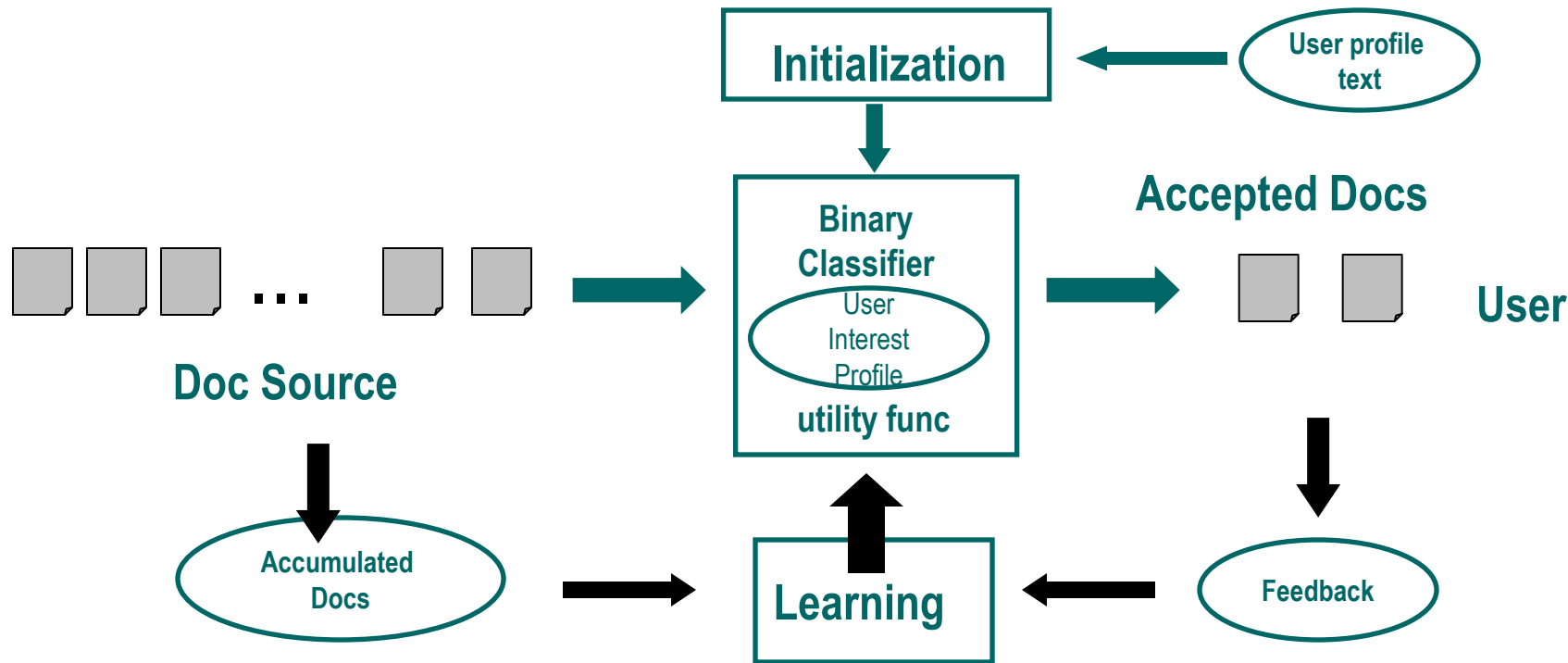


A Typical Content-Based Filtering System



$$\text{Linear Utility} = 3 * \# \text{good} - 2 * \# \text{bad}$$

#good (#bad): number of good (bad) documents delivered to user

Are the coefficients (3, -2) reasonable? What about (10, -1) or (1, -10)?