A Study of Service Oriented Architecture and Ontology on Customized Internet Advertising

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ABSTRACT

More and more internet advertising activity to present in a diversified way. Although the network advertises amount rises year by year, because is unable to meet user's demands accurately, the network advertisement making click rate always low. This study propose the concept of service oriented architecture (Service Oriented Architecture, SOA), it let advertisement information or resource of many advertisement website with the way to reuse “service”. According to the internet advertising information to establish integrated knowledge ontology in order to provide valid advertising information. Cooperate every specific for a long time with short-term interest or demand of user, design guest make, take network advertising service layout individually, can let visiting number of times with chick rate of internet advertising increment, and internet advertising appear way humanization and transparence further.

This research results include: (1) Using the service oriented architecture’s concept, links the advertisement website the advertisement information as well as the resources. And resources to re-use “services” to show the information network integration service, which will allow more users want to find advertising. The advertising that more users can be seen to achieve win-win situation. (2) Internet advertising customized services, allowing users want the freedom to choose their own internet advertising, and to reduce the search time and cost. (3) Internet advertising’s each information according to the uniform form. Systematic’s construction knowledge ontology. May provide the user the clear understanding internet advertising each information, achieves the promotion Internet advertising the information.

Keywords : service oriented architecture (SOA)、ontology、internet advertising、customization

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