

Based on Lecture 4.4 “Explaining Recommendations” from University of Minnesota's Introduction to Recommender Systems course, taught by J. Konstan and M. Ekstrand, offered on Coursera Fall 2013

Explaining Recommendations

Explaining Collaborative Filtering Recommendations, Herlocker et. al. 2000

Explanations

Key lessons

Key mistake

Additional data to help user understand recommendations

Nearly half of working explanations explain not the particular recommendation, but the recommender system itself (e.g. how accurate it was in the past for this user).

Confidence scores

Simplicity is the key

Simple visualisations work well

Valued supporting information

Measured persuasiveness, not effectiveness

Weird distributions of ratings for the item

“date movies” - for movies people self-select, mean rating is high. For movies they are dragged to, it may be quite low.

Histograms

Tables

historical success

attribute-lenked data

associations

I.e. how likely user picked the recommendation (expected utility), not how much he liked it (perceived utility).