Techniques in Recommendation systems

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ABSTRACT:

Today there is a wide variety of different approaches and algorithms of data filtering and recommendation. Recommendation systems are defined as the techniques used for predicting the rating of the social entity or items. These items can be music, videos, books, movies etc. To predict the user's interest from only past preference is not give result. The main objective of area is to solve challenges and issues regarding to finding proper recommend items for users. The vast growth of information on the internet as well as number of visitors to websites add some key challenges to recommender systems. These are producing accurate recommendation, handling many recommendations efficiently and coping with the vast growth of number of participants in the system. Therefore, new recommender system technologies are needed that can quickly produce high quality recommendations even for huge data sets. To address these issues, we have explored several collaborative filtering techniques such as the item-based approach, which identify relationship between items and indirectly computes recommendations for users based on these relationships. The user-based approach was also studied, it identifies relationships between users of similar tastes and computes recommendations based on these relationships.

Recommendation methods are usually classified into the following three main categories: content-based, collaborative, and hybrid recommendation approaches.

Keywords:

Recommender systems, collaborative filtering, user based, item based, content-based, hybrid recommendation