

Summary of Recommender Systems

- Filtering/Recommendation is “easy”
 - The user’s expectation is low
 - Any recommendation is better than none
- Filtering is “hard”
 - Must make a binary decision, though ranking is also possible
 - Data sparseness (limited feedback information)
 - “Cold start” (little information about users at the beginning)
- Content-based vs. Collaborative filtering vs. Hybrid
- Recommendation can be combined with search ➔ Push + Pull
- Many advanced algorithms have been proposed to use more context information and advanced machine learning