

Online Evaluation Quiz

测验, 4 个问题

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1.

Why would you want to conduct a field experiment or A/B tests of a recommender system?

- ☐ To see how much metrics for accuracy or rank vary depending on the user for whom predictions and recommendations are being generated.
 - ☐ To study user's subjective opinions of a recommender systems they've been using.
 - ☒ To measure the effects of different recommenders on user behavior.
 - ☐ To compare the accuracy or rank metrics across different algorithm variants.
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2.

Tien Nguyen, a MovieLens researcher, discovered that there was a set of MovieLens users who nearly never took MovieLens recommendations (even though they used the system and rated movies). How did he discover this surprising fact?

- ☐ By having users make use of MovieLens in a controlled lab setting where all their actions could be observed.
- ☐ By carrying out an A/B study with a version of MovieLens that recommended random users.
- ☒

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By going through the MovieLens log data to compare displayed recommendations with subsequent items rated.

- ☐ By surveying the users to ask them how they used the site.
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3.

Each of these are pitfalls of gathering data by survey, interview, or focus group, **except which one?**

- ☐ It is hard to design a good and reliable survey. Indeed, there are full courses on survey design and validation techniques.
- ☐ It is too easy to slip between evaluation and sales/promotion -- if you do that you tend to mess up your information-gathering.
- ☐ There are times when users don't really understand their motives or reasons, and thus can't tell you why they do something even if you ask.
- ☒ Users are rarely willing to participate in such activities, even when you offer incentives or compensation.
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4.

When keeping logs of user data, which of these is important to do when recording data?

- ☐ Keep track of what was presented to users as well as what actions they took.
- ☐ Log the specific algorithms or setting used to generate predictions and recommendations.
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- ☐ Tag sessions so it is easy to reconstruct user experience in order.
- ☒ All of the above are important.



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