

BOOK RECOMMENDATION INTERNET BROWSER SYSTEM (BRIB)

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ABSTRACT

A book or literature recommendation process usually requires a person to become a member or user of an online book store, an online book club, an online library or a social network application. This traditional form of book recommendation lacks in comprehensiveness when keeping up with the rapidly growing information on the Internet. In this study, the authors present a novel idea and practical methods to capture, monitor and measure the flow of knowledge on the Internet by using a new integrated Internet browser. This platform, from here onward is referred to as Book Recommendation Internet Browser (BRIB). BRIB is based on the Knowledge Browser Monitoring System (KBroMS), a Knowledge Management Browser, developed by Malaysian applied research and development center, MIMOS Berhad (Musa, Hamzah, Awis, Johari, & Yusrin, 2013). BRIB's user profiling engine is able to generate book or literature recommendations in the form of bibliography and citations to the user. BRIB enables the user to receive real-time book or literature recommendations while surfing the Internet sites such as Facebook, blogs and even search browsers such as Google. The browser accelerates the processing of Big Data from the Internet and Artificial Intelligence relational analytics match the relevant book or literature according to the user's surfing and search patterns. The relevant books or literature in addition to the surfing searches add to the knowledge base of the user. BRIB is a tool that can help children, adults as well as the elderly in their pursuit of lifelong learning and education.

Field of Research: Book Recommendation, Education Technology, Knowledge Browser, Knowledge Profiling.

Introduction

The Internet is a worldwide interconnection of user networks. Since 1994 it has been expanded to serve public users and is emerging to be a very powerful platform for human activities. According to the International Telecommunication Union (ITU) report, as at March 2013, there are 2,749 million users (38.8% of the world's population) connecting to the Internet (ICT Data and Statistics Division, 2016). Pingdom website reported that in 2012, there are 634 million websites; 1 billion of monthly active users on Facebook; 175 million average number of tweets sent every day, and 1.2 trillion number of searches on Google (Neuzil, 2006). The Internet is huge, it has changed the way we live, and it is still changing and growing all the time.

The rapid growth of Internet and the worldwide connection of users make it a solid platform for learning and knowledge sharing. Today, there are many online resources to help improve people knowledge – online encyclopedias (e.g. Wikipedia), online newspapers (e.g. Southport Reporter), e-Library (e.g. Internet Public Library), e-Class (e.g. Coursera), e-Book (e.g. Project Gutenberg), etc. Unfortunately, there is no standard or single way to harvest and share knowledge on the Internet. This is because there is no single site or application to help users to track their progress on various knowledge-related Internet activities, nor to help them to monitor the flow of knowledge from those activities.