

Content-based Recommendation Engines

Quiz: Recommender System

✔

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5 questions

QUIZ • 10 MIN

Recommender System

Recommender System

TOTAL POINTS 15

1. What is/are the advantage/s of Recommender Systems ?

3 points

- ☐

Recommender Systems provide a better experience for the users by giving them a broader exposure to many different products they might be interested in.

✔

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- ☐

Recommender Systems encourage users towards continual usage or purchase of their product by giving them a broader exposure to many different products they might be interested in.

✖

NO PASS
- ☐

Recommender Systems benefit the service provider by increasing potential revenue and better security for its consumers.

✔

Receive grade
- ☒

All of the above.

✔

NO PASS

Try again

Grade  
100%

View Feedback

We keep your highest score

2. What is a **content-based recommendation system**?

3 points

- ☒

Content-based recommendation system tries to recommend items to the users based on their profile built upon their preferences and taste.
- ☐

Content-based recommendation system tries to recommend items based on similarity among items.
- ☐

Content-based recommendation system tries to recommend items based on the similarity of users when buying, watching, or enjoying something.
- ☐

All of above.



3. What is the meaning of "**Cold start**" in collaborative filtering?

3 points

- ☐

The difficulty in recommendation when we do not have enough ratings in the user-item dataset.
- ☒

The difficulty in recommendation when we have new user, and we cannot make a profile for him, or when we have a new item, which has not got any rating yet.
- ☐

The difficulty in recommendation when the number of users or items increases and the amount of data expands, so algorithms will begin to suffer drops in performance.

4. What is a "**Memory-based**" recommender system?

3 points

- ☒

In memory based approach, we use the entire user-item dataset to generate a recommendation system.
- ☐

In memory based approach, a model of users is developed in attempt to learn their preferences.
- ☐

In memory based approach, a recommender system is created using machine learning techniques such as regression, clustering, classification, etc.

5. What is the shortcoming of content-based recommender systems?

3 points

- ☐

As it is based on similarity among items and users, it is not easy to find the neighbour users.
- ☒

Users will only get recommendations related to their preferences in their profile, and recommender engine may never recommend any item with other characteristics.
- ☐

It needs to find similar group of users, so suffers from drops in performance, simply due to growth in the similarity computation.

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