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CS-498
Week 9

MashupAdvisor unlike Yahoo Pipes, Google Mashup Editor, Microsoft PopFly, Intel Mash Maker [6], and IBM QEDWiki, with the exception of Intel Mash Maker, are all editors. They focus on allowing users to visually create mashups by connecting services together. MashupAdvisor is implemented as an extension to assist mashup creators to build higher quality mashups, by taking into account the previous mashups of users. At the time of this article, only Intel Mash Maker, which is an extension on the Web browser, provided recommendations, but their scope is only based on content of the pages users are currently browsing.

MashupAdvisor does this with 4 major components in its system. The repository manager analyzes the mashup repository and computes statistical information for use of other components on the system. The semantic matcher finds the similarity score of the suggestions. Output ranker is responsible for the following: identify the candidate outputs, assign a relevance score, and rank the candidate outputs based on their score. The final component, the planner computes the best combination of services that will output the selected concepts, using a generic AI planner.