Pros and Cons for Collaborative Filtering Methods

Collaborative Filtering Issues

- Pros:
  - Well-understood,
  - Works well in some domains
  - No knowledge engineering required
- Cons:
  - Requires user community,
  - Sparsity problems
- What is the best CF method?
  - In which situation?
  - Which domain?
- Other Methods
  - Probabilistic Methods
  - Association Rule Mining