

# Basic Filtering Question: Will user $U$ like item $X$ ?

- Two different ways of answering it
  - Look at what items  $U$  likes, and then check if  $X$  is similar

**Item similarity  $\Rightarrow$  content-based filtering**

- Look at who likes  $X$ , and then check if  $U$  is similar

**User similarity  $\Rightarrow$  collaborative filtering**

- Can be combined