What is Collaborative Filtering (CF)?

- Making filtering decisions for an individual user based on the judgments of other users

- Inferring individual's interest/preferences from that of other similar users

- General idea
  - Given a user u, find similar users $\{u_1, ..., u_m\}$
  - Predict u's preferences based on the preferences of $u_1, ..., u_m$
  - User similarity can be judged based on their similarity in preferences on a common set of items