Evently

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Abstract:
• It is a social application developed for the Android platform for mobile phones.
• It allows users to share and discover interesting events near them.
• Events are displayed on a map for convenience and are ranked according to various criteria.

Components:
• The client is programmed for the Android mobile platform. Android was chosen for its easy programming, location-based API and potential for growth.
• The Java programming language is used.
• All the data is stored on a MySQL database on a remote server.
• Standard HTTP is used to transmit data to a from the server.
• The client sends data to the server using specially formed URL strings.
• On the server –side there are PHP scripts which take the data from the URL strings and interface with the MySQL database.
• PHP scripts are also responsible for retrieving data from the database and sending them to the client, as an http response.
• Ranking is part of the retrieval PHP scripts.
• Registration is required. The registration and login processes work in a similar way.

The ranking algorithm:
Ranks events based on:
• Whether a match of the keyword is found in the title of description (title is more important)
• Past user preference (based on what types of events the user likes)
• Event popularity
• Distance of an event based on where it is relative to the user at the time of the search (using GPS data)

The ranking algorithm assigns points to all the events returned by the search. The most points are given for matches in its title, then for matches in its description and then for its popularity. Points are taken away depending on how far an event is from the user. The event with the most points is used to center the map and the user can view a sorted list of all results. No event that matches the user’s criteria is omitted from the results because of the ranking algorithm, even if it scores negative points.

For example an even located in New York with a keyword match in its title will lose half of its points because of the distance.