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INTERNET FORUMS AS INFLUENTIAL SOURCES OF CONSUMER INFORMATION

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Abstract— Information union is a difficult issue in info joining. The value of details increments when it is connected and intertwined with other statistics from various (Web) sources. The guarantee of Big Data pivots after inclining to a few major info coordination challenges, for instance, record linkage at scale, constant info combination, and uniting Deep Web. Albeit much effort has been directed on these issues, there is constrained work on production of a uniform, standard record from a gathering of archives relating to a similar true element. Such a record portrayal, instituted standardized record, is significant for both front-end and back-end submissions. In this paper, the record adjustments issue is present from top to bottom investigation of adjusting the granularity levels (e.g., record, field, and worth part) and of adjustment shapes (e.g., regular versus complete). Comprehensive structure for figuring the standardized record is implemented. The proposed structure incorporates a suit of record adjustments techniques, from guileless ones, which utilize just the data gathered from accounts themselves, to compound systems, which mine a gathering of copy accounts before choosing an incentive for a characteristic of a standardized record. This leads the wide-ranging of these exact researches with all the planned approaches. The demonstration of shortcomings and qualities of each one of them and prescribe the ones to be utilized by and by.

Index Terms—Record normalization, data quality, data fusion, web data integration, deep web.

I. INTRODUCTION

THE Web has evolved into a data-rich repository containing a large amount of structured content spread across a great many sources. The usefulness of Web data increases exponentially (e.g., building knowledge bases, Web-scale data analytics) when it is linked across numerous sources. Structured data on the Web resides in Web database and Web tables. Web data integration is an important component of many applications collecting data from Web databases, for example, Web data warehousing (e.g., Google and Bing Shopping; Google Scholar), data aggregation (e.g., item and service reviews), and met searching. Integration systems at Web scale need to automatically match records from different sources that refer to the same real-world entity locate the true matching records among them and transform this set of records into a standard record for the utilization of users or other applications. There is a large assemblage of work on the record matching problem and reality discovery problem. The record matching problem is also referred to as duplicate record detection, record linkage, object identification, entity resolution, or deduplication and reality discovery problem is also called as truth finding or fact finding a key problem in data combination. In this paper, we assume that the tasks of record matching and truth discovery have been performed and that the groups of true matching records have accordingly been identified. Our goal is to generate a uniform, standard record for each group of true matching records for end-user utilization. We call the generated record the normalized record. We call the problem of computing the normalized record for a group of matching records the record normalization problem (RNP), and it is the focal point of this work. RNP is another specific interesting problem in data combination.

Record normalization is important in many application domains. For example, in the research publication domain, although the integrator website, for example, Citeseer or Google Scholar, contains records gathered from a variety of sources using automated extraction techniques, it must display a normalized record to users. Otherwise, it is unclear what can be presented to users: (I) present the entire group of matching records or (ii) basically present some random record from the group, to simply name a couple of ad-hoc approaches. Either of these choices can lead to a frustrating experience for a user, because in (I) the user needs to sort/browse through a potentially large number of duplicate records, and in (ii) we risk presenting a record with missing or incorrect pieces of data.

Record normalization is a challenging problem because different Web sources may represent the attribute values of an entity in different ways or even provide conflicting data. Conflicting data may happen because of incomplete data, different data representations, missing attribute values, and even erroneous data. For example, Table 1 contains four records corresponding to the same entity (publication). They are extracted from different websites. Record R_{norm} is constructed by hand for illustration purposes. One notices that the same publication has different representations in different websites. For instance, the field author uses the format" last-name, first-name-initial"

Fields	author	title	venue	date	pages
R_a	Halevy, A.; Rajaraman A.; Ordille, J.	Data integration: the teenage years	in proc 32nd int conf on Very large data bases	2006	
R_b	A. Halevy, A. Rajaraman, J. Ordille	Data integration: the teenage years	in VLDB	2006	9-16
R_c	A. Halevy, A. Rajaraman, J. Ordille	Data integration: the teenage years	in proc 32nd conf on Very large data bases	2006	pp.9-16
R_d	A. Halevy, A. Rajaraman, J. Ordille	Data integration: the teenage years		2006	9-16
R_{norm}	Alon Halevy, Anand Rajaraman, Joann Ordille	Data integration: the teenage years	in proceedings of the 32nd international conference on Very large data bases	2006	9-16
R_{field}	A. Halevy, A. Rajaraman, J. Ordille	Data integration: the teenage years	in proc 32nd int conf on Very large data bases	2006	pp.9-16

Fig 1. Four records for the same publication are extracted from the different websites and constructed manually.

in the record Ra, yet the values of the same field in the records R_b, R_c, and Rd use the format "first-name-initial. Last-name". One can also observe that the value of the field pages is absent in Ra. The field venue has incomplete values in three of the four records and has no value in Rd; it contains the abbreviations "proc", "int", "conf" to represent "proceedings", "international" and "conference", respectively, in the records Ra and R_c; it contains the acronym "VLDB" to represent "Very Large Data Bases" while missing "proceedings of the 32nd international conference on" in R_b. Some values of the attributes of R_{norm} cannot be acquired directly from the given set of matching records, for example, the principal names of the authors. They could be obtained by mining external sources, for example, a search engine. In this paper, we center around the best-effort record normalization: we compute R_{norm} from the set of matching records and don't explore external sources. Furthermore, this paper just focuses on the normalization of text data, and we will leave the normalization of data involving numeric and more complex values as future work.

II. BRIEF OVERVIEW OF THE PROPOSED SOLUTION

We identify three levels of normalization granularity: record, field, and value-component. Record level assumes that the values of the fields inside a record are governed by some hidden criterion and that together create a cohesive unit that is user-friendly. As a consequence, this normalization favors building the normalized record from entire records among the set of matching records rather than piecing it together from field values of different records. In this manner, any of the matching records (ideally, that has no missing values) can be the normalized record. Using our running example in Table 1, the record Rc is a possible choice for the normalized record with this level of normalization granularity.

Field level assumes that record level is often inadequate in practice because records contain fields with incomplete values. Recall that these records are the results of automatic data extraction instruments, which are not perfect and accordingly may produce errors. This normalization level ignores the cohesion factor in the record normalization level and assumes that a user is better served when each field of the normalized record has as easy to understand a value as possible, selected from among the values in the set of matching records. It treats each field of the normalized record independently, finds a normalized value (according to some criterion) per field, and creates the normalized record by stitching together the normalized values of the fields. The normalized record may not resemble any of the matching records, however it will convey the same information as any of them, in a user-friendlier form than any of the individual records. For example, consider the field venue of R_{field}. We may take (according to a number of criteria that we will describe in later sections) the value "in proc 32nd int conf on Very large data bases" from record R_a (Table 1) as its normalized value.

Value-component level takes the field level normalization a step "deeper." It assumes that in general the value of a field may comprise of multiple pieces some of which may not be easy to grasp by an ordinary user. For example, a field, (for example, venue) may contain arcane acronyms illegible to an ordinary user. A normalization arrangement as per this level will yield a value for a field with the property that the individual components of the value are themselves normalized. The resulted (normalized) value may not physically exist in any of the matching records. For example, the values of R_a, R_b, and R_c for the field venue contain acronyms, incomplete, and unexpanded terms. We can synthesize a normalized value for this field by mining the set of records and make the following inferences:

- "proc", "int", "conf" are the abbreviations of "proceedings", "international" and "conference", respectively, and
- the collocation "in proceedings of the" appears frequently as a whole unit.

Hence, we can create a normalized value for venue, at the value-component level, as pursues.

1) We take the value suggested previously by the field-level for venue and replace the abbreviations in it with the complete words and change it into "in proceedings 32nd international conference on Very large data bases".
2) We find that "in proceedings" is the part of the collocation "in proceedings of the"
3) We use the collocation to replace "in proceedings".
4) Finally, we get the normalized value of venue, "in proceedings of the 32nd international conference on Very large data bases".

A snappy visual inspection of the records Ra − Rd demonstrates that this value, although desirable, isn't

present in any of these records. After each field gets its normalized value according to the value-component level, we piece them together to create the normalized record.

Naive answers for RNP are often inadequate. For ex-ample, one simple answer for the field-level normalization is to return the most widely recognized string of each field as its normalized field value. However, this strategy is inadequate in the presence of records with missing values. In our running example, this approach will produce the value "in proc 32nd int conf on Very large data bases" for the field venue, yet the value "in proceedings of the 32nd international conference on Very large data bases" is clearly much better when complete citation information is desirable. Providing non-naive strategies to the three normalization levels is a challenging task. For example, a key challenge in providing an answer according to value-component level is that a value-component may comprise multiple adjacent pieces and the value of a field may contain components with uneven lengths (e.g., "in proceedings of the" and "conf" are value components in venue). They need to be discovered and normalized, computationally.

CONTRIBUTIONS

In this paper we aim to develop a framework for constructing normalized records systematically. This paper has the following commitments:

We propose three levels of granularities for record normalization along with methods to develop normalized records according to them.

We propose a comprehensive framework for systematic development of normalized records. Our frame-work is flexible and allows new strategies to be added effortlessly. To our knowledge, this is the principal piece of work to propose such a detailed framework.

We propose and compare a range of normalization strategies, from frequency, length, centroid and feature-based to more complex ones that utilize result merging models from information retrieval, for example, (weighted) Borda.

We introduce a number of heuristic rules to mine desirable value components from a field. We use them to build the normalized value for the field.

We perform empirical studies on publication records. The experimental results demonstrate that the proposed weighted-Borda-based approach significantly out-performs the baseline approaches.

PROBLEM DEFINITION

Let E be a set of real-word entities relevant for the application domain at hand, say scientific publications. Denote by $R^e = \{r_1, r_2, \ldots, r_{ne}\}$ the set of matching records that refer to an entity $e \in E$, where ne is the number of the matching records for the entity e, $|R^e| = ne$. Record Normalization Problem (RNP): Create a normalized record n re for each entity $e \in E$ from the set of matching records Re that summarizes the information about e as accurately as possible.

Currently, there is anything but a widely accepted standard for record normalization, yet there are a few prerequisites of a good normalized record:

- **Error-free:** A normalized record should avoid errors, such as misspellings or incorrect field values, as much as possible.
- **Comprehensive:** A normalized record should contain a value for each field whenever possible.
- **Representative:** A normalized record should reflect the commonality among the matched records.

III. NORMALIZATION GRANULARITIES AND FORMS

In this section, we first present three levels of record normalization. Then we give two forms of normalization.

Levels of Record Normalization

We propose three levels of normalization: record, field, and value-component. Note that regardless of the chosen level of normalization, the goal is to provide users with some form of normalized record that is the easiest to grasp by an ordinary user.

Record-level Normalization

The record-level normalization assumes that each record $r_i \in R^e$ is a cohesive unit, in the sense that taken together the values $r_i[f_j]$ of the fields f_j in r_i give a coherent depiction of entity e. The assumption, while intuitively appealing and allows to assemble the theoretical underpins for constructing normalized records, needs to be taken with a grain of salt in practice. R^e contains a mixture of candidate normalized records and records with incomplete or arcane representations of e, which may be hard to understand by ordinary users. The challenge is to select a record $r_i \in R^e$ that is destined to be a reasonable candidate. The selection can be performed according to several criteria (described in Section 4.1). One elementary criterion is to demand that the selected record must have a value for each field. Note that R_c in Table 1 meets the constraints of this strategy.

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Field-level Normalization

Field-level normalization selects a normalized value for each field f_i independently and concatenates the selected values of all fields into a normalized record. The normalized value for the field f_i is one of the values that appear among the records in R^e in the field f_i and it is selected according to some criteria (e.g., more descriptive). The normalized record formed along these lines may comprise of field values from different records. For example, R_{field} in Table 1 is the normalized record constructed out of the field values of R_a- R_d. The values of R_{field} in the fields venue and pages are taken from R_a and R_c, respectively, because they are the most descriptive. The record obtained by concatenating these field values does not exist among the matching records. In general, the normalized record may not correspond to any of the original set of matching records.

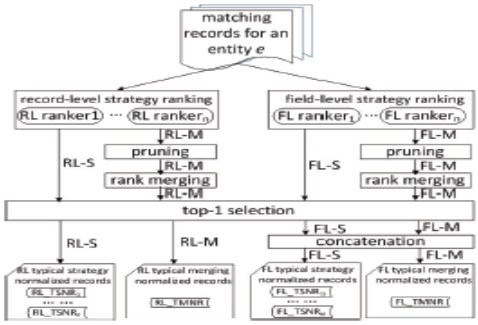


Fig 2. The typical normalization framework.

IV. OUR APPROACH

Our proposed Approach consists of five modules mentioned below:

- **User Interface**
- **Admin**
- **Upload Dataset**
- **User**
- **Normalization of Duplicate Records**

DESCRIPRION:

- **User Interface Design**

To connect with server user must give their username and password then only they can able to connect the server. If the user already exits directly can login into the server else user must register their details such as username, password, Email id, City and Country into the server. Database will create the account for the entire user to maintain upload and download rate. Name will be set as user id. Logging in is usually used to enter a specific page. It will search the query and display the query.

- **Admin:**

Admin plays very crucial role in project, This is the second module in our project. The roles of the admin are mentioned below

----> He selects the Dataset that should be uploaded.

----> He can see the number of users along with their search criteria

- **Upload Dataset:**

Uploading the dataset is the work of the admin, which consists of the NON-NORMALIZED data. It contains 3,683 conference name strings of 100 unique ones, which are collected from the web. It has three columns: rid, label and conference_name.

rid-----> denotes the index of the conference name strings

label ------>denotes the index of the unique conference name strings

conference_name ----> denotes the string of the conference name

- **User:**

User can search the data after successfully login in to the project. User can search data by giving the "lable" name, which display all the data ie, NON-NORMALIZED data.

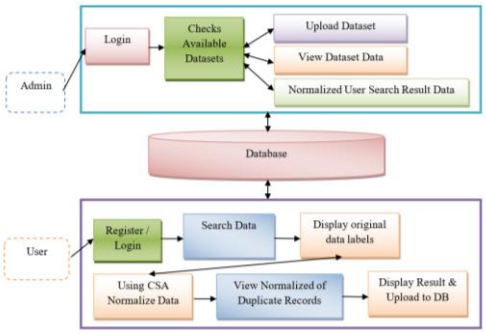
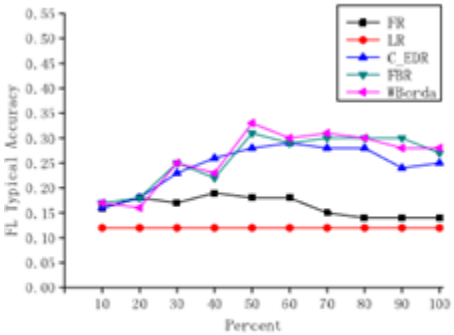
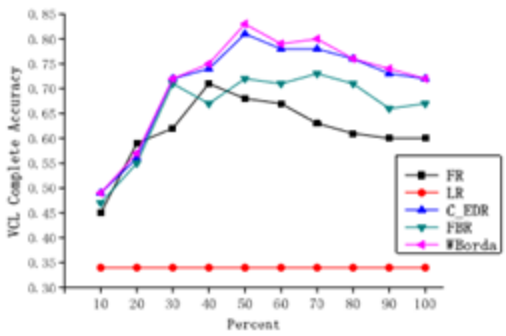


Fig.2: System Architecture

V. RESULTS



(a)FL Typical Accuracy Comparison



(b)VCL Complete Accuracy Comparison

VI. CONCLUSION

In this paper, we studied the problem of record normalization over a set of matching records that refer to the same real-world entity. We presented three levels of normalization granularities (record-level, field-level and value-component level) and two forms of normalization (typical normalization and complete normalization). For each form of normalization, we proposed a computational frame-work that includes both single-strategy and multi-strategy approaches. We proposed four single-strategy approaches: frequency, length, centroid, and feature-based to select the normalized record or the normalized field value. For multi-strategy approach, we used result merging models inspired from met searching to combine the results from a number of single strategies. We analyzed the record and field level normalization in the typical normalization. In the complete normalization, we focused on field values and proposed algorithms for acronym expansion and value component mining to produce much improved normalized field values. We implemented a prototype and tested it on a real-world dataset. The experimental results demonstrate the feasibility and effectiveness of our approach. Our method outperforms the state-of-the-art by a significant margin.

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