Introduction of Newsfeed in Food Review

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----------**ABSTRACT**----------

People search for foodvenues, or restaurants through websites and write reviews for the food they have tasted,which in turn facilitates others searches in the future. A number of studies agree on the fact that social media users tend to trust more the contents created by other users than those generated by advertising agency. This website does the integration of social media and food review. The website enable the users to follow food bloggers. This website uses message digest 5 algorithm for security and REST API. RESTfulAPI breaks down a transaction to create a series of small components. Each component addresses a particular underlying part of the transaction. Rest api has data in json format which is converted and displayed using jquery. The future reviews ofbloggers will be visible in user's timeline. The ranking system is used to display the trending places based on user reviews.

I. INTRODUCTION

As the Restaurants in the city increases day by day, people have to physically visit the hotels or restaurants for eating food and needs to know the quality of the food in specific restaurant and can also give their feedback as reviews in our website.Now there is no need for the user to visit the restaurant to have food thus this website provides ordering and delivery system. Once the food is ordered by the user he can update his review or feedback in the given platform. The reviewer/blogger usually post their review in both social media and in websites. Posting the same review on social media and food review site is said to be a tedious process. In existing websites the user cannot follow the reviewer to know their updates and upcoming reviews. If the following option is available then the updates of the bloggers and reviews are not sent to the users.Timelines and newsfeed are not available on any of the popular food reviewing sites.The user need to make a unique search to find the review of the blogger or to find the review of a restaurant which is a tedious process.The review on social media creates more buzz than one in food reviewing sites. This website does the integration of the food review website and social media. The user can follow food bloggers and reviewers so that their future reviews will be displayed in timeline. The ranking of the restaurantsis done based on the rating which was given by a user to a particular place and the number of reviews that are being updated by all the existing users. This will be displayed as trending places on the website.

II. THREE LAYERS

2.1. User

The user should register using their email id for the security purpose and the existing user should login using their email id. Then the authentication of the user is made. The user can search for the particular restaurant there are interested in and make an order.This search process is done by using Rest api. The user can also search for the bloggers/reviewers and view their reviews, if user in interested in their work then the user can follow the reviewer by clicking the follow button. After started following the bloggers/reviewers, the upcoming future reviews of the reviewer will be displayed in the user's timeline. The can give ratings for the reviewer's review and the user can also post their review in their timeline by clicking the post button in their timeline so that someone can follow user and the user's review will be rated by other users.

2.2. Timeline system

In this section, the updated reviews of the reviewers who have been following by the user will be shown. This timeline system is user-friendly and the user can interact with the blogger/reviewer by using the comment option in the timeline below the review. In currently existing websites there is no comment section in their review and so the user and the reviewer cannot interact with each other.

2.3. Ranking

The ranking of the restaurants is done based on the rating which was given by a user to a particular place and the number of reviews that are being updated by all the existing users. This will be displayed as trending places on the website. Data mining is the technique which is used to display the trending places.

III. REST API

Representational State Transfer (REST) is a software architectural style that defines a set of constraints to be used for creating Web services. Web services that conform to the REST architectural style,termed *RESTful* Web services (RWS), provide interoperability between computer systems on the Internet. RESTful Web services allow the requesting systems to access and manipulate textual representations of Web resources by using a uniform and predefined set of stateless operations. Other kinds of Web services, such as SOAP Web services, expose their own arbitrary sets of operations."Web resources" were first defined on the World Wide Web as documents or files identified by their URLs. However, today they have a much more generic and abstract

definition that encompasses every thing or entity that can be identified, named, addressed, or handled, in any way whatsoever, on the Web. In a RESTful Web service, requests made to a resource's URI will elicit a response with a payload formatted in HTML, XML, JSON, or some other format. The response can confirm that some alteration has been made to the stored resource, and the response can provide hypertext links to other related resources or collections of resources. When http is used, as is most common, the operations available are GET, HEAD, POST, PUT, PATCH, DELETE, CONNECT, OPTIONS and TRACE.By using a stateless protocol and standard operations, RESTful systems aim for fast performance, reliability, and the ability to grow, by re-using components that can be managed and updated without affecting the system as a whole, even while it is running.

IV. DATA MINING

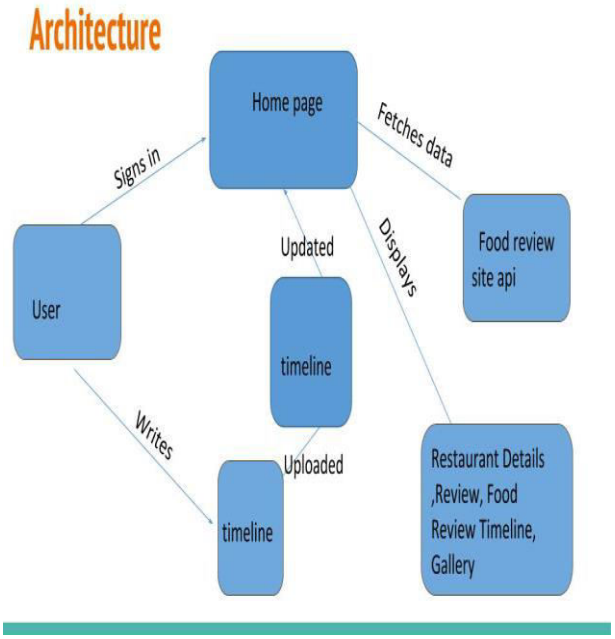
Data mining an non-trivial extraction of novel, implicit, and actionable knowledge from large data sets is an evolving technology which is a direct result of the increasing use of computer databases in order to store and retrieve information effectively. It is also known as Knowledge Discovery in Databases (KDD) and enables data exploration, data analysis, and data visualization of huge databases at a high level of abstraction, without a specific hypothesis in mind. The working of data mining is understood by using a method called modeling with it to make predictions. Data mining techniques are results of long process of research and product development and include artificial neural networks, decision trees and genetic algorithms. This paper surveys the data mining technology, its definition, motivation, its process and architecture, kind of data mined, functionalities and classification of data mining, major issues, applications and directions for further research of data mining technology.

V. WEB API

Web API is a framework that makes it easy to build HTTP services that reach a broad range of clients, includingthebrowsers and the mobile devices. ASP.NET Web API is an ideal platform for building RESTful applications on the .NET Framework. When you're building APIs on the Web, there are several ways you can build APIs on the Web. These include HTTP/RPC, and what this means is using HTTP in Remote Procedure Call to call into things, like Methods, across the Web. The verbs themselves are included in the APIs, like Get Customers, Insert Invoice, Delete Customer, and that each of these endpoints end up being a separate URI.

VI. ANALYSIS

In this application the user orders the food and updates the review based on the user's experience. This review will be visible to other users and they can follow the reviewer if they need the future reviews or updates of the reviewer.



User gives the needed details to login and the authentication of user is done . Now the user can read the existing reviews and order food from the restaurants that are available on the application. Once the food is delivered the user can rate the food based on his experience. User initially makes are search to find the restaurant and the rest api displays the places based on the key word that is used in the search. This application also enable the user to follow the reviewers and bloggers such that the future reviews of the bloggers and following person will be displayed on the timeline.

VII. IMPLEMENTATION

During user login Md5 algorithm is used here to hash the password. It converts the given password into 128 bit hash code. Thus it is hard for the hacker to spoon the password and have illegal access to the application. For authentication when the user enters the password the password will be hashed and checked for correctness.

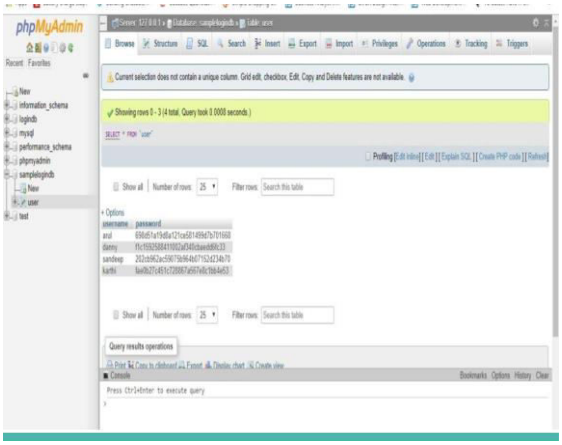


Fig 1: MD5 Algorithm

Feedback of the user is being displayed in the follower's account.

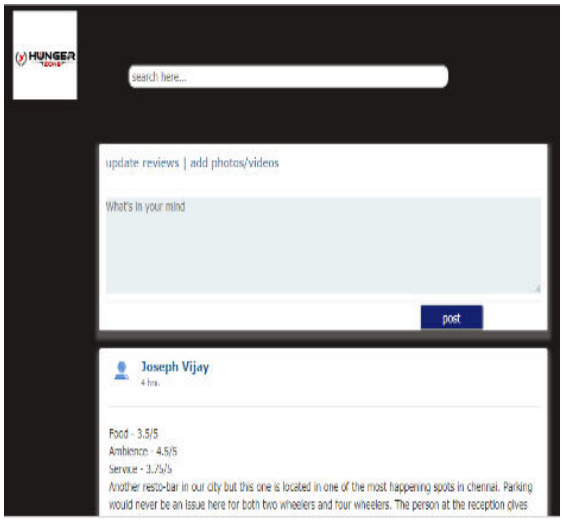


Fig 2: Timeline

Ranking of the trending places is done based upon the user rating to the particular places and number of entries in that particular place.

VIII. CONCLUSION

This application does the integration of food review and social media. The Rest api is used to display the restaurants in the given particular restaurants. The user updates his review based upon his experience in the particular place. Now all the existing user reviews will be visible if other user wishes to follow the users he can click the follow button and the future reviews of the bloggers will be updated on the followers timeline. Data mining is used to rank the trending places based upon the number of reviews in the particular place and rating given but the user. This application enhances the user interaction and more user friendly.

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