

AI for personalization: from predictive to generative modeling.

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Chapter 1

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Chapter 2

Introduction

Personalization on streaming platforms is oftentimes perceived as a purely predictive phenomenon: we propose to view it as a comprehensive and responsible generative approach, throughout a pipeline. We introduce RecFusion to issue recommendations in a generative way with diffusion models, as part of the nascent Generative Information Retrieval field. For these recommendations, we propose a method to generate personalized stills from movies, with sigmoidF1. We show that the resulting interactions on platforms are also dependent on implicit data hidden from a web analytics platform, with our intent-satisfaction analysis. At the end of the pipeline, we propose to ensure normative diversity in the issued recommendations with our RADio metrics framework.

2.1 Scope and Research Questions

2.2 Main Contributions

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