Personalizing Places of Interest Using Social Media Analysis
Phil Martinkus and Dr. Praveen Madiraju, MSCS, Marquette University

Introduction
Travelers are always looking for easier ways to discover places of interest within a city. Travel books and websites can be difficult to navigate because they are unable to personize the travel advice given to users. We propose that social media can be used to help an application tailor its results for a travel destination for the needs of an individual. People post the activities they enjoy and the places they frequent on social media websites such as Twitter and this data can be mined from a user’s tweets to give our application a better idea of the results the user would want to see most.

Related Work
Other research involving places of interest focus on finding the locations and extracting the name and type of place from online resources. However, these projects do not personize the results for a given user.

System Design and Implementation

References