

Public Interest Analysis Based on Implicit Feedback of IPTV Users

ABSTRACT

Modern information systems make it increasingly easy to gain more insight into the public interest, which is becoming more and more important in diverse public and corporate activities and processes. In this paper we propose and describe a framework and a method for estimating public interest from the implicit negative feedback collected from the IPTV audience. Our research focuses primarily on the channel change events and their match with the content information obtained from closed captions. The presented framework is based on concept modeling, viewership profiling, and combines the implicit viewer reactions (channel changes) into an interest score. It is able to cover a much broader population, and it can detect even minor variations in user behavior.

EXISTING SYSTEM

The assessment and analysis of public opinion and people's interest in various topics have been highly important for decades. Every major social, economic or political decision process relies on tapping the pulse of the public opinion through time, and tries to adjust based on the feedback. Existing methods for collecting public opinion encompass traditional surveying, telephone and online polls, live interviews, and similar. However, we live in the information age where connected individuals leave a significant “data exhaust” with every Internet service they use. Ranging from online communities, where people can express their views, interests and opinions almost effortlessly in many different forms, to social networks, where people also proactively share, like, comment and repost content. Such systems are highly popular, especially with the younger generation and tech-savvy individuals, but remain largely unused by the older generation.

DRAWBACKS

- It doesn't uniformly represent all population groups and that the content can be subjected to self-censoring or curation.

PROPOSED SYSTEM

In this paper we propose and describe a framework and a method for estimating public interest from the implicit negative feedback collected from the IPTV audience. Our research focuses primarily on the channel change events and their match with the content information obtained from closed captions. The presented framework is based on concept modeling, viewership profiling, and combines the implicit viewer reactions (channel changes) into an interest score. The proposed framework addresses both above mentioned disadvantages or concerns. It is able to cover a much broader population, and it can detect even minor variations in user behavior. We demonstrate our approach on a large pseudonymized real-world IPTV dataset provided by an ISP, and show how the results correlate with different trending topics and with parallel classical long-term population surveys.

ADVANTAGES

- It is able to cover a much broader Population
- It can detect even minor variations in user behavior.

SYSTEM REQUIREMENTS

H/W System Configuration:-

- Processor - Pentium –IV
- RAM - 4 GB (min)
- Hard Disk - 20 GB
- Key Board - Standard Windows Keyboard
- Mouse - Two or Three Button Mouse
- Monitor - SVGA

S/W System Configuration:-

- Operating System : Linux
- Application Server : Tomcat5.0/6.X
- Backend coding : Java
- Tool : Virtual Box
- Environment : Ubuntu
- Technology : Hadoop