https://github.com/d0-rb/pinnacle-2021
Akula112233
CharanSriram

Recommendation Engine

1. Unique outputs that a user can get
2. Perform feature engineering on the dataset
3. Visualize the recommendation model's outputs
4. Relevance of recommendations provided

Functionality:

1. Provide set of images to engine which uses:
    a. Image Caption
    b. Image itself
    c. Technical Metadata
        i. Image Resolution/quality
    d. Clip all working classes of images:
        i. https://deeplearning.cms.waikato.ac.nz/user-guide/class-maps/IMAGENET/
2. Recommendation
    a. Best recommendation
        i. User-informed weighing of caption vs image content based on click-through-rate, view duration, interaction
            1. Present posts with entropy with regard to weighing (image, caption, user images, user captions, recency of user images/captions, recency of images, popularity of images, popularity of user images, user-poster history, hidden user state)
        ii. Have the recency ordering group of a given users images be weighted in a fashion that creates
    b. "Discover" recommendation
        i. Above but filtered so that it's ppl u dont know
3. Use Cases of this:
    a. Entertainment
    b. Hobbies
    c. Fitness
    d. Healthcare
4. Revolutionizing the Social Media Industry (redefining social network interconnectivity):
    a. How?
        i. Providing a more personalized experience that isn't catered towards the average of similar individuals
        ii. Allowing users to possess intent within their interactivity with social media as opposed to a complacent use of social media
            1. "Don't bother thinking about what you really want. Just sit back and we will do all the thinking for you."

iii. Ensures that recommendations are more similar to content liked than type of perceived individual
    1. You can keep saying that if the recommender gets me wrong, it simply needs more of my data, but it will never possess the exactness of something I say I like myself

b. Resources
    i. https://www.baekdal.com/strategy/how-we-lost-social-media-to-algorithms/
    ii. https://www.wsj.com/articles/social-media-algorithms-rule-how-we-see-the-world-good-luck-trying-to-stop-them-11610884800