Closing Quiz: Introducing Recommender Systems

TOTAL POINTS 10

1. **A user views the first 13 seconds of a 5 minute video on YouTube, then browses away. What kind of recommendation input is this?** 1 point

- [ ] A rating
- [ ] Indication that the user likes the video
- [x] Implicit input
- [ ] A recommendation

2. **All of these statements about information filtering and information retrieval are true EXCEPT ONE. Which one is NOT TRUE?** 1 point

- [ ] Information filtering focuses on building profiles of long-term user interest while information retrieval focuses on building indexes of content.
- [x] Information filtering involves matching a user-entered query to document terms or item attributes.
- [ ] Information retrieval often uses the TFIDF approach where terms are more relevant if they occur in few documents, but frequently in the matched document.
- [ ] Information filtering evaluates new content items for match against user profiles.

3. **In our taxonomy of recommender systems, what do we mean by “ephemeral personalization?”** 1 point

- [x] Ephemeral personalization is based on your current navigation or market basket, but not a long-term profile of your preferences.
- [ ] Ephemeral personalization is based on demographics or similar characteristics rather than on actions or purchases.
- [ ] Ephemeral personalization means that you may get different recommendations the next time you log in.

- Ephemeral personalization is based on the products preferred by people like you -- your neighborhood of users.

4. **Amazon.com has many recommender systems. Which of the following techniques did we NOT see in our tour of Amazon.com?** 1 point

- Recommenders based on a long-term profile of purchases and ratings
- Recommenders based on your recent shopping history
- Product association recommenders based on the page currently viewed
- (selected) Recommenders based on demographics such as age and zip code

5. **Which of the following types of users have been the source of data for making recommendations in recommender systems?** 1 point

- People with similar tastes to the target user.
- All system users who have expressed opinions.
- Experts whose opinions were solicited for the site.
- (selected) All of the above, sometimes in different systems, sometimes in the same system

6. **Which of the following statements best distinguished predictions from recommendations?** 1 point

- Predictions are computed using content and summary statistics; recommendations use data from other users.
- Predictions are yes/no estimates of whether the user will purchase or consume an item; recommendations include information on whether a user will like the item.
- (selected) Predictions are estimates of the rating a user would assign; recommendations are lists of candidate items for the user to consider.
- Predictions are about future preferences, recommendations are expressions of past preference.

7. **When were automated recommender systems first developed and deployed?** 1 point

- The 1970's
- The late 1980's
- The mid-1990's
- The early 2000's

8. **Netflix has had a special role in promoting recommender systems. What is that role?** 1 point

- They sponsored a competition with a million-dollar prize to improve recommender systems.
- They were the first company to use recommender systems.
- They created this course on recommender systems.
- They were the first people to show that collaborative filtering recommender systems actually work.

9. **Tripadvisor displays star-values for the hotels, restaurants, and other items it covers. What type of recommender does Tripadvsior use?** 1 point

- Non-personal summary statistics
- Content-based filtering
- Collaborative filtering
- None of the above

10. **What types of recommender system interface does MovieLens provide?** 1 point

- It provides predictions and an opportunity to input ratings, but does not make recommendations.
- It provides a list of recommendations with predictions and an opportunity to rate the movies.

- ○ It provides recommendations and content attributes, but not predictions.
- ○ It provides an opportunity to rate movies and make lists, but does not offer recommendations or ratings.

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