

# Recommender Systems

9 questions

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1.

Recommending items based on **global popularity** can (*check all that apply*):

- ☐ provide personalization
  - ☐ capture context (e.g., time of day)
  - ☒ none of the above
- 

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2.

Recommending items using a **classification** approach can (*check all that apply*):

- ☒ provide personalization
  - ☒ capture context (e.g., time of day)
  - ☐ none of the above
- 

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3.

Recommending items using a **simple count based co-occurrence matrix** can (*check all that apply*):

- ☒ provide personalization
  - ☐ capture context (e.g., time of day)
  - ☐ none of the above
- 

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4.

Recommending items using **featurized matrix factorization** can (*check all that apply*):

- ☒ provide personalization
  - ☒ capture context (e.g., time of day)
  - ☐ none of the above
- 

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5.

Normalizing co-occurrence matrices is used primarily to account for:

- ☐ people who purchased many items
  - ☒ items purchased by many people
  - ☐ eliminating rare products
  - ☐ none of the above
- 

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6.

A store has 3 customers and 3 products. Below are the learned feature vectors for each user and product. Based on this estimated model, which product would you recommend most highly to *User #2*?

User ID	Feature vector
1	(1.73, 0.01, 5.22)
2	(0.03, 4.41, 2.05)
3	(1.13, 0.89, 3.76)

Product ID	Feature vector
1	(3.29, 3.44, 3.67)
2	(0.82, 9.71, 3.88)
3	(8.34, 1.72, 0.02)

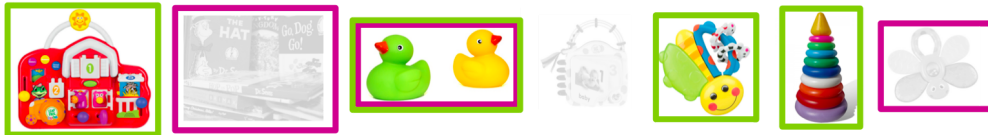
- ☐ Product #1
- ☐ Product #2
- ☐ Product #3

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7.✓

For the liked and recommended items displayed below, calculate the **recall** and round to 2 decimal points. (As in the lesson, green squares indicate recommended items, magenta squares are liked items. Items not recommended are grayed out for clarity.) Note: enter your answer in American decimal format (e.g. enter 0.98, not 0,98)



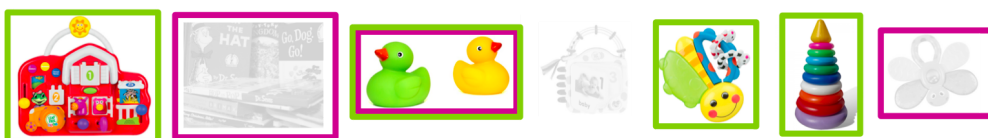
$$1/3 = 0.00$$

Enter answer here

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8.

For the liked and recommended items displayed below, calculate the **precision** and round to 2 decimal points. (As in the lesson, green squares indicate recommended items, magenta squares are liked items. Items not recommended are grayed out for clarity.) Note: enter your answer in American decimal format (e.g. enter 0.98, not 0,98)



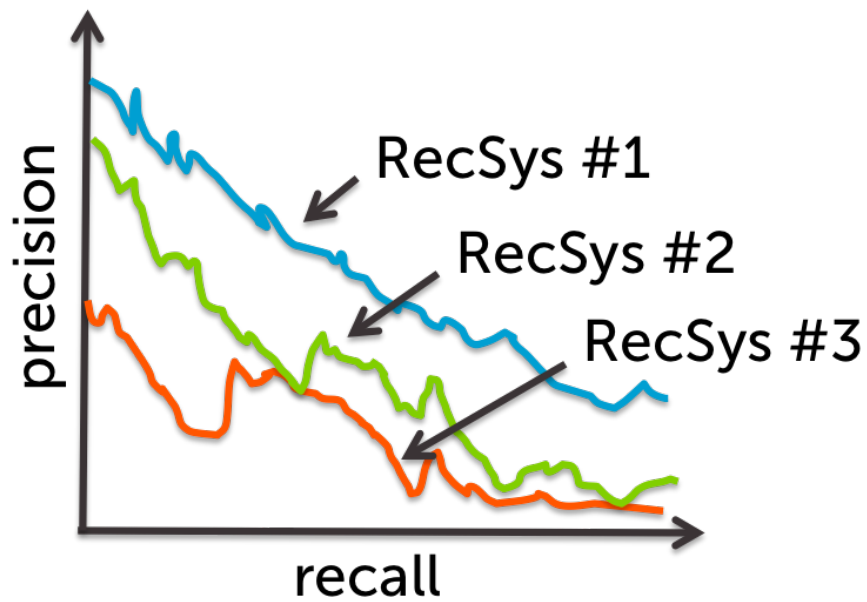
$$1/4 = 0.25$$

Enter answer here

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9.

Based on the precision-recall curves in the figure below, which recommender would you use?



☒ RecSys #1

☐ RecSys #2

☐ RecSys #3

4 questions unanswered

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