A Tour of Amazon.com

Learning Objectives

- To explore a wide range of recommender systems in the context of a large, professional site

- To understand how we can taxonomize recommendations

Analytical Framework

- Dimensions of Analysis
  - Domain
  - Purpose
  - Recommendation Context
  - Whose Opinions
  - Personalization Level
  - Privacy and Trustworthiness
  - Interfaces
  - Recommendation Algorithms

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