

# Content-based Filtering Advantages & Disadvantages

## Advantages

- The model doesn't need any data about other users, since the recommendations are specific to this user. This makes it easier to scale to a large number of users.
- The model can capture the specific interests of a user, and can recommend niche items that very few other users are interested in.

## Disadvantages

- Since the feature representation of the items are hand-engineered to some extent, this technique requires a lot of domain knowledge. Therefore, the model can only be as good as the hand-engineered features.
- The model can only make recommendations based on existing interests of the user. In other words, the model has limited ability to expand on the users' existing interests.

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