

# Closing Quiz: Introducing Recommender Systems

测验, 10 个问题

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1。

**A user views the first 13 seconds of a 5 minute video on YouTube, then browses away. What kind of recommendation input is this?**

- ☐ A rating
  - ☐ A recommendation
  - ☒ Implicit input
  - ☐ Indication that the user likes the video
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2。

**All of these statements about information filtering and information retrieval are true EXCEPT ONE. Which one is NOT TRUE?**

- ☐ Information retrieval often uses the TFIDF approach where terms are more relevant if they occur in few documents, but frequently in the matched document.
- ☒ Information filtering involves matching a user-entered query to document terms or item attributes.
- ☐ Information filtering focuses on building profiles of long-term user interest while information retrieval focuses on building indexes of content.
- ☐ Information filtering evaluates new content items for

match against user profiles.

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3.

**In our taxonomy of recommender systems, what do we mean by “ephemeral personalization?”**

- ☐ Ephemeral personalization is based on demographics or similar characteristics rather than on actions or purchases.
  - ☐ Ephemeral personalization is based on the products preferred by people like you -- your neighborhood of users.
  - ☒ Ephemeral personalization is based on your current navigation or market basket, but not a long-term profile of your preferences.
  - ☐ Ephemeral personalization means that you may get different recommendations the next time you log in.
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4.

**Amazon.com has many recommender systems. Which of the following techniques did we NOT see in our tour of Amazon.com?**

- ☐ Product association recommenders based on the page currently viewed
- ☒ Recommenders based on demographics such as age and zip code
- ☐ Recommenders based on your recent shopping history
- ☐ Recommenders based on a long-term profile of purchases and ratings

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5.

**Which of the following types of users have been the source of data for making recommendations in recommender systems?**

- ☐ People with similar tastes to the target user.
  - ☐ All system users who have expressed opinions.
  - ☐ Experts whose opinions were solicited for the site.
  - ☒ All of the above, sometimes in different systems, sometimes in the same system
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6.

**Which of the following statements best distinguished predictions from recommendations?**

- ☐ Predictions are about future preferences, recommendations are expressions of past preference.
  - ☐ Predictions are yes/no estimates of whether the user will purchase or consume an item; recommendations include information on whether a user will like the item.
  - ☐ Predictions are computed using content and summary statistics; recommendations use data from other users.
  - ☒ Predictions are estimates of the rating a user would assign; recommendations are lists of candidate items for the user to consider.
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7.

**When were automated recommender systems first developed and deployed?**

- ☐ The 1970's
  - ☐ The late 1980's
  - ☒ The mid-1990's
  - ☐ The early 2000's
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8.

**Netflix has had a special role in promoting recommender systems. What is that role?**

- ☒ They sponsored a competition with a million-dollar prize to improve recommender systems.
  - ☐ They were the first company to use recommender systems.
  - ☐ They were the first people to show that collaborative filtering recommender systems actually work.
  - ☐ They created this course on recommender systems.
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9.

**Tripadvisor displays star-values for the hotels, restaurants, and other items it covers. What type of recommender does Tripadvsiior use?**

- ☒ Non-personal summary statistics

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- ☐ Content-based filtering
- ☐ Collaborative filtering
- ☐ None of the above
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10.

**What types of recommender system interface does MovieLens provide?**

- ☒ It provides a list of recommendations with predictions and an opportunity to rate the movies.
- ☐ It provides recommendations and content attributes, but not predictions.
- ☐ It provides an opportunity to rate movies and make lists, but does not offer recommendations or ratings.
- ☐ It provides predictions and an opportunity to input ratings, but does not make recommendations.
- 



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