

Based on Lecture 2.2 "Preferences and Ratings" from University of Minnesota's Introduction to Recommender Systems course, taught by J. Konstan and M. Ekstrand, offered on Coursera Fall 2013

Inputs
(datasets)

What data

How to collect

How to interpret

Preferences

Explicit

Implicit

Examples

Issues

When provided

Various star scales and decisions

Types

Issues

Rating

Review

Vote

Meaning

Preference change

Reliability and accuracy

Biases

Expectation

Consumption

Memory

Temporary ('never again')

Hybrid

Thumbs and Likes

Continuous scales

Pairwise preference

Meaning / calibration guide

Non-action

Binary

Continuous (attention)

Purchases

Relations

Purchase doesn't mean like

Click doesn't mean see

How to scale/represent

May be creepy due to privacy

Manipulation

Joke ratings

Skipping search results

Click

Reading time

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