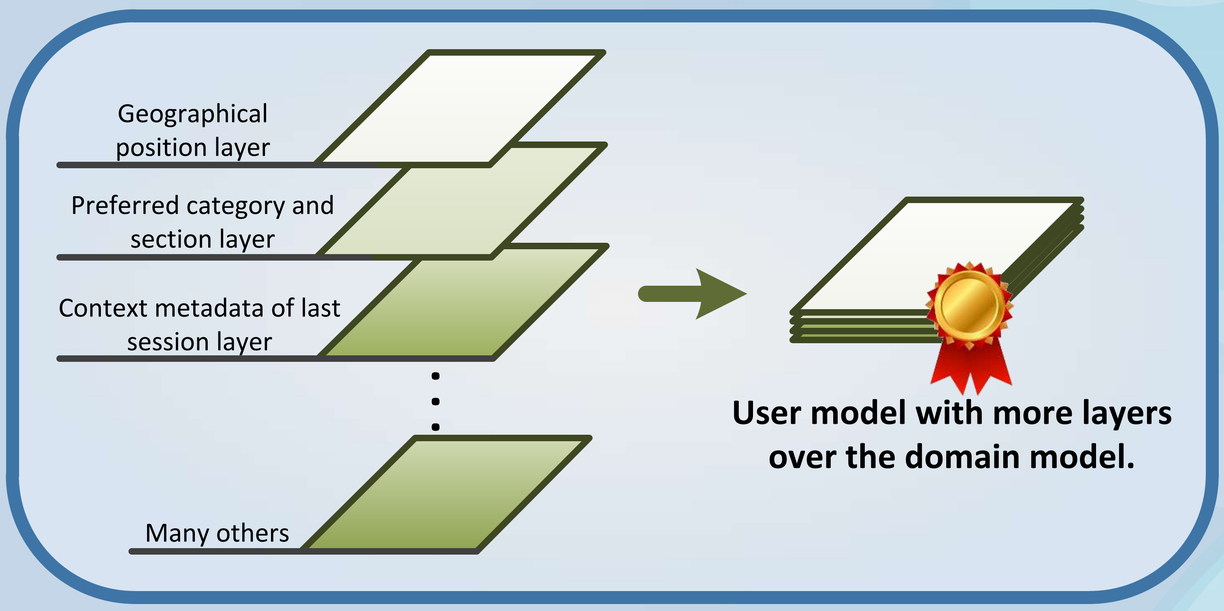
a. in whole corpus
b. for every user



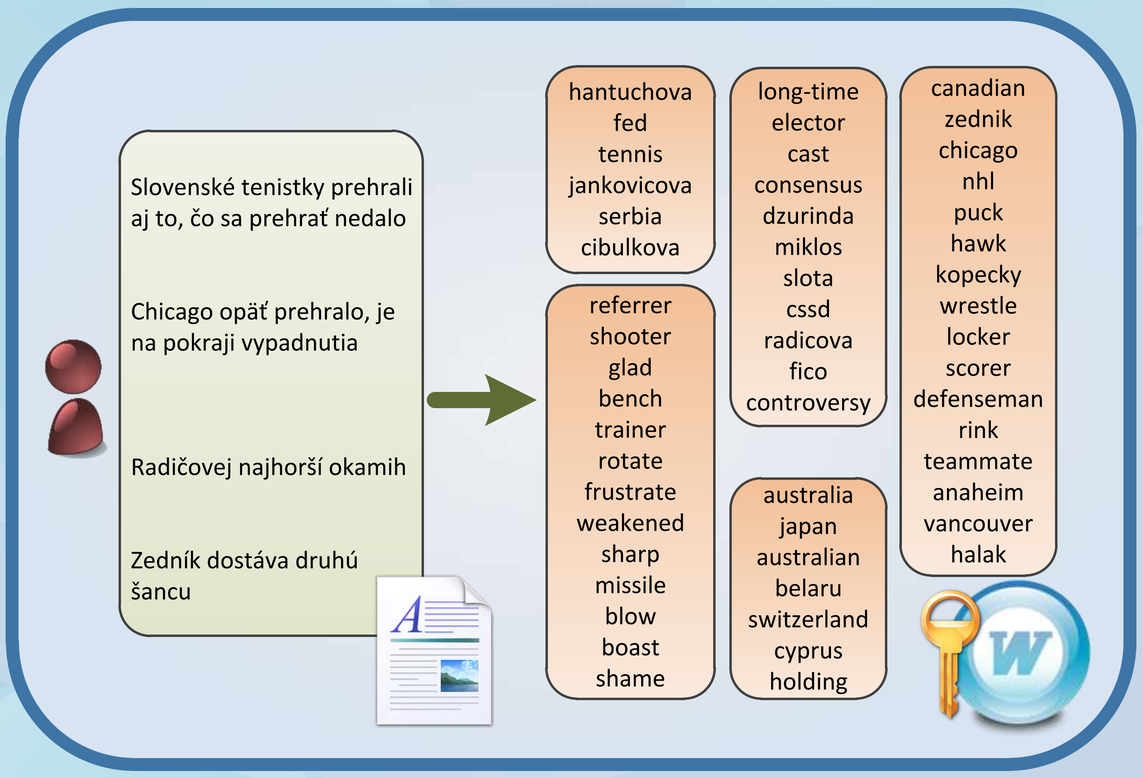
Models boosted by layers







What are your interests?



Showed article data is extracted from www.sme.sk

STU FIIT