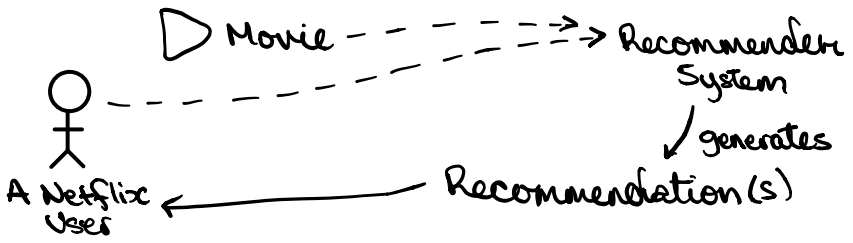
A Recommendation Example



A recommendation system has someone who is looking for information about something. The recommender facilitates that process.

Recommendation Systems have two objectives:

(1) Give me everything I want

(2) Give me only what I need

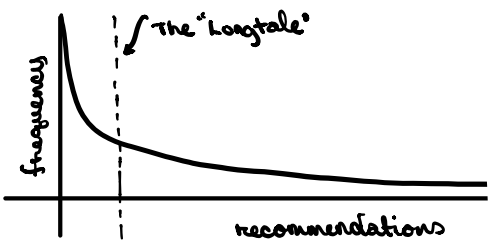
EMPERICAL METHODS FOR CREATING RECOMMENDATION SYSTEMS

In machine learning there are well accepted methods for creating recommendation systems (RSs).

There are general architectures:

- Content Based Systems – focusing on the properties of the items.
- Collaborative Filtering Systems – focusing on the relationships between the users and those user-groups to the items.

There are conceptions about the distribution of what is being recommended:



There are also numerous metrics for analyzing the performance of a model:

- precision-recall graph
- 11 point interpolation
- MAP/GMAP/HMAP/αMAP
- NDCG ...

FRUSTRATING DYNAMICS IN PRACTICE

With these Empirical Methods have come many nuances and difficulties.

Most apparent are the inconsistencies which arise during scoring the model.