

$$\bar{v}_2 = \frac{1}{4} (2 + 3.5 + 4 + 2) = 2.875$$

$$p_{2,4} = 2.875 + K \sum_{i=1,3,4} w(2,i) (v_{i,4} - \bar{v}_i) \quad \text{let } K=1 \Rightarrow$$

$$p_{2,4} = 2.875 + \sum_{i=1,3,4} \text{sim}(2,i) (v_{i,4} - \bar{v}_i)$$

$$\begin{aligned} \text{sim}(u_2, u_1) &= \text{cosine}(u_2, u_1) = \text{cosine}((2, 3.5, 2), (3.5, 2, 5)) \\ &= \frac{2 \cdot 3.5 + 3.5 \cdot 2 + 2 \cdot 5}{\sqrt{2^2 + 3.5^2 + 2^2} \cdot \sqrt{3.5^2 + 2^2 + 5^2}} = \frac{24}{\sqrt{20.25} \cdot \sqrt{41.25}} = 0.8304 \end{aligned}$$

$$\begin{aligned} \text{sim}(u_2, u_3) &= \text{cosine}(u_2, u_1) = \text{cosine}((2, 3.5, 4, 2), (5, 1, 1, 5)) \\ &= \frac{2 \cdot 5 + 3.5 \cdot 1 + 4 \cdot 1 + 2 \cdot 5}{\sqrt{2^2 + 3.5^2 + 4^2 + 2^2} \cdot \sqrt{5^2 + 1^2 + 1^2 + 5^2}} = \frac{27.5}{\sqrt{36.25} \cdot \sqrt{52}} = 0.6334 \end{aligned}$$

$$\begin{aligned} \text{sim}(u_2, u_4) &= \text{cosine}(u_2, u_4) = \text{cosine}((2, 3.5, 4, 2), (3, 4, 4.5, 3)) \\ &= \frac{2 \cdot 3 + 3.5 \cdot 4 + 4 \cdot 4.5 + 2 \cdot 3}{\sqrt{2^2 + 3.5^2 + 4^2 + 2^2} \cdot \sqrt{3^2 + 4^2 + 4.5^2 + 3^2}} = \frac{44}{\sqrt{36.25} \cdot \sqrt{54.25}} = 0.9922 \end{aligned}$$

$$\bar{v}_1 = \frac{1}{4} (3.5 + 2 + 4.5 + 5) = 3.75 \quad \bar{v}_3 = \frac{1}{5} (5 + 1 + 1 + 3 + 5) = 3$$

$$\bar{v}_4 = \frac{1}{4} (3 + 4 + 4.5 + 3) = 3.625$$

$$\begin{aligned} p(u_2, I_4) &= 2.875 + 0.8304(4.5 - 3.75) + 0.6334(3 - 3) + \\ &\quad \underbrace{0.9922(\text{no rating} - 3.625)}_{50} \end{aligned}$$

$$= 2.875 + 0.6228 + 0 = 3.4978 \approx 3.5$$