Ontology based Recommender System using Content-based Filtering and AHP methods

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ABSTRACT

Recommender systems on web pages are a subclass of information filtering system that seeks the relevant web pages according to prediction of the 'rating' or 'preference' that a user would give web page. Nowadays, the huge numbers of available web pages on the web make difficultly for finding relevant web pages. Ontology is a formal representation of a set of concepts within a domain and the relationships between those concepts. Content-based filtering also referred to as cognitive filtering, recommends items based on a comparison between the content of the items (Item profile) and a user profile. Rather than prescribing a "correct" decision, the Analytic Hierarchy Process AHP helps decision makers find one that best solution of their goal and their understanding of the problem and extract decision based on their preferences. This system presents building ontology of cosmetics to apply recommender system and gives the best solution of cosmetic web pages which are suitable for user based on user's preference using Content-based Filtering method and Analytic Hierarchy Process (AHP) method.