Content-Based Filtering

测验, 10 个问题

1 point

1。

All of the following are true statements about case-based reasoning except one. Which one is NOT true?

- It provides a natural basis for interactive, conversational recommendation where the user iteratively refines their browsing.
- It infers item similarity from user ratings.
- It searches a base of prior knowledge to find items the user is likely to find interesting.
- It characterizes items by features.

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1 point

2。

All but one of these techniques can be used for building a content filtering profile for a user. Which of these techniques is NOT used for building a content filtering profile?

- Provide an interface where users can specify and edit their own vector.
- Build an attribute preference vector from explicit user ratings.
- Build an attribute preference vector based on the most popular items in the catalog.
- Build an attribute preference vector based on user

actions such as view/click/buy.

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3。

Which of these statements best describes the goal of the TFIDF formula?

- To select items that most match your specific preferences, weighting each preference equally.
- To select items for you that generally match your preferences, but weighting the selection to favor items that are not selected by users very often.
- To select items that most match your specific preferences, weighting each preference more highly if a large number of items match that preference.
- **To select items that most match your specific preferences, weighting each preference more highly if only a small number of items match that preference.**

1 point

4。

The vector space model is quite useful for modeling document needs or item preferences, but it has some limitations. Which of the following is a serious limitation of the model?

- It cannot produce top-n lists -- only predictions for individual item preferences.
- **It limits preferences to a linear combination of attributes -- it can’t specify that you either want Tom Hanks and Meg Ryan together, or neither of them, but not one without the other.**
- It only works in domains where liking is a yes-no decisions; it can’t handle degrees of preference.

- It results in profiles that are nearly impossible to explain to an ordinary user because they are based on complex combinations of attributes that don't make intuitive sense.

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1 point

5。
Each of the following statements describes Entrée Style recommenders except one. Which of these statements DOES NOT describe the Entrée Style Recommenders?

- They don't use individual users' ratings of the items anywhere in the recommendation process.
- They build a model of user preferences that can be used to provide personalized recommendations.
- They require a substantial collection of information about the items being recommended.
- They provide an interface that allows the user to refine recommendations by requesting items that differ in a certain way from the current recommendation.

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1 point

6。
When is "term-frequency" most useful as part of a content-filtering recommender?

- When certain items are much more popular than other items.
- When the attributes of the items can apply in different degrees to different items.
- When users are unlikely to have experienced many of the items in the system.

When certain terms aren't very useful because they apply to too many different items.

1 point

7。
Pasquale Lops discussed a key advance in content-based filtering techniques. Simply stated, what is that advance?

- An improved model to replace TFIDF with a representation that gives greater weight to the co-occurrence of different keywords or attributes.
- Better techniques for computing similarity between user profiles and item profiles that don't have the limitations of vector cosine.
- Incorporating greater semantics into the recommenders -- moving from just sets of words to deeper understanding of text.
- An improved model for textual descriptions that gives more weight to words appearing in headings and prominent locations.

1 point

8。
Sole Pera talked mining information from sources other than user ratings in order to help understand why users like certain items (e.g., books). What information did she suggest?

- User attributes such as demographics.
- Reviews written by the users for products.
- Item co-occurrence data such as co-purchase data.
- Item attributes of a user's most-liked items.

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9。

What problem is solved by the compound-critiquing interface for a dialog-based recommender system such as CritiqueShop?

- It updates the content profile for items, allowing users to correct errors they find.
- **It helps the user explore trade-offs that might improve the user's utility (happiness), but that are still feasible, based on the products that actually exist.**
- It helps the user understand how many different products there are in the system.
- It helps the user see her own profile of preferences, so she can edit it if she feels the system hasn't represented her preferences correctly.

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1 point

10。

What factors do we consider when deciding whether to assign weights to the item vectors being incorporated into a user's profile?

- Whether we have rating data that identifies "greater" or "lesser" liking.
- Whether we believe more recently consumed (or rated) items are more reflective of a user's actual tastes.
- Whether we have rating data that distinguishes dislike from like.
- **We should consider all of these factors.**

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