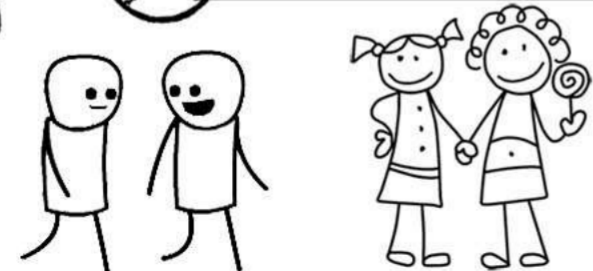
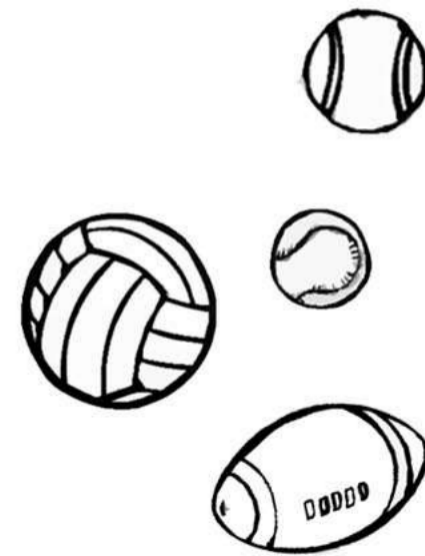
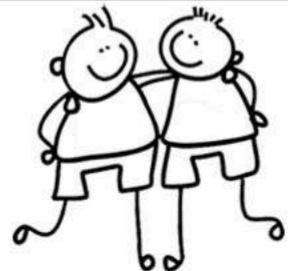




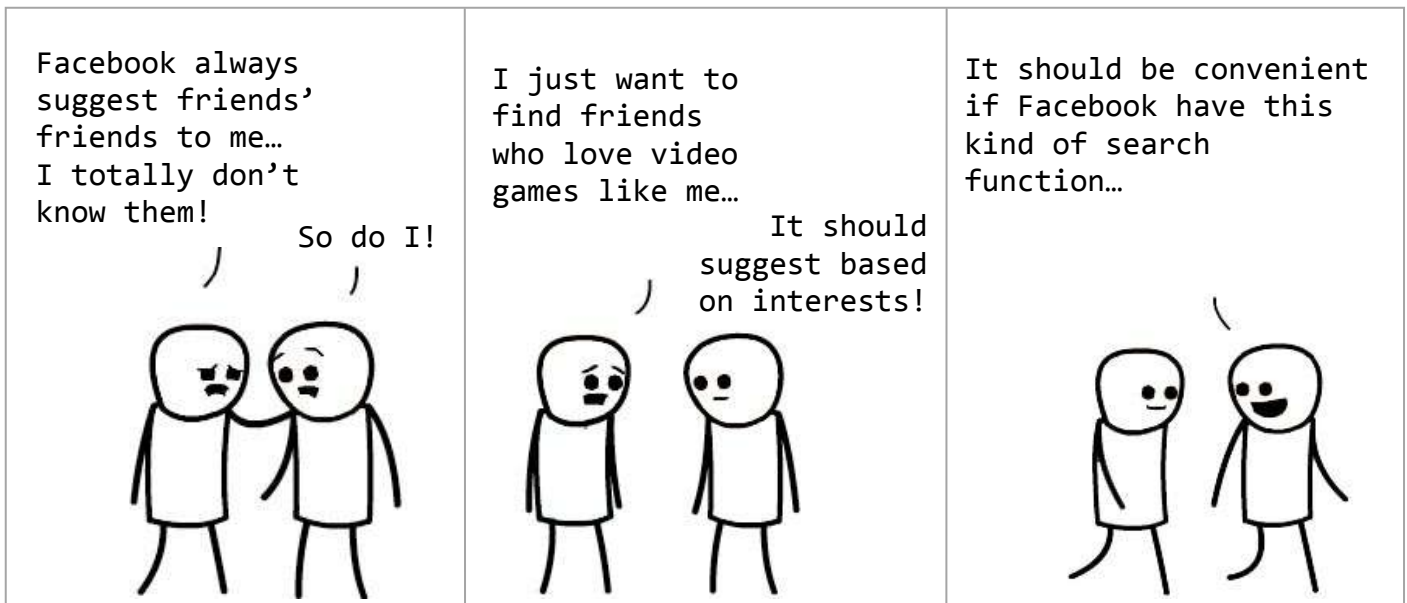
Finding Friends



By CHENG Cheuk Ho, LAM Kin Hei,
WONG Tsz Cheuk, LAU Tat Hin
Supervised by Prof. Lei CHEN



Background



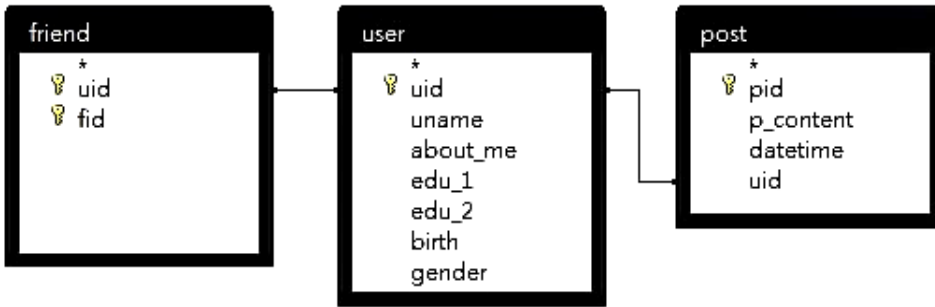
Project Overview

It's hard to search for new friends having the same interests we have. Though there're provided some pages on specific interests/topics for us to "like", what if no such pages are established? We provide a SOLUTION! Our powerful search engine can search through micro-blogs users' posts content to find the people with the same interests.

E.g. if we search for NBA star Kobe Bryant, the system will search for posts that contain "Kobe Bryant" or "Kobe" or "Bryant" or the name of Kobe's team or teammates. The frequency of the words used per users will also be shown.

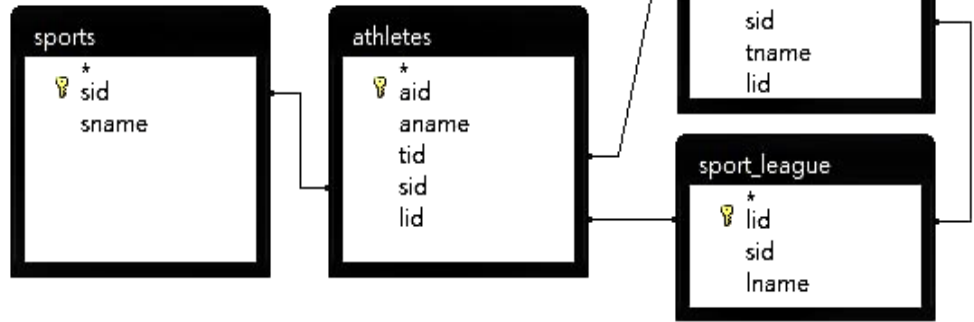
By using the system, we can find friends more specific.

DATABASE SYSTEM



Keywords Database

Use SPORTS category to build the prototype of our idea.
&
Specifically, focus on BASKETBALL.



User Database

Three tables storing users info, friendships among them and posts content

Frequent pattern mining
& Association rule mining

DATA MINING ALGORITHM

USER INTERFACE

(the prototype can be visited in <http://wwwfyp.cse.ust.hk:7123>)

* Simple is the best! *

Finding Friends

Welcome to our system! You are going to find friends based on the interest by using our system.

1. We have built a database that is simulating the social networking site - Facebook.
2. Suppose your name is called DAVID LAU and want to find the friend's friends which have the same interest with you.
3. Now, please ENTER the keyword to search for friends.

Please input the keyword: Sport Music Book

Part 1 - Exact matches with keyword input

2 results are found

User name	No. of common friends	Related Post	Frequency of keyword
Li W Ching	5	KOBE.... the lost of NBA... Stephen Curry! NBA Star!!	2
To KH	7	NBA tonight! OK? NBA! Great!!!	2

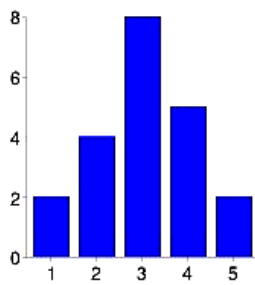
8 results related to NBA

User name	No. of common friends	Related Post	Number of related post
Horace Him	0	Byron Mullens is Small Forward Deron Williams is Center Jeff Ayres is Captain Jeff Ayres is nothing impossible!	4
Josephine Lau	2	Golden State Warriors meet Steve Blake This time is Golden State Warriors NO One dont know Reggie Williams NBA weakest tema : Oklahoma City Thunder	4
Phoebe Ng	0	Los Angeles Clippers is Pacific team Phoenix Suns is Pacific team Golden State Warriors is Pacific team	4

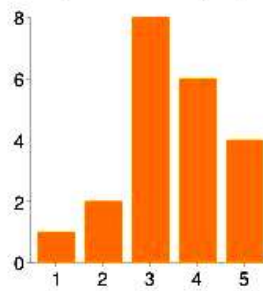
Part 2 - Matches with related keywords

Evaluation

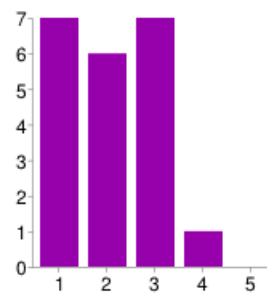
Can you find the people with the same interest?



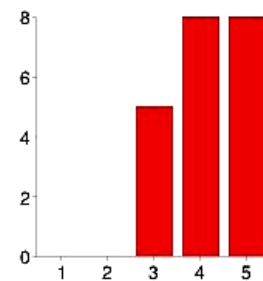
Can you find the people with the similar interest?



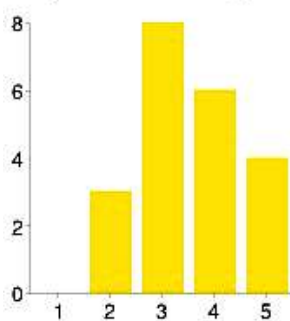
Do you find any difficulties using the system?



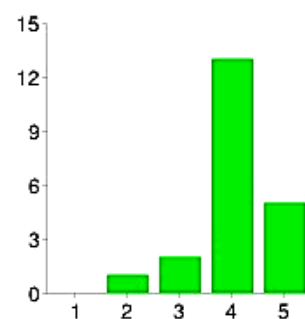
Do you think the system is easy to use?



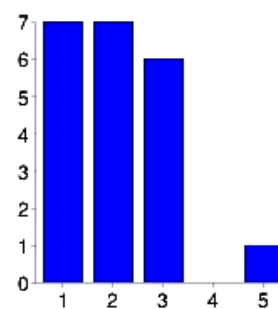
Do you think the layout of the system is good?



Do you think the layout of the system is simple?



Do you find any delays using the system?



*Error-free
Easy to use
Testers accept it
Overall is satisfied*

Conclusion

In this project, we were successfully using data mining methods to get useful information from all users' posts. Though it was challenging to use complicated queries to show the results and it was hard to define the best way to sort the result, the system could suggest friends with common interests efficiently.

In the future, if we have a chance, we would add more features on it in order to make it become more powerful and popular. We might modify the algorithm to improve the coverage of search results. We would also try to simplify the queries and set up paging to show the results in a more user-friendly way.

All in all, this system can help microblog users to find friends with common interests much easier and more convenient.