# IS & RS Project: User Evaluation Study

## Objective:

The objective of conducting the user study is to relatively compare the quality of the recommendations for five different techniques. Each technique is supposed to produce five recommendations on some input movie called reference movie, and the task is to evaluate each recommendation made in the context of input movie preference.

## Procedure:

The developed recommender system generates five recommendations for each one of the five techniques, turns out to be 25 recommendations for one input movie. Now, for instance, the input movie ‘Inglourious Basterds (2009)’ has genres ‘Action|Drama|War’ as our preference movie. Ideally, all the 25 movie recommendations made based on this movie should have similar genres. The idea is to copy the name of the recommended movie and search on IMDb website, <https://www.imdb.com/?ref_=nv_home>, the output page will have genres of the recommended movie. Now compare the genres of the input preference movie and recommended movie. If both the genres are related and similar, label this recommendation as ‘1’ otherwise ‘0’. Repeat the process for every recommendation.

## Participants:

In order to balance out the biasness in assigning the labels to the recommendations, each of the four participants will collaborate in this study. Each participant is supposed to pick a movie randomly, generate recommendations based on this, and then label the recommended movies. Each participant will generate recommendations for 3 different movies and the total recommendations would be 75.

1 participant = 3 movies \* 25 recommendations = 75 recommendations

4 participants = 4\*3 movies \* 25 recommendations = 300 recommendations.

So in total 300 movie recommendations will be validated.

### Evaluation:

Once we have all the labels for 300 recommendations, we will analyze the data to check which technique is the best in terms of generating quality recommendations. Similarly we can also produce results e.g., worst technique, ranking of each technique etc.

PS: Please added the labels data into the following excel sheet for our further analysis.

<https://docs.google.com/spreadsheets/d/1nuU5B_i6l5enHvfgtgAWk0S21u9o1Cjl-n7-swDcGh0/edit?usp=sharing>