**Chapter 1: Getting Started with Recommender Systems**

* **Collaborative Filtering Systems** – looks at similarities between users and recommends based on what others have bought
  + If 2 users share the same interests in the last, they also have similar tastes in the future
    - Ex: User A and B have similar purchase history. User A buys book 1. User B is recommended book 1.
  + Does not take features/contents of items being recommended into account – only looks at user preferences
  + Requires a large set of user preferences
* **Content-based Systems** – considers only the user’s past preferences and the properties/features of the items
  + Recommends items by taking the similarity of items and user profile into consideration -- items like those that the user has liked in the past
  + Similarity of items is calculated based on the features associated with the other compared items and is matched with user’s historical preferences
  + Does not take additional user preferences into consideration so does not need a large user group’s preferences for better recommendation accuracy
* **Knowledge-based Systems –** takes in knowledge about the items (ex: features) and recommendation criteria and asks user preferences explicitly
  + Constraint-based systems because the user provides details about requirements
  + Ex: when recommending an air conditioner, the user is asked what size they would like it to be