

PLAGIARISM SCAN REPORT

Words 668 Date January 15,2020

Characters 3814 Exclude Url

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1

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Sentences

26

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This is a little funny story of how the idea of writing this blog came to my mind from a tweet, and the explanation part is going to be a little lengthy. So, First things first. Our agenda will be to learn what is a recommendation system and how to build a simple Youtube recommendation system using basic maths. Have you ever notice that whenever you tell your friends about the new good thing you saw on the internet they seem to have already seen it. The same meme, the same viral video even the same advertisement. You may think this is because of the lack of good content online but this is not true. Internet is filled with content for anyone and everyone then why are you consuming the same thing on the internet? It's because of the recommended systems, which has learned your online behavior through sophisticated algorithms and now funneling suggestion through it. For example, if you watch a video on YouTube, the system tries to look into a table of other people who watched the same video. Now, YouTube gets to tell you which movie you should watch, based on your predicted taste. Now, I want to show you that you can build a simple system. I am NOT saying we are going to build a state-of-the-art system, the state-of-the-art systems for recommendation systems are fairly advanced that they mostly use deep learning today. I'm not even going to go to that depth, my objective here is can I build a simple first cut solution for YouTube recommendation using basic mathematics. we'll also learn how to productionize this model or if you are a data scientist how do you deploy this model, how do you now put it into production how do you now make it available so that you can run in production. YouTube recommendations are helping users who are a customer of YouTube, is watching a video find new video content that he or she may be interested in so. It is improving user engagement. User engagement is one of the most important metrics on YouTube because they want users to spend more time to get revenue through ads and content. (To be continued..) For all these recommender systems, we all are mere consumers. when watching a movie, when I'm listening to music or even I'm spending time on my friend's photo, I'm still consuming. For the algorithm, we're just a consumption pattern which it has to maximize and because of this, all taste of patterns are getting uniformed and killing the diversity choices we enjoyed once. Now, when we know how recommender systems really work, let's talk about some points So that we only consume what we want to consume, not what business wants us to consume instead. Be Proactive: This learning comes from the book 7 habits of highly affected people that be proactive and not get affected by your environment or people. You should know that this is a machine which is recommending something with some sort of commercial angle with it, not your friend. Anonymize Yourself: I saw many people using incognito mode while searching for something and this is a good way to not give any preference of content to the recommender system or using some VPN is also great. Privacy & Tools: This is part of the second point but I have kept it separately, There are multiple tooling available which work to keep your privacy. Browsers like brave and search engines like duckduckgo are from some of the good things that you try. Different accounts: Well I generally do this on youtube. I have four different youtube account based on a broader topic which I only watch so that I won't watch anything out of my need even it was recommended by the recommender system. So here are these four Youtube accounts are: Machine Learning, AI & Data Science Spirituality, Yoga, Human Body & Psychology Tech News, Ted Talks, Business idea, Business Talks Video/Songs Only.

Sources	Similarity
YouTube Recommended system explained and How to fool them!Compare text different accounts: well i generally do this on youtube. i have four different youtube account based on a broader topic which i only watch so that i won't watch anything out of my need even it was recommended by the recommender system. so here are these four youtube accounts are	4%

<https://medium.com/@sethi8001/youtube-recommended-system-explained-and-how-to-fool-them-e58f4094a043>