Week 6 Quiz

Passed

**10/10** points earned (100%)

Quiz passed!

Correct

1 / 1 points

1.

When using the learning to rank framework for combining multiple features into a ranking function, training data composed of queries and relevance judgments is needed to learn the model parameters.



**True**



False

Correct

1 / 1 points

2.

Information filtering systems are more suitable to help users satisfy long-term information needs than short-term ad hoc information needs.



**True**



False

Correct

1 / 1 points

3.

In content-based filtering, an item is recommended to a user based on whether other “similar” users like the item or not.



True



**False**

Correct

1 / 1 points

4.

In recommendation systems, one uses Beta-Gamma threshold learning for trade-off between exploration and exploitation: *θ*=*α*∗*θzero*+(1−*α*)∗*θoptimal*. Which of the following is true?



*α* should the same for all users no matter if they are new



*α* should be smaller for new users



***α* should be larger for new users**

Correct

1 / 1 points

5.

Content-based filtering and collaborative filtering can be combined in a recommender system.



False



**True**

Correct

1 / 1 points

6.

Which of the following is not an advantage of Learning to Rank?



Combining multiple sources of features



**Is much faster than BM25 or language model when training**



Directly optimize retrieval measures

Correct

1 / 1 points

7.

Recommendation is one type of Pull mode of information access.



True



**False**

Correct

1 / 1 points

8.

In Netflix, if a user has watched a lot of thriller movies, then it recommends "Inception" and "The Silence of the Lambs" to the user. What is this an example of?



**This is content-based filtering.**



This is collaborative filtering.

Correct

1 / 1 points

9.

In Spotify, if a user has indicated himself/herself as youth, then Spotify recommends songs that are most listened by users under 20 years old. What is this an example of?



This is content-based filtering.



**This is collaborative filtering.**

Correct

1 / 1 points

10.

When adding social network information into recommendation systems, such as friends' info and friends' liked items, this can be used to help:



Content-based filtering



**Collaborative filtering**

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