

Online Evaluation Quiz

TOTAL POINTS 4

-
1. Why would you want to conduct a field experiment or A/B tests of a recommender system? 1 point
- ☐ To compare the accuracy or rank metrics across different algorithm variants.
 - ☐ To study user's subjective opinions of a recommender systems they've been using.
 - ☒ To measure the effects of different recommenders on user behavior.
 - ☐ To see how much metrics for accuracy or rank vary depending on the user for whom predictions and recommendations are being generated.
2. Tien Nguyen, a MovieLens researcher, discovered that there was a set of MovieLens users who nearly never took MovieLens recommendations (even though they used the system and rated movies). How did he discover this surprising fact? 1 point
- ☐ By carrying out an A/B study with a version of MovieLens that recommended random users.
 - ☐ By surveying the users to ask them how they used the site.
 - ☐ By having users make use of MovieLens in a controlled lab setting where all their actions could be observed.
 - ☒ By going through the MovieLens log data to compare displayed recommendations with subsequent items rated.
3. Each of these are pitfalls of gathering data by survey, interview, or focus group, **except which one?** 1 point
- ☐ It is too easy to slip between evaluation and sales/promotion -- if you do that you tend to mess up your information-gathering.
 - ☒ Users are rarely willing to participate in such activities, even when you offer incentives or compensation.
 - ☐ It is hard to design a good and reliable survey. Indeed, there are full courses on survey design and validation techniques.

- ☐ There are times when users don't really understand their motives or reasons, and thus can't tell you why they do something even if you ask.

4. When keeping logs of user data, which of these is important to do when recording data?

1 point

- ☐ Keep track of what was presented to users as well as what actions they took.
- ☐ Log the specific algorithms or setting used to generate predictions and recommendations.
- ☐ Tag sessions so it is easy to reconstruct user experience in order.
- ☒ All of the above are important.

☐ I, **BAL KRISHNA NYAUPANE**, understand that submitting work that isn't my own may result in permanent failure of this course or deactivation of my Coursera account.

[Learn more about Coursera's Honor Code](#)