Week 6 Quiz

[redacted]

1 point

1。
When using the learning to rank framework for combining multiple features into a ranking function, training data composed of queries and relevance judgments is needed to learn the model parameters.

- (●) True
- ( ) False

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1 point

2。
Information filtering systems are more suitable to help users satisfy long-term information needs than short-term ad hoc information needs.

- (●) True
- ( ) False

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1 point

3。
In content-based filtering, an item is recommended to a user based on whether other “similar” users like the item or not.

- ( )

- [ ] True
- [x] False

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1 point

4。
In recommendation systems, one uses Beta-Gamma threshold learning for trade-off between exploration and exploitation: $\theta = \alpha * \theta_{zero} + (1 - \alpha) * \theta_{optimal}$. Which of the following is true?

- [x] α should be larger for new users
- [ ] α should be smaller for new users
- [ ] α should the same for all users no matter if they are new

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1 point

5。
Content-based filtering and collaborative filtering can be combined in a recommender system.

- [ ] False
- [x] True

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1 point

6。
Which of the following is not an advantage of Learning to Rank?

- [ ] Directly optimize retrieval measures
- [x] Is much faster than BM25 or language model when training

- [ ] Combining multiple sources of features

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1 point

7.
Recommendation is one type of Pull mode of information access.

- [x] False
- [ ] True

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1 point

8.
In Netflix, if a user has watched a lot of thriller movies, then it recommends "Inception" and "The Silence of the Lambs" to the user. What is this an example of?

- [x] This is content-based filtering.
- [ ] This is collaborative filtering.

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1 point

9.
In Spotify, if a user has indicated himself/herself as youth, then Spotify recommends songs that are most listened by users under 20 years old. What is this an example of?

- [x] This is collaborative filtering.
- [ ] This is content-based filtering.

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1 point

10.
When adding social network information into recommendation systems, such as friends' info and friends' liked items, this can be used to help:

- (●) Collaborative filtering
- ( ) Content-based filtering