**1 - A user views the first 13 seconds of a 5 minute video on YouTube, then browses away. What kind of reco**

**mmendation input is this?**

Implicit input.

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

#If it is not the above it is it : Information filtering focuses on building profiles of long-term user interest while information retrieval focuses on building indexes of content.

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

Ephemeral personalization is based on your current navigation or market basket, but not a long-term profile of your preferences.

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

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?**

* All of the above.

**6 - Which of the following statements best distinguished predictions from recommendations?**

Predictions are estimates of the rating a user would assign; recommendations are lists of candidate items for the user to consider.

**7 - When were automated recommender systems first developed and deployed?**

The mid-1990’s

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

They sponsored a competition with a million-dollar prize to improve recommender systems.

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

Non-personal summary statistics

**10 - What types of recommender system interface does MovieLens provide?**

It provides a list of recommendations with predictions and an opportunity to rate the movies.