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Face Location - A Novel Approach to Post the User global Location

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Abstract
Today Web users are facing the problems of information overload on the World Wide Web which stores vast source of data. As a result, how to provide Web users with more exactly needed information is becoming a critical issue in web based information . People populate more information on Social Network Sites as their profile data and etc. Now a days most of the users have accounts in social network sites. In this paper we are discussing the popular document classifiers to find the location of a user in the social networking sites,In this paper we make use of the profile data and other information to achieve the objective of RRR which is to give Right information to the Right set of People at Right Time In this paper, we present "Supervised learning" a method to cascade the decision tree learning methods in classifying locations of the users posted in a social network site.

Keywords – Supervised Learning, Web mining,Social networks, Decision tree, facebook.

I. Introduction

1.1 Web Mining

Web mining aims to extract useful knowledge from the web and it is a rapid growing research area. It consists of Web usage mining, Web structure mining, and Web content mining. Web usage mining refers to the discovery of user access patterns from Web usage logs. Web structure mining tries to discover useful knowledge from the structure of hyperlinks. Web content mining aims to mine useful information or knowledge from web page contents.

Web content mining is related to data mining because many data mining techniques can be applied in Web content mining. It is related to text mining because much of the web contents are texts. However, it is also quite different from data mining because Web data are mainly semi-structured and/or unstructured, while data mining deals primarily with structured data. Web content mining is also different from text mining because of the semi-structure nature of the Web, while text mining focuses on unstructured texts. Web content mining thus requires creative applications of data mining techniques and also its own unique approaches.

1.2 Social Networking and Facebook

Users share a variety of information about themselves on their Facebook profiles, including photos,contact information, location,interested movies ,books etc. It is very clear to understand that people are using social network sites such as Facebook,Twitter,,Myspace etc..as there is a broad demographic on these sites. Mainly social net working sites are used for personal reasons and sharing the information with many people.The other uses are business,marketing,entertainment etc.

Facebook uses server-side Hypertext Preprocesser (PHP) scripts and applications to host and format the content available on the service. Content is stored centrally on Facebook servers. Scripts and applications at Facebook

get, process, and filter information on demand, and deliver it to users in real time, to a Web browser over the Internet.

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II. SECTION

2.1. Survey on Uses of Face Book: Facebook was reported to have more than 21 million registered users generating billion page views each day by 2007. The site integrated into media daily practices typical user spends about 20 minutes a day on the site and other users log in at least once a day Capitalizing on its success among college students and employees, Facebook launched a high school version in past September 2005. In 2008, the company introduced communities for commercial organizations; as of November 2008, almost 32,000 organizations had Facebook [8] directories (Smith, 2008). In 2008, Facebook was used at over 4,000 United States colleges and was the seventh most popular site on the World Wide Web with respect to total page views

Most of the existing academic research on Facebook has focused on identity presentation and privacy concerns looking at the amount of information Facebook participants provide about themselves, the relatively open nature of the information, and the lack of privacy controls
enacted by the users, Gross and Acquisti (2005) argue that users may be putting themselves at risk both offline (e.g., stalking) and online (e.g., identify theft).

In contrast to popular press coverage which has primarily focused on negative outcomes of Facebook use stemming from users' misconceptions about the nature of their online audience, we are interested in situations in which the intended audience for the profile such as well-meaning peers and friends and the actual audience are aligned. We use Facebook as a research context in order to determine whether offline social capital can be generated by online tools.

2.2. Related Issues on Social Networks:

First recognizable social network site launched in 1997 introducing the Orkut.com users to create profiles, list their Friends and, beginning in 1998, surf the Friends lists. Each of these features existed in some form before orkut, of course. Profiles existed on most major dating sites and many community sites. AIM and ICQ buddy lists supported lists of Friends, although those Friends were not visible to others. Classmates.com allowed people to affiliate with their high school or college and [9] surf the network for others who were also affiliated, but users could not create profiles or list of Friends until years later. Orkut was the first to combine these features.

Orkut promoted itself as a tool to help people connect with and send messages to others. While Orkut attracted millions of users, it failed to become a sustainable business and, in 2000, the service closed. Looking back, its founder believes that

Orkut was simply ahead of its time, personal communication by jul2007. While people were already flocking to the Internet, most did not have extended networks of friends who were online. Early adopters complained that there was little to do after accepting Friend requests, and most users were not interested in meeting strangers. From 1997 to 2001, a number of community tools began supporting various combinations
of profiles and publicly articulated Friends. Many users allowed to create personal, professional, and business profiles—users could identify Friends on their personal profiles without seeking approval for those connections. Likewise, shortly [9] after its launch in

In particular, the people behind Ryze, Tribe.net, LinkedIn, and Friendster were tightly entwined personally, business and professionally. They believed that they could support each other without competing. In the end, Ryze never acquired mass popularity, Tribe.net grew to attract a passionate niche user base, LinkedIn became a powerful business service, and Friendster became the most significant, if only as "one of the biggest disappointments in Internet history"

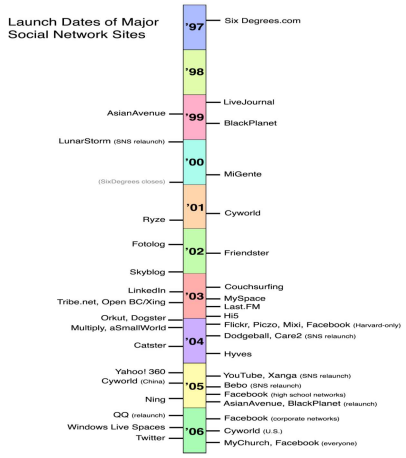

Figure 1 shows the timeline of the social network sites when it was created

In the Friendster, MySpace, and Facebook, three key SNSs that shaped the business, cultural, and research landscape. Don't talk to invisible strangers. New York Times. Retrieved

III. SECTION

3. Problem Definition: People populate a lot more information on social network sites as their profile data and etc. Now, almost every Internet user has an account in social network sites. and they spend a significant part of time in browsing in social networks.
Our thesis is an attempt to take the above facts as benefits and provides correct information to users to reach their needs at right time.

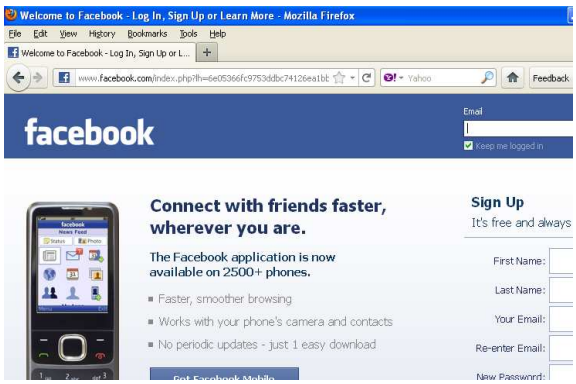

Figure 2 Example screen of facebook

Our proposed solution analysis aims to capture the user profile in facebook and post the data into locations such as India,UK,US and their hierarchy of states and so on.To implement this solution we consider that a data mining technique supervised learning.

IV. SECTION

4. Usage of Mining Algorithms to post the data in facebook:

Machine learning is a scientific discipline that is concerned with the design and development of algorithms that allow computers to learn based on data, such as from sensor data or databases. A major focus of machine learning research is to automatically learn to recognize complex patterns and make intelligent decisions based on data. Hence, machine learning is closely related to fields such as statistics, probability theory, data mining, pattern recognition, artificial intelligence, adaptive control, and theoretical computer science.

4.1.Decision Tree: Decision tree rules provide model transparency so that a business user, marketing analyst, or business analyst can understand the basis of the model's predictions, and therefore, be comfortable acting on them and explaining them to others Decision Tree does not support nested tables. Decision Tree Models can be converted to XML. Several algorithms in Decision trees are mention below

4.2. ID3 Decision Tree

Iterative Dichotomiser is an algorithm to generate a decision tree invented by Ross Quinlan, based on Occam's razor. It prefers smaller decision trees(simpler theories) over larger ones. However it does not always produce smallest tree, and therefore heuristic. The decision tree is used by the concept of Information Entropy. The ID3 Algorithm steps are:

1)Take all unused attributes and count their entropy concerning test samples
2) Choose attribute for which entropy is maximum
3)Make node containing that attribute

ID3 (Examples, Target _ Attribute, Attributes) Create a root node for the tree
If all examples are positive, Return the single-node tree Root, with label = +.
If all examples are negative, Return the single-node tree Root, with label = -.
If number of predicting attributes is empty, then Return the single node tree Root, with label = most common value of the target attribute in the examples.
Otherwise Begin
A = The Attribute that best classifies examples.
Decision Tree attribute for Root = A.
For each possible value, v_i, of A,
Add a new tree branch below Root, corresponding to the test A = v_i.
Let Examples(v_i), be the subset of examples that have the value v_i for A
If Examples(v_i) is empty common target value in the examples
Else below this new branch add the sub tree ID3 (Examples(v_i), Target_ Attribute, Attributes – {A}
End
Return Root

V. Conclusion

In this paper a general supervised for classifying user location was described. The specific approaches of the implementation of location datasets posting system learning are characterized, we developed the ID3 decision tree method is based on cascading machine learning techniques the ID3 decision trees. The ID3 decision tree build on each dataset learns the sub classifies within the data and partitions the decision space into classification regions; there by improving the system classification performance.

Our future direction is to utilize the geographic location of the user so that we can send useful information to the users based on their interests so that we can do effective e-business and other advertisements etc. based on the interest of the user.

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