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Optimized Ranking-Based Techniques for Improving Aggregate Recommendation Diversity

By Naveen Kumar

GRIN Verlag. Paperback. Book Condition: New. Paperback. 20 pages. Dimensions: 10.0in. x 7.0in. x 0.1in. Masters Thesis from the year 2013 in the subject Computer Science - Miscellaneous, grade: 1, , course: ME computer science, language: English, abstract: This paper investigates how demand-side factors contribute to the Internet's Long Tail phenomenon. It first models how a reduction in search costs will affect the concentration in product sales. Then, by analyzing data collected from a multi-channel retailing company, it provides empirical evidence that the Internet channel exhibits a significantly less concentrated sales distribution, when compared with traditional channels. The difference in the sales distribution is highly significant, even after controlling for consumer differences. Furthermore, the effect is particularly strong for individuals with more prior experience using the Internet channel. We find evidence that Internet purchases made by consumers with prior Internet experience are more skewed toward obscure products, compared with consumers who have no such experience. We observe the opposite outcome when comparing purchases by the same consumers through the catalog channel. If the relationships we uncover persist, the underlying trends in technology and search costs portend an ongoing shift in the distribution of product sales. Singular Value Decomposition (SVD), together with...


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