

Beyond Basic Evaluation: A Brief Rant and Introduction

First, The Rant

- Recommenders are about helping people find new stuff they'll like
- Hidden-data evaluations penalize algorithms that *actually find new stuff!*
 - They're convenient, and can rule out many bad algorithms ...
- But simple metrics ignore many real, important issues ...
- In the end, for real relevance, we need to look at user experience

Topic Introduction

- Experimental Protocols
- Specific Challenges and Approaches for Unary Data Evaluation
- Advanced Item-Level and List-Level Metrics
- Temporal Evaluation

- In-Depth Quiz
- Joint Assignment with Online Evaluation

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