

## Recommender System

Total points 9

1. 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.

2. 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 recommender system is created using machine learning techniques such as regression, clustering, classification, etc.
- ☐ In memory based approach, a model of users is developed in attempt to learn their preferences.

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

3 points

- ☐ It needs to find similar group of users, so suffers from drops in performance, simply due to growth in the similarity computation.
- ☒ Users will only get recommendations related to their preferences in their profile, and recommender engine may never recommend any item with other characteristics.
- ☐ As it is based on similarity among items and users, it is not easy to find the neighbour users.

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