

**Know-Center / Know-Center GmbH – Research Center for Data-Driven Business & Big Data Analytics**  
**Programme: COMET – Competence Centers for Excellent Technologies**  
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**COMET subproject, duration and type of project:**  
**[Studo Matchmaking Recommender], [06/2017 – 05/2018], multi-firm**

### **Studo Matchmaking Recommender – Recommendation platform for personalized job ads for students**

In 2016, Moshbit GmbH launched the Studo mobile application with the initial goal to provide constant guidance and support to Austrian students in their everyday life. Studo not only integrates several university-related services (e.g., course management, email client, calendar) but also helps to match job vacancies in companies and job opportunities for students via the Studo Jobs platform. Using this platform, students can browse the related job postings in order to find the one that may offer them the relevant working experience. As part of this project, Studo Jobs platform has been upgraded to provide personalized job ads for students via the ScaR recommendation framework.

## Studo app for Austrian students

Moshbit GmbH is a startup company that was founded in 2015. The app Studo developed by Moshbit offers an overall concept in the form of a software solution to assist the students with their study program. Studo aggregates services used by students in their daily life and provides them an easy solution for many organisational and administrative. The Studo application is already available at more than 40 Austrian universities and has more than 100,000 active users. Studo offers the following important features to their users: a personalized study plan, an email client, a comprehensive list of courses/seminars/lectures, an overview of already existing university services, Moodle access, room view with directions and more. At the moment, Studo is the only mobile administration tool that covers all the services at a respective university. Studo app has recently added the Studo Jobs functionality, which is a job-search platform for students that can help them to find a part- or a full-time job.

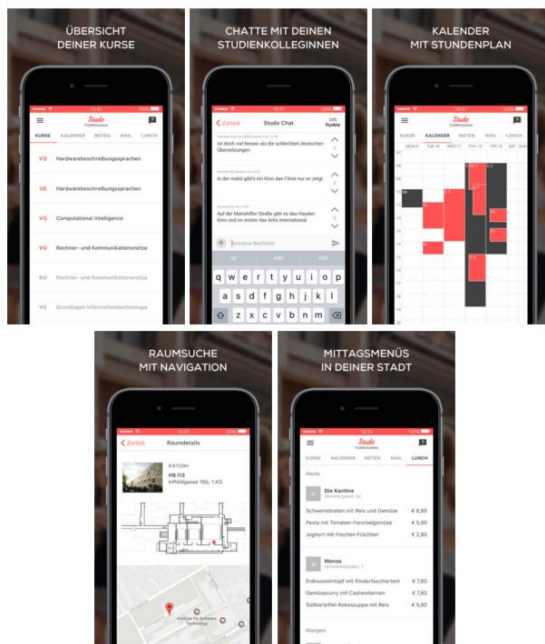


Fig. 1: Studo app mobile interface

## Adding job recommendation functionality to the Studo Jobs platform

In order to improve the overall user experience of the Studo Jobs platform, Moshbit GmbH extended it to have a recommender functionality. This was accomplished in collaboration with Know-Center using ScaR as a recommender engine. To that end, job posting data along with the anonymized user data were used with the goal of providing users with personalized job recommendations. ScaR has been extended and tailored to fit the Studo Jobs use case. One of the research

goals of the project was to implement and evaluate deep learning content-based recommendation algorithms. This goal was successfully achieved: two workshop papers at the i-KNOW 2017 and WSDM 2018 conferences were a result of research collaboration between the two companies.

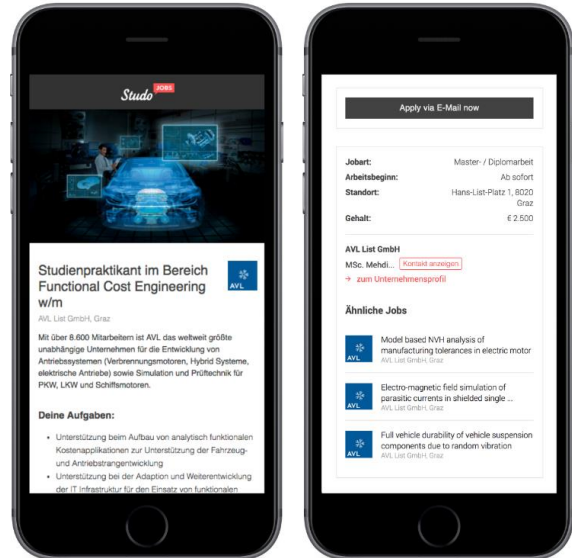


Fig. 2: Studo Jobs platform with generated job recommendations

## Impact and effects

The adapted ScaR recommendation engine prototype was successfully integrated in the Studo Jobs platform production environment and can handle daily data updates by students and the new job postings. Austrian students who use the Studo app can receive with personalized recommendations base on the state-of-the-art recommendation algorithms. This feature also helps companies that post job openings on the Studo jobs platform to reach students that may be interested in them.

Although a full-scale evaluation on the impact and effects of the job recommendations on the Studo Jobs platform is yet to be conducted, the user experience was undoubtedly improved via the recommendation engine that can tackle the information overload.

Further information on COMET – Competence Centers for Excellent Technologies: [www.ffg.at/comet](http://www.ffg.at/comet)

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