

ABSTRACT

From year to year, more applications and users of Social Web on the World Wide Web (www). Between users are exchange the information in every different Social Web. Semantic Web is a way to unify the user interactivity, information collaboration, support data aggregation and data sharing.

This research conducted an analysis the needs of the user model that supports the process of data sharing and aggregation of user data to improve personalization and recommendation services.

Three applications are chosen to be a data set including Facebook, Twitter and Google plus. They are analyzed to determine the attributes of the general user model which allows sharing of user data and analyze what is needed to improve the user model with doing aggregation on each attribute. Thus, this research uses the Social Web User Model (SWUM) approach which is a new model to satisfy the needs of the Social Web application. There are three main stages to develop model with SWUM including the process of selecting a data set, the requirement for SWUM and profile aggregation with the SWUM. In addition, in the requirement for SWUM, there are three sub processes within such as the User Model Dimensions, User Model Attributes and User Model WordNet that used to find profile aggregation and solve the diversity of attributes issues as part of the user model to support the aggregation of the user model.

The results of this research are tables of aggregation attributes on each application data set that Facebook, Twitter and Google plus. There are some recommendations attributes for uniformity of attributes in the third applications of data set.

Keyword : SWUM, aggregation, data sharing, user model