Movie Recommendations:

## Ways how to predict movie for users:

1. Using continuations from the movies watched. Ex: *Harry Potter and the Chamber of Secrets* after watching *Harry Potter and the Sorcerer’s Stone*.
2. Movies or shows that are related by producer or creator of a series. Ex: Stephen King movies.
3. Movies that are based on a category of movies, like comedy. Would need to pull a list of comedy movies and then using information on previously liked movies, bring the most relevant ones to top of list.
4. Recommend movies based on thumbnails of movies that the user seems interested in, if something looks interesting and then click it to read about the movie, the ai can determine similar movies that have eye catching thumbnails.
5. Recommend movies based on popular choices. The more users watch a movie completely and give a high rating, the more likely it will recommend that movie to others.
6. Movies can be recommended based on geographical data, what users in a specific area are watching and recommend it. This is the same as ads for websites that uses geographical data to present ads.
7. Recommend movies based on race/culture/languages. A user who watches more movies in Spanish would most likely get recommended movies or shows that are in Spanish. This can use geographical and data from the user to recommend.
8. If a user watches movies starring the same actor, then the ai can predict other movies starring that actor. For example, if you watch all the *Die Hard* movies, it could recommend the *Sixth Sense* because of Bruce Willis.
9. If there is data from a person’s network available to Netlfix/Hulu/etc., then they can access shows and movies that other people within your household are watching. Sometimes using information from other accounts on the service (profile 1, profile 2…) it could recommend movies that your family watches, or your roommates for the perfect movie night.
10. If a user is more likely to watch shorter shows or movies than a full on action film, movies can be recommended based on most clicks per time frame. Other users who watch shorter episodes (20 mins compared to an hour), could give an AI enough data to recommend the popular short shows or movies.

## How does this relate to my field or readings?

Tying this to the readings we learned about a few things that this relates to, code halos and predicting abundance. Using information based on a user’s interaction with an app that builds data and creates an online personality, the ai can use the data to help predict future needs. If an Ai can get as much data as possible about the user, the more helpful it can be. In relation to abundance, there is a delicate balance between pricing of a service and usage that a user gets out of the service. Basic economics prove that if it’s priced to high but not giving enough it will cause less people to want to stay subscribed. How do you keep their attention? Have an AI that can recommend related movies and shows that spark the user’s interests.

This is related to my field because with programming, you are always trying to make a better experience for the user. If they can access your websites easily and find what they need, maybe get recommended similar products related to what they are buying, the user will have a better experience and may want to come back later. We may also have to implement AI into other programming aspects like video games, healthcare systems, databases and more. Understanding how this works, can help prepare or the future as every field becomes more technologically advanced.