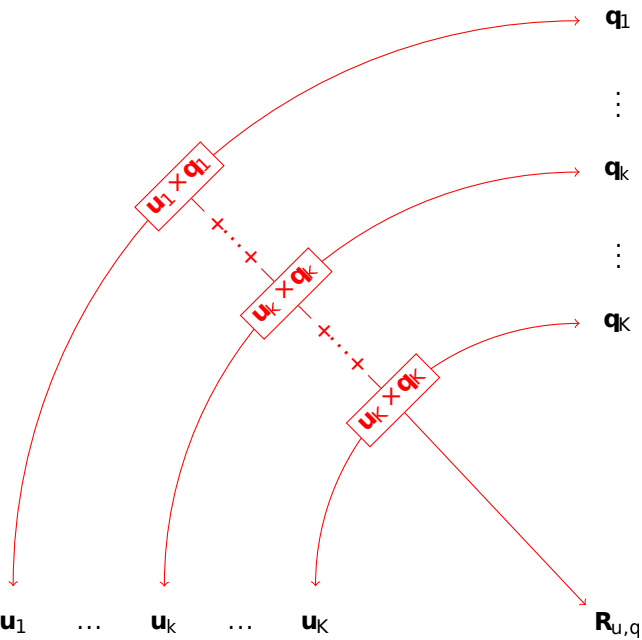


V : item feature vector



U : user preference vector

R: weighted summation