Introduction

Social media has become an integral part of our daily life, and there exists a lot of social networking platforms. Most social networking platforms can raise a user’s social circle by adding the friends they met in the real world and recommend friends to users mainly based on two preferences: mutual friends and proximity. Based on this, we want to build a social networking platform which automatically recommend friends to users based on user’s background.

Objectives

The goal of this project is to build a social networking platform, which aims at connecting people from different life circles with common interests together. We have planned to develop:

- Database storing user’s detailed profile
- Data mining algorithm for analyzing user’s data
- Friends Recommendation System by using the database and the results from the algorithm
  - automatically recommends friends with similar background or same interests
  - helps on finding people equipped with company’s preferences such as academic qualification or special skill
  - holds events and connects to potentially interested or related users
Methodology

Our application is divided into three parts: User Interface, Data Mining System and Database.

System Design

Data Mining System

<table>
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<tr>
<th></th>
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<th>Year of Study</th>
<th>Interest</th>
<th>Go Hiking</th>
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Data retrieve from database

- Invite users (>=75%) to join
- Get the data of other users
- Male/Year1 Like Sports
- 90% join
- Result
By using our application, user can simply meet a person by our matching algorithm with a more personalized and unique choice. It can be applied in many categories including Sports, Education, Music and Books and used for job-seeking, organizing an event for a right group of people, finding a right partner for your products and so on.

The above diagram shows how the application implemented and the flow of using the application. Users need to sign up and fill in a simple form to enrich user’s personal profile. The system will trigger the corresponding function whenever users touch on the button on the interface.