

在线网络小说实时选择推送系统

Real-time Selection Push System of Online Network Novel

摘 要

全球互联网日益的发达，随着网络信息化日益普遍，移动网络大大的拓展了护林网的应用领域，我们正处在一个每天出现大量数据的“大数据”时代，大数据在经济，政治，文化等方面产生深远的影响。而且在当前时代，每个人每天都会在网络上留下大量的数据量，我们可以根据用户的行为，用户的喜好，利用数学模型和当前 Hadoop 对于大量数据处理的方法来进行用户分析，计算得出用户可能感兴趣的，更契合用户喜好的产品，在当前社会谁能掌握数据，谁就能知晓市场的走向，提前做好准备。

在大数据技术日益成熟的今天，许多小说网站也或多或少的应用了大数据技术，在以云计算为代表的技术背景下，数据很容易被利用起来，从大数据中挖掘出有价值的信息是值得研究的，所以我们针对手中已有的用户上网信息数据，通过分析数据掌握用户动态，对用户可能喜欢的产品进行推荐。在线网络小说实时选择推送系统应运而生，主要是针对用户在该网站浏览的小说类型，小说作者，小说中的关键字例如：玄幻、修真、言情等，还有用户对其看过的小说评分，通过收集这些数据与地址库进行匹配，解析用户行为，从而进行用户画像，即对数据进行数据聚类，分析聚类后各类别的情况。预测有阅读欲望的用户群，作为数据挖掘的基础数据，再利用协同过滤算法分析同类人喜欢的产品进行推荐，再利用关联规则算法分析用户访问网址的关键字，来推荐相似的小说。通过推荐用户喜欢的小说来增加网站的浏览量，并且提高用户浏览的频率。

该系统的开发综合了许多的文献资料，开发出了这个网络小说实时选择推送系统，本文论述了此系统的意义、目标、内容和应用的范围，并且对部分功能的实现细节进行了解释和阐述。

关键词

大数据 协同过滤 小说推荐

Abstract

The global Internet is becoming more and more developed. With the increasing popularity of network information, the mobile network has greatly expanded the application field of the forest protection network. We are in a "big data" era, which has a large number of data every day. Large data have far-reaching impact on economic, political, cultural and other aspects. And in the current era, each person will leave a large

amount of data on the network every day. We can make user analysis based on the behavior of the user, the preferences of the user, the mathematical model and the current Hadoop method for a large number of data processing, and calculate the product that the user may be interested in and is better in accordance with the user's preference. In the

current society, who can master data, who will be able to know the trend of the market and prepare ahead of schedule.

In today's big data technology, many novel websites are more or less applied to large data technology. In the background of cloud computing, data is easy to be used. It is worthwhile to study the valuable information from large data. So we aim at the user's Internet information in the hands of the users. Data, through analyzing data, mastering user dynamics, recommending products that users may like. The online network novel real-time selection push system came into being. It mainly aimed at the type of novel that users browse on the website, the novel author, the key words in the novel, such as fantasy, truth, love and so on, and the score of the novel that the user has read to it, by collecting these data to match the address base and parsing the user's line In order to make user portrait, that is, clustering data and analyzing the situation of each category after clustering. To predict the desire of reading users, as the basic data of data mining, and then use collaborative filtering algorithm to analyze the products of similar people to recommend, and then use the association rules algorithm to analyze the user access to the keyword, to recommend similar novels. By recommending users' favorite novels, it can increase website browsing and increase user browsing frequency.

The development of the system has integrated a lot of literature, developed the network novel real-time selection push system. This paper discusses the meaning, target, content and application scope of the system, and explains and expounds the details of the realization of some functions.

Keywords: Big data, collaborative filtering, novel recommendation

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