

2-3: Predictions and Recommendations



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Introduction to Recommender Systems

Learning Objectives

- To understand the ways in which recommender output can be used
- To understand the distinction between predictions and recommendations
- To understand the distinction between organic and explicit presentation
- To review examples and understand which presentation makes most sense in different applications.

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Predictions

- Estimates of how much you'll like an item
 - Often scaled to match some rating scale
 - Often tied to search or browsing for specific products

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The screenshot shows the Zagat website for La Belle Vie restaurant. The page includes a header with the Zagat logo and navigation links. The main content area displays the restaurant's name, address, and contact information. It also features a section for ratings and reviews, with a table showing scores for Food, Decor, Service, and Cost. A 'Make a Reservation' section is visible, along with a 'Member Reviews' section showing a review from Steve E. The page also includes a 'Good to Know' section with details about the atmosphere, features, and meals.

ZAGAT RATINGS & REVIEW			
FOOD	DECOR	SERVICE	COST
79	27	79	584

STATS	
# OF REVIEWS:	254
FRIENDS (NEW) RANK:	1 of 2
LOBBING PARK RANK:	1 of 4
MEMBERS BEEN HERE:	15
MEMBER FAVORITES:	8

GOOD TO KNOW	
ATMOSPHERE	Transporting Experience
FEATURES	Game Served Private Room Available Winning Wine List
MEALS	Dinner Served
SIGNATURE DISHES	Beef Tenderloin Roasted Pousin

The Camera Never Lies | <https://www.coursera.org/course/lyingcamera>

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Royal Holloway
University of London

The Camera Never Lies

Dr Emmett Sullivan

Film, images & historical interpretation in the 20th century for those who have a general interest in photojournalism, and films based on historical events.


Workload: 5-10 hours/week

Sessions:
Jun 24th 2013 (6 weeks long) [Enroll for Free](#) [Enroll in Signature Track](#)

Future sessions [Add to Watchlist](#)

536 202 3.6k
[Twitter](#) [Facebook](#) [Like](#)

About the Course
This short course is an introduction to use of photographs as historical evidence in the twentieth century, issues of authenticity and manipulation, and the place of film and historical adoptions as public history.

About the Instructor
 **Emmett Sullivan**
University of London
International Program...

Course Syllabus
Week 1: The Camera Never Lies - Introduction
Week 2: Images and History in the Twentieth Century
Week 3: The Air-Brushing of History: Stalin and Falsification
Week 4: Photojournalism, Authenticity and Matters of Public Acceptability - The Battle of Mogadishu
Week 5: The Power of the Image - Mount Suribachi, 1945
Week 6: From Page to Screen - Film as Public History

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Welcome konstan@cs.umn.edu (Log Out)
You've rated 59 movies.
You're the 28th visitor in the past hour.

Home | Find Movies | Q&A (new) | Preferences | Help

There are 45 movies matching your search:
Movies starring: tom hanks
You've sorted by: Titles

Show Printer-Friendly Page | Download Results | Permalink | Suggest a Title

Tags Related to Your Search: Tom Hanks (546), Pixar (151), World War II (85), animation (84), true story (74), (about tags)

Page 1 of 2 1 2 next Skip to page #: Go

Prediction or Rating	Your Rating	Movie Information	Wish List
★★★	Not seen	Barb and Star Go to the Source (1989) DVD info [imdb] [flag] Movie Tuner	<input type="checkbox"/>
[add tag] Popular tags: suburbia [flag] thriller [flag] Tom Hanks [flag]			
★★★★	Not seen	Angels & Demons (2009) DVD info [imdb] [flag] Movie Tuner	<input type="checkbox"/>
[add tag] Popular tags: Crime, Drama, Mystery, Thriller - Italian, Latin, English based on a book [flag] action [flag] Tom Hanks [flag]			
★★★★★	Not seen	Apollo 13 (1995) DVD info [imdb] [flag] Movie Tuner	<input type="checkbox"/>
[add tag] Popular tags: based on a true story [flag] based on a book [flag] space [flag]			
★★★	Not seen	Bachelor Party (1984) DVD info [imdb] [flag] Movie Tuner	<input type="checkbox"/>
[add tag] Popular tags: Nudity (Topless) [flag] Betamax [flag] Neal Jarrett [flag]			
★★★★★	Not seen	Band of Brothers (HBO) (2001) DVD info [imdb] [flag] Movie Tuner	<input type="checkbox"/>
[add/edit] Your tags: Tom Hanks, true story, based on a book Popular tags: friendship [flag] action [flag] World War II [flag]			
★★★★	Not seen	Beyond All Boundaries (2009) info [imdb] [flag] Movie Tuner	<input type="checkbox"/>
[add tag] Popular tags: war [flag] World War II [flag] short film [flag]			
★★★★	Not seen	Big (1988) DVD VHS info [imdb] [flag] Movie Tuner	<input type="checkbox"/>
[add tag] Popular tags: Comedy, Drama, Fantasy, Romance coming of age [flag] Tom Hanks [flag]			
★★★	Not seen	Boyz n the City (1990) DVD info [imdb] [flag] Movie Tuner	<input type="checkbox"/>
[add tag] Popular tags: Morgan Freeman [flag] Bruce Willis [flag] Tom Hanks [flag]			
★★★★	Not seen	Cast Away (2000) DVD VHS info [imdb] [flag] Movie Tuner	<input type="checkbox"/>
[add tag] Popular tags: Drama			

Basic Search
Title:
All Genres All Dates
Domain: All movies
Tag:
☐ Use selected buddies!
☐ Exclude your ratings
☐ Exclude movies without predictions
[Search!](#)

Select Buddies
☐ Dan C.
☐ Yan Chen
☐ John
☐ herlocke@cs.umn.edu
[What are buddies?](#)

Advanced Search

Member Search

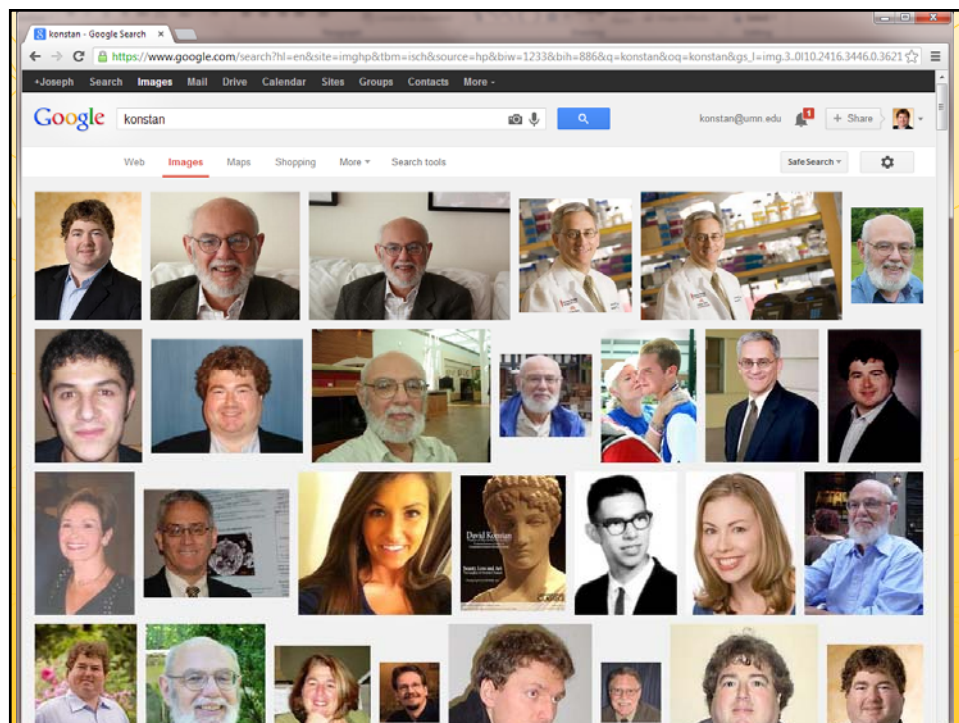
[Search!](#)

Saved Searches
- budy-new-comedy
- complex-hanks

Recommendations

- Recommendations are suggestions for items you might like (or might fit what you're doing)
 - Often presented in the form of “top-n lists”
 - Also sometimes just placed in front of you

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www.movielens.org/advSearch

☒ Restrict to movies found in ☐ Any ☐ All of the following selected Genres

☐ Action ☐ Adventure ☐ Animation ☐ Children ☐ Comedy ☐ Crime ☐ Documentary

☐ Drama ☐ Fantasy ☐ Film-Noir ☐ Horror ☐ Musical ☐ Mystery ☐ Romance

☐ Sci-Fi ☐ Thriller ☐ War ☐ Western ☐ IMAX

☐ Restrict to movies NOT found in the following selected Genres

☐ Action ☐ Adventure ☐ Animation ☐ Children ☐ Comedy ☐ Crime ☐ Documentary

☐ Drama ☐ Fantasy ☐ Film-Noir ☐ Horror ☐ Musical ☐ Mystery ☐ Romance

☐ Sci-Fi ☐ Thriller ☐ War ☐ Western ☐ IMAX

☒ Restrict To Language:

☒ English ☐ All Non-English

☐ Cantonese ☐ Italian ☐ Portuguese

☐ Dutch ☐ Japanese ☐ Russian

☐ French ☐ Korean ☐ Silent

☐ German ☐ Mandarin ☐ Spanish

☐ Hindi ☐ Polish ☐ Swedish

☐ Other:

☒ Restrict to Movies with release Date (for whichever format is selected)

☐ Within the Last 90 Days

☒ In the range

From 1970 To 2013

☐ Restrict To: ☐ Your Ratings ☐ Your HiddenList ☐ Your WishList

☐ Restrict To Format: ☐ DVD ☐ VHS

☒ Don't Show Predictions!

☐ Include Movies I've Already Rated:

Sort By: ☐ Prediction or Rating ☒ Prediction ☐ Title ☐ Number of Ratings ☐ Release Date ☐ Random ☐ Date Added ☐ Date of Rating Sort

☐ Title Similarity

[How to use advanced search?](#)

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www.movielens.org/search?searchPhrase=&directorPhrase=&actorPhrase=&RestrictGenre=PARAM&genreResultType=and&genre=Sci-Fi&RestrictLanguage=P

Welcome konstan@cs.umn.edu (Log Out)

You've rated 59 movies.

You're the 28th visitor in the past hour.

Home | Find Movies | Q&A (new) | Preferences | Help

Shortcuts Search

Basic Search

Title:

Sci-Fi All Dates

Domain: All movies

Tag:

☐ Use selected buddies!

☒ Exclude your ratings

☐ Exclude movies without predictions

Select Buddies

☐ Dan C.

☐ Yan Chen

☐ John

☐ herlocke@cs.umn.edu

What are buddies?

Advanced Search

Member Search

Saved Searches

- budy-new-comedy

- complex-banks

There are 849 movies matching your search:

You've searched for movies with these languages: English

Movies with genres matching ALL of: Sci-Fi

Movies released in: 1970 -- 2013

Movies you've rated are Not Shown

You've sorted by: Prediction

Show Printer-Friendly Page | Download Results | Permalink | Suggest a Title

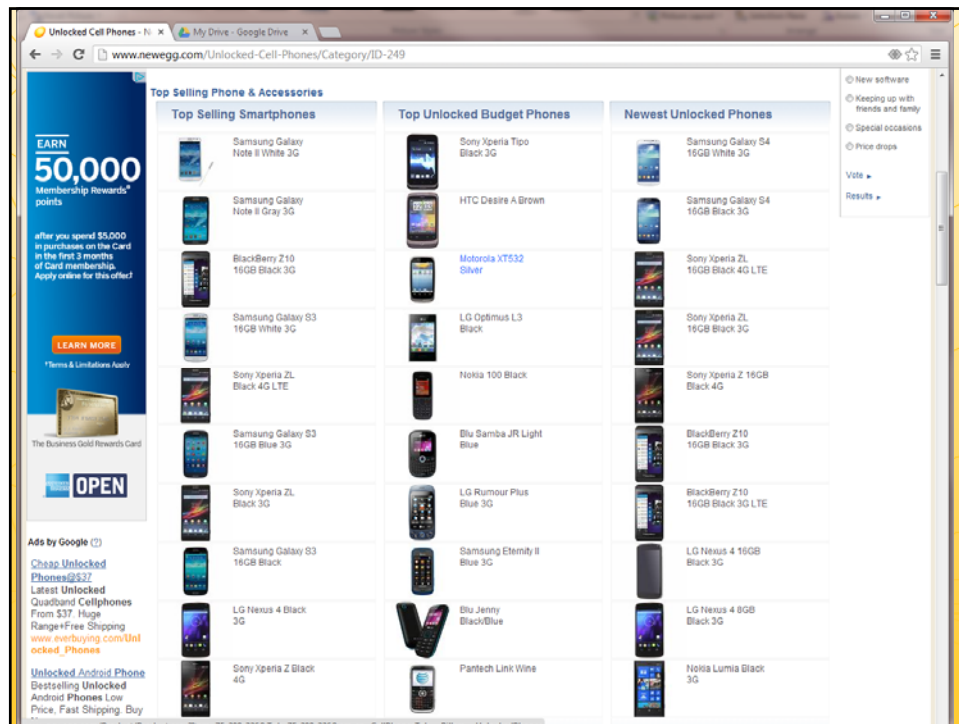
Tags Related to Your Search: sci-fi (2339), dystopia (1168), aliens (994), time travel (854), action (768), (about tags)

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1 2 3 4 ... 34 next

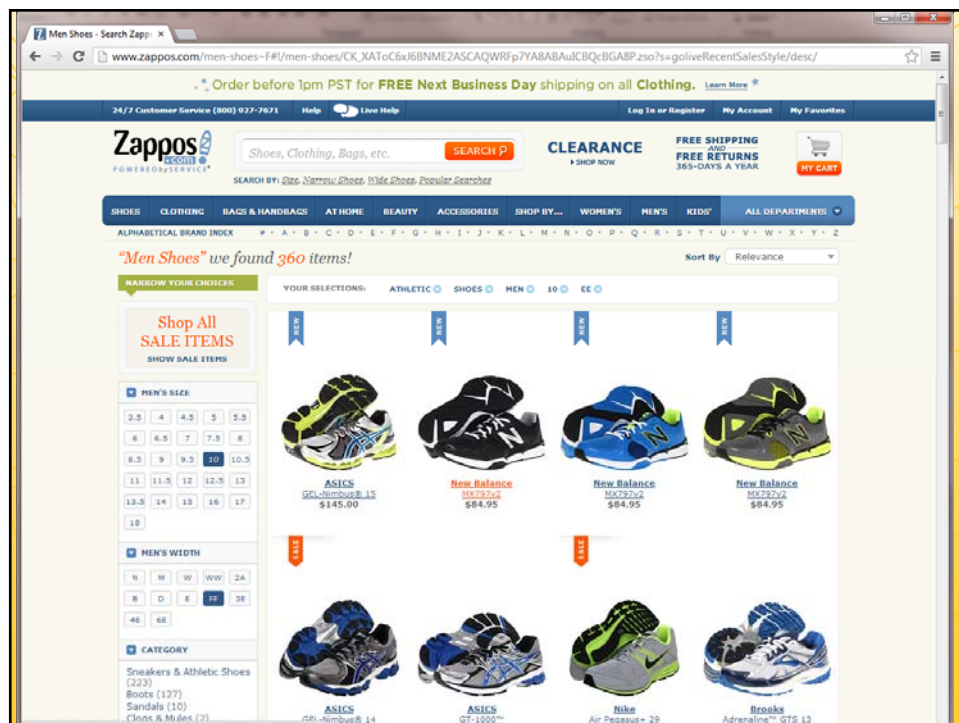
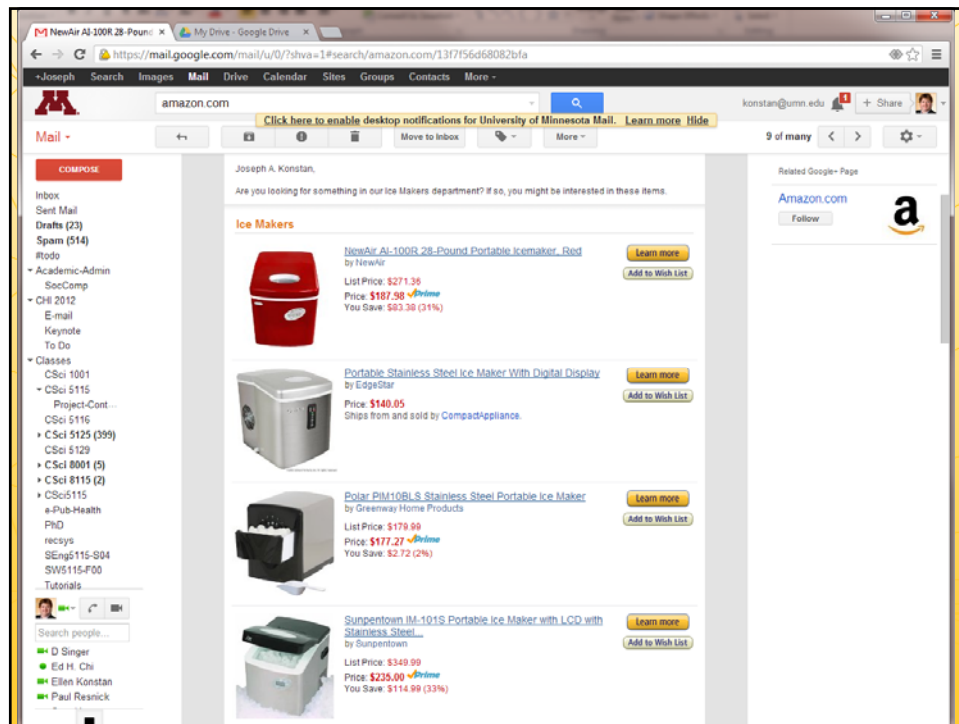
Skip to page #: Go

Prediction or Rating	Your Rating	Movie Information	Wish List
???	Not seen	Minority Report (2002) DVD info [imdb] [flag] [Movie Tuner] h Action, Crime, Mystery, Sci-Fi, Thriller	<input type="checkbox"/>
???	Not seen	Spider-Man (2002) DVD info [imdb] [flag] [Movie Tuner] h Action, Adventure, Sci-Fi, Thriller	<input type="checkbox"/>
???	Not seen	Inception (2010) DVD info [imdb] [flag] [Movie Tuner] h Action, Crime, Drama, IMAX, Mystery, Sci-Fi, Thriller	<input type="checkbox"/>
???	Not seen	V for Vendetta (2006) DVD info [imdb] [flag] [Movie Tuner] h Action, IMAX, Sci-Fi, Thriller	<input type="checkbox"/>
???	Not seen	Spider-Man 2 (2004) DVD info [imdb] [flag] [Movie Tuner] h Action, Adventure, IMAX, Sci-Fi	<input type="checkbox"/>
???	Not seen	Prestige, The (2006) DVD info [imdb] [flag] [Movie Tuner] h Drama, Mystery, Sci-Fi, Thriller	<input type="checkbox"/>
???	Not seen	Iron Man (2008) DVD info [imdb] [flag] [Movie Tuner] h Action, Adventure, Sci-Fi - English, Persian	<input type="checkbox"/>
???	Not seen	Star Trek (2009) DVD info [imdb] [flag] [Movie Tuner] h Action, Adventure, IMAX, Sci-Fi	<input type="checkbox"/>



Prediction and Recommendation

- Often, the two come together
- Predictions:
 - Pro: helps quantify item
 - Con: provides something falsifiable
- Recommendations
 - Pro: provides good choices as a default
 - Con: if perceived as top-n, can result in failure to explore (if top few seem poor)



Another dimension to consider

- How explicit is the prediction or recommendation (vs. organic)?
 - Historical note: we paid for it, we'll let you know
 - Today: balance between explicit prediction (falsifiable) and coarser granularity (you might like this!)
 - Today: balance between theses are the best (top-n) and softer presentation (here are some that might be interesting)

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You should now understand

- Difference between prediction and recommendation
- Range of explicit to organic for both predictions and recommendations
- Advantages and disadvantages in both dimensions.

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