Recommender Systems

Quiz, 9 questions

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1.

Recommending items based on **global popularity** can (*check all that apply*):

☐   **provide personalization**

☐   **capture context (e.g., time of day)**

☐   **none of the above**

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2.

Recommending items using a **classification** approach can (*check all that apply*):

☐   **provide personalization**

☐   **capture context (e.g., time of day)**

☐   **none of the above**

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3.

Recommending items using a **simple count based co-occurrence matrix** can (*check all that apply*):

☐   **provide personalization**

☐   **capture context (e.g., time of day)**

☐   **none of the above**

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4.

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Recommending items using **featurized matrix factorization** can (*check all that apply*):

- [ ] **provide personalization**

- [ ] **capture context (e.g., time of day)**

- [ ] **none of the above**

---

1 point

5.

Normalizing co-occurrence matrices is used primarily to account for:

- ○ **people who purchased many items**

- ○ **items purchased by many people**

- ○ **eliminating rare products**

- ○ **none of the above**

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1 point

6.

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A store has 3 customers and 3 products. Below are the learned feature vectors for each user and product. Based on this estimated model, which product would you recommend most highly to *User #2*?

User ID	Feature vector
1	(1.73, 0.01, 5.22)
2	(0.03, 4.41, 2.05)
3	(1.13, 0.89, 3.76)

| Product ID	Feature vector
1	(3.29, 3.44, 3.67)
2	(0.82, 9.71, 3.88)
3	(8.34, 1.72, 0.02)

○ Product #1

○ Product #2

○ Product #3

---

1 point

7.

For the liked and recommended items displayed below, calculate the **recall** and round to 2 decimal points. (*As in the lesson, green squares indicate recommended items, magenta squares are liked items. Items not recommended are grayed out for clarity*.) Note: enter your answer in American decimal format (e.g. enter 0.98, not 0,98)
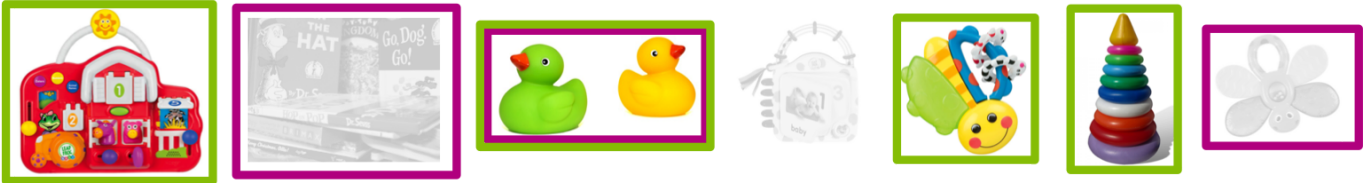
Enter answer here

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8.

For the liked and recommended items displayed below, calculate the **precision** and round to 2 decimal points. (*As in the lesson, green squares indicate recommended items, magenta squares are liked items. Items not recommended are grayed out for clarity*.) Note: enter your answer in American decimal format (e.g. enter 0.98, not 0,98)
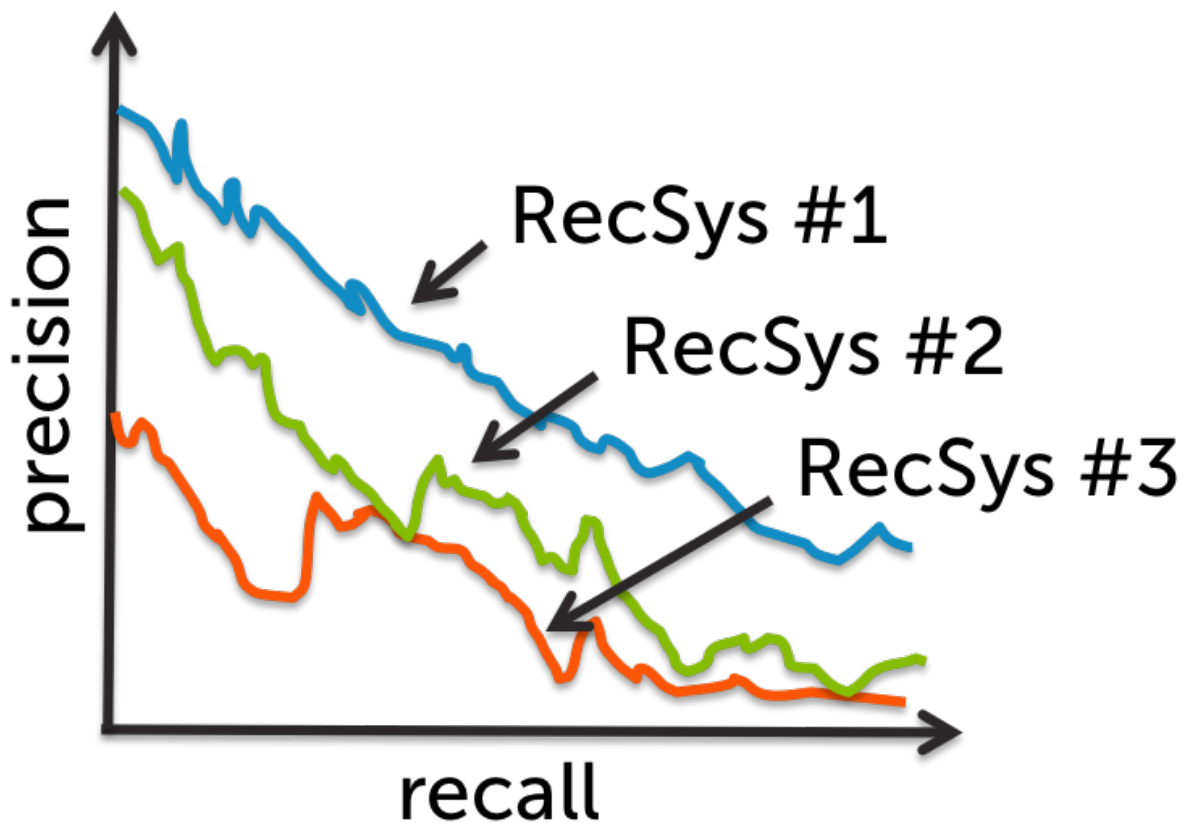

Enter answer here

1
point

9.

Based on the precision-recall curves in the figure below, which recommender would you use?

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○ **RecSys #1**

○ **RecSys #2**

○ **RecSys #3**

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