

Jeremy Kawahigashi

In-class Exercise 2

Content Filtering by Hand

In exercise 1, we used data about similar people to reach a recommendation decision.

Another possibility is content filtering, which uses similar items (rather than similar users) to determine the recommendation.

Table 1: Rating Table to Determine Recommendations for the Target User through Collaborative Filtering

MOVIES vs. CHARACTERISTICS	Rating	Year	Genre	Secondary Genre	Lead
The Brand New Testament	4	2015	comedy	fantasy	Benoît Poelvoorde
Don't Look Up	?	2021	drama/satire	science fiction	Jennifer Lawrence
Rare Exports	3	2010	comedy	fantasy	Onni Tommila
Straight Outta Compton	2	2015	drama	biopic	O'Shea Jackson Jr.
Everything Is Illuminated	?	2005	drama	comedy	Elijah Wood
Neptune Frost	5	2021	sci-fi drama	musical	Elvis Ngabo

How to do this exercise:

1. Form a group of two or three (preferably two).
2. Take a quiet minute or two to look through the table.
3. When ready, share and record your idea as to whether Don't Look Up should be recommended.
4. If you all agree, explain (on your sheet) why you made this decision. Include as much detail as you can about the reasoning you all used.

If you did not all agree, try to reach consensus by arguing for your position.
5. Once the discussion is done, record the reasons and arguments and the full thought process (as in exercise 1) for each guess or match.

Yes, it should be. Looking at the data recent moves and Neptune Frost did well with a sci-fi drama. Don't look up is a drama and science fiction.

Both are recent movies and the staring actor is a very big name which would attract a lot of attention.

The only movie that makes a great comparison is Neptune Frost. Everything is Illuminated could be as well however it is unrated.

Straight Outta Compton is also a drama movie and it did receive a bad rating. However, because it was also biopic the rating may have decreased because it is catered toward the audience that know who O'Shea Jackson Jr. is and Compton.