2-3: Predictions and Recommendations

UNIVERSITY OF MINNESOTA

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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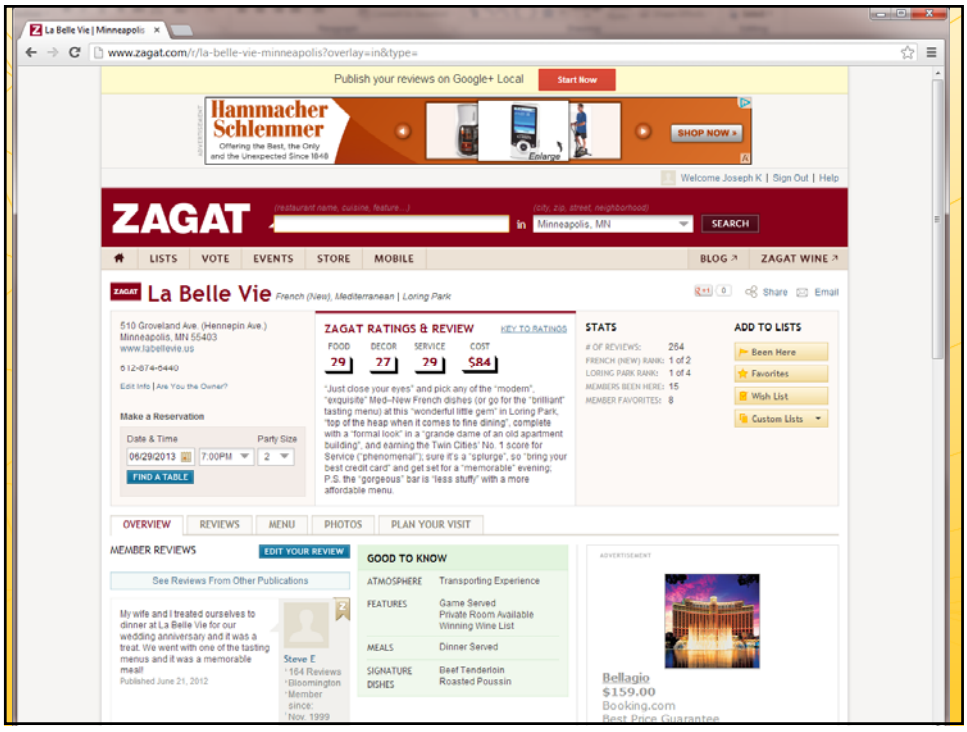
Predictions

- 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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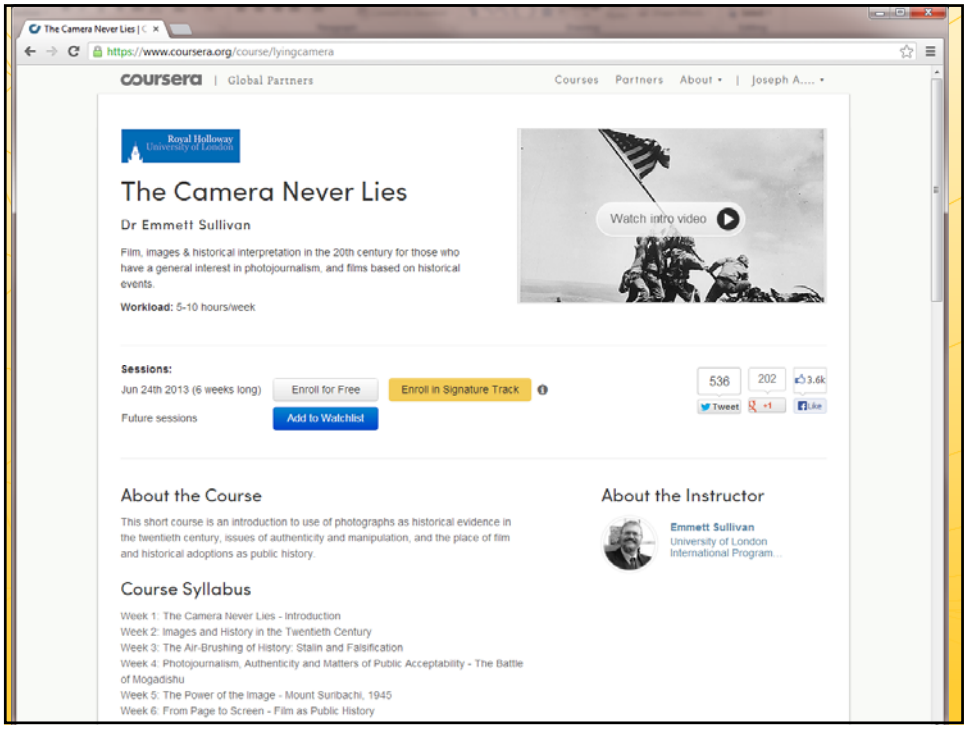

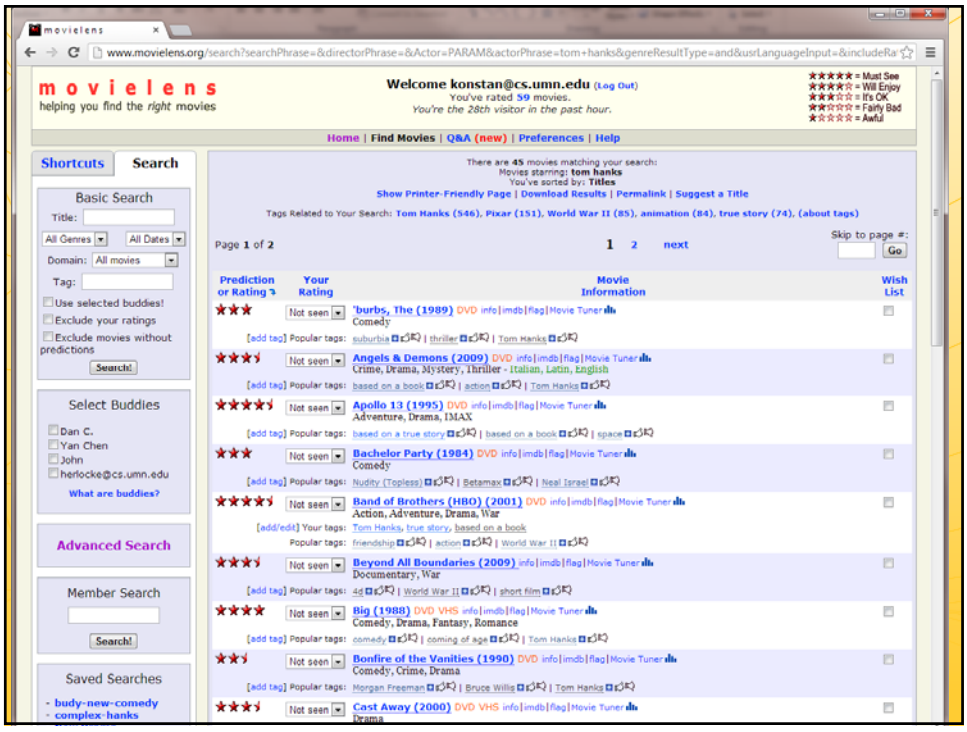

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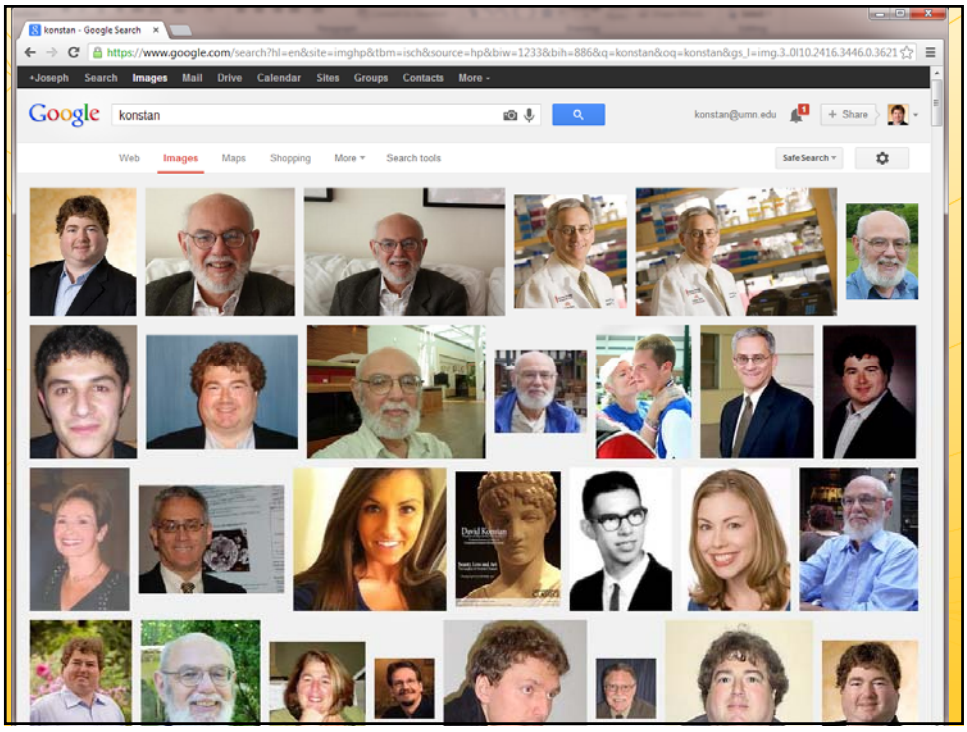
Recommendations

- 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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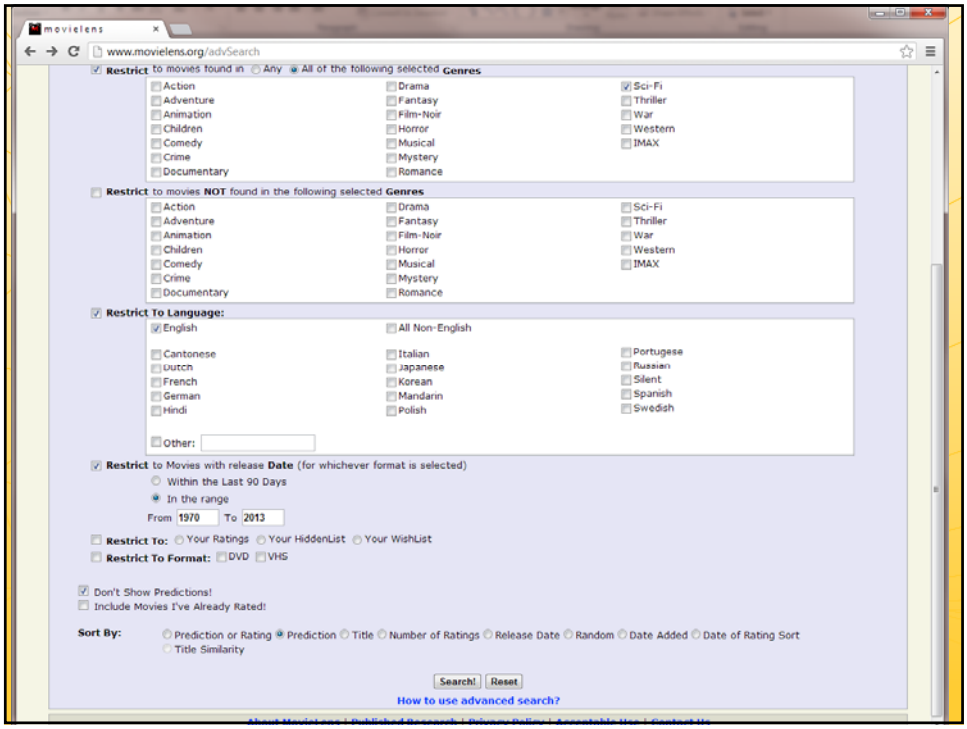

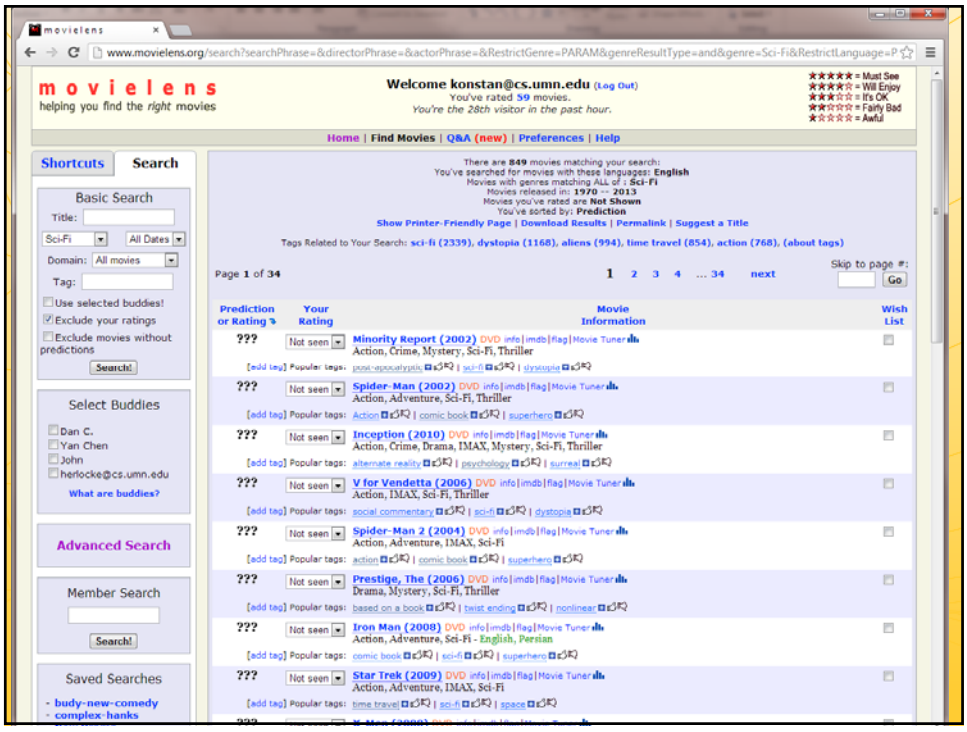

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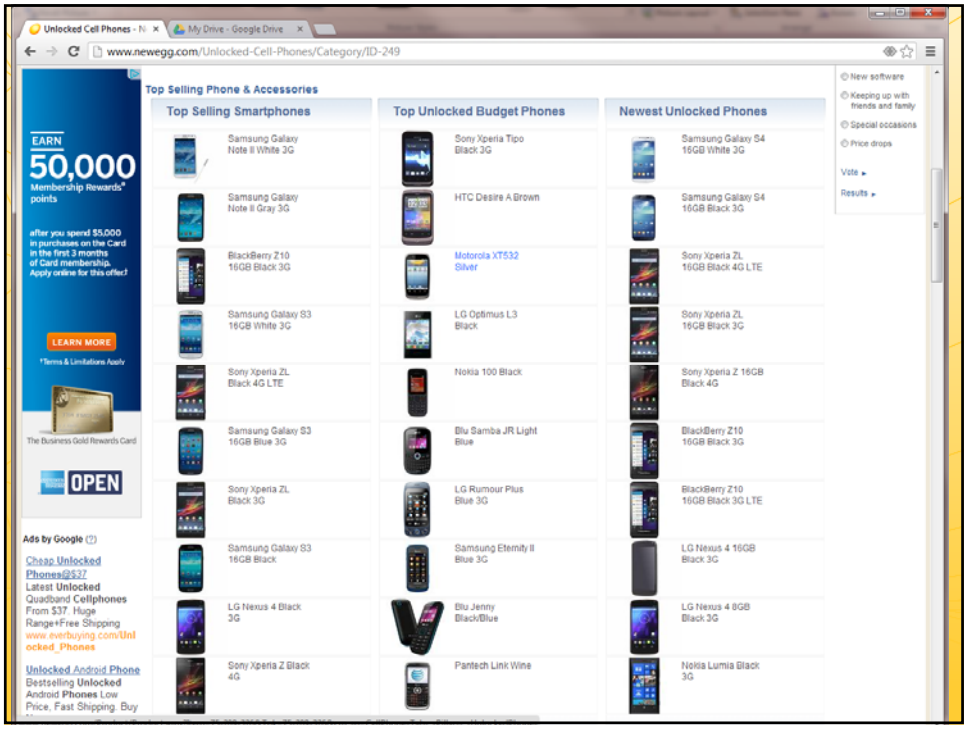

Prediction and Recommendation

- 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)

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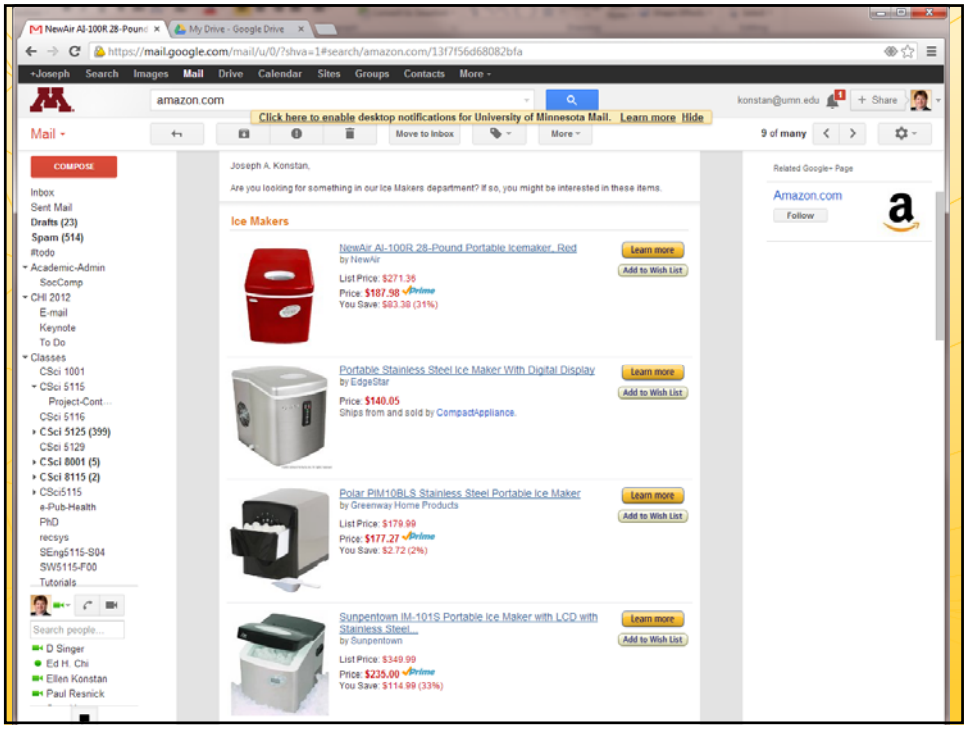

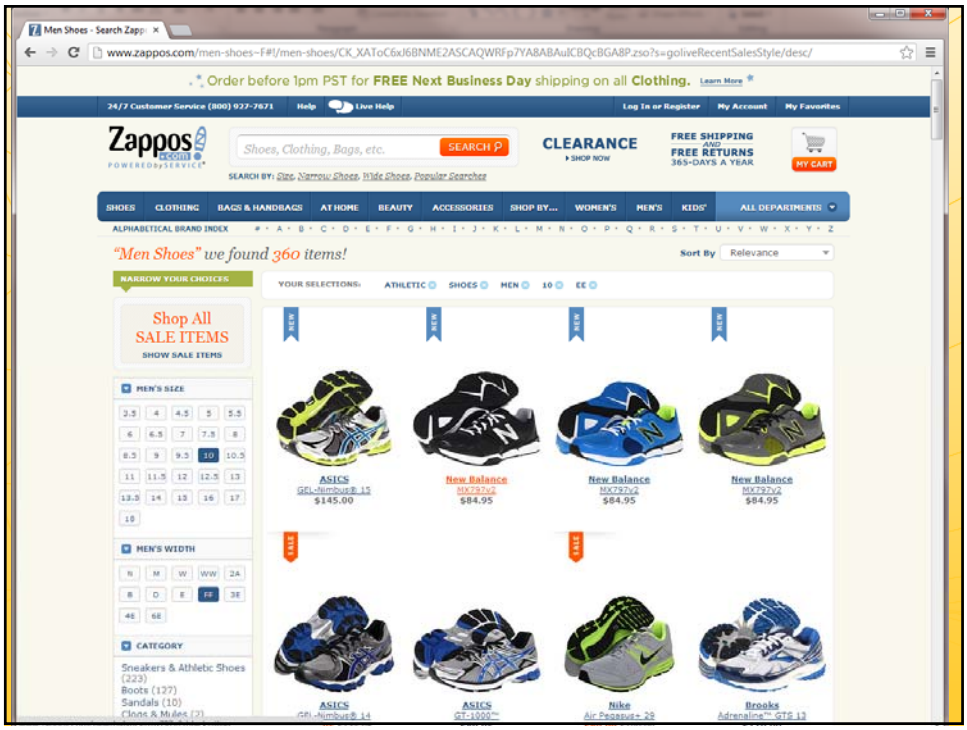

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Another dimension to consider

- 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)

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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