

Personalized microblog recommendations  
based on trust propagation and implicit  
microblog similarity

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# Problem & Ideas

- **problems posed by social recommender systems**

The heterogeneity of the links in the social network

Personalized recommendations to the target user

High time cost because of the number of microblogs

- **Ideas**

Calculates implicit similarity of tags and trust links

user clustering

Finding similar user by AHP method

# Main Contribution

1. A new algorithm (algorithm 1) has been presented that calculates the implicit tag and trust with higher accuracy.
2. A new algorithm (algorithm 2) groups the users by clustering and AHP method
3. Pruning microblogs in each group

	AP	Recall	Precision	F1
NA[14]	0.550	0.580	0.610	0.594
ITCAUSR [57]	0.610	0.690	0.677	0.683
TC[13]	0.571	0.610	0.631	0.620
Pblog-AHP (Tumblr)	0.801	0.833	0.810	0.821
PblogCluster (Tumblr)	0.814	0.867	0.830	0.848

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P The comparison of the efficiency of the Pblog  
s framework with baselines on Tumblr dataset  
( framework with baselines on Twitter dataset