

# Note on using Implicit Ratings:

↳ When somebody opens a link, It is a Implicit indications. (Its like explicit

~~explicit~~ but its implicit action  
↳ How to handle this, whether  
Implicit (or) explicit ratings  
confusion

A) Basically this Implicit ratings are very powerful because they tends to go (or) naturally. they go.

↳ purchasing a type of Implicit ratings.

↳ In this purchasing case Implicit rating is ~~more~~ more powerful than explicit.



Using implicit Data.

↳ Just ~~model~~ model a click/purchase/whatever  
as a positive rating (Yet Consistent) value

↳ Do not model the absence of a click/purchase

as a negative rating - Its just missing  
data.



Not all Implicit ratings are created equal

↳ purchases make really good recommendations

↳ clicks not so much

{ because while viewing the website,  
bot <sup>msging</sup> ~~coming~~ / cookies will disturb  
you

↳ so, clicking ~~not~~ is always not a  
good recommendation.