



HybridBERT4Rec: A Hybrid Recommender System Based on BERT

Sequential Content-Based and Collaborative Filtering

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Traditional CBF VS Sequential CBF



Target user
(Alice)



Figure 1: Example history for Alice in traditional CBF [1]

- models **general** user preference

Traditional CBF VS Sequential CBF



Target user
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- models **general** user preference
- **BUT:** User preferences change over time! [5]

Traditional CBF VS Sequential CBF



Target user
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Figure 1: Example history for Alice in traditional CBF [1]

- models **general** user preference
- **BUT:** User preferences change over time! [5]



Target user
(Alice)



Figure 2: Example history for Alice in sequential CBF [1]

- Considers the **order** of historical interactions
- Allows the modelling of “temporary spikes” of interests, as well as the general preferences [5]

A Common Approach to Sequential modelling

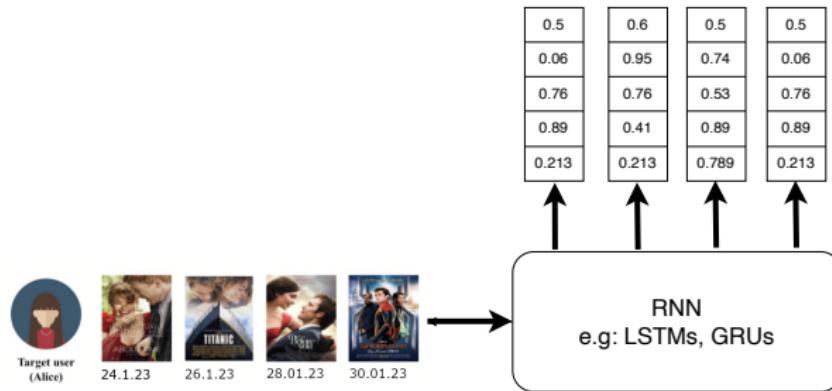


Figure 3: Sequential Content Recommendation with RNNs. [6]

- Suffers from common RNN problems! Especially: **Catastrophic forgetting**, uni-directionality [1]

High Level Overview

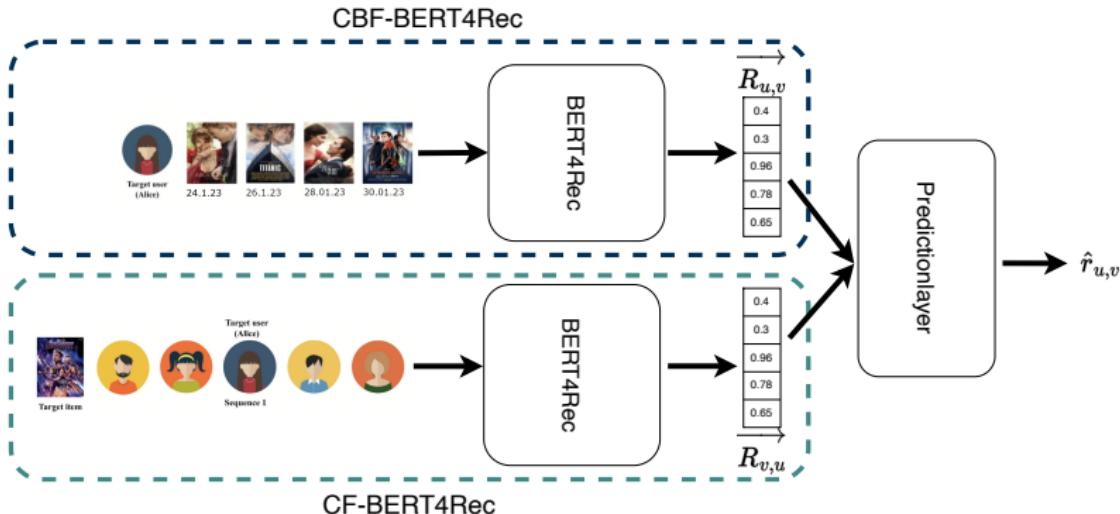


Figure 4: High level overview of HybridBERT4Recs Architecture. [1]

BERT4Rec [4]

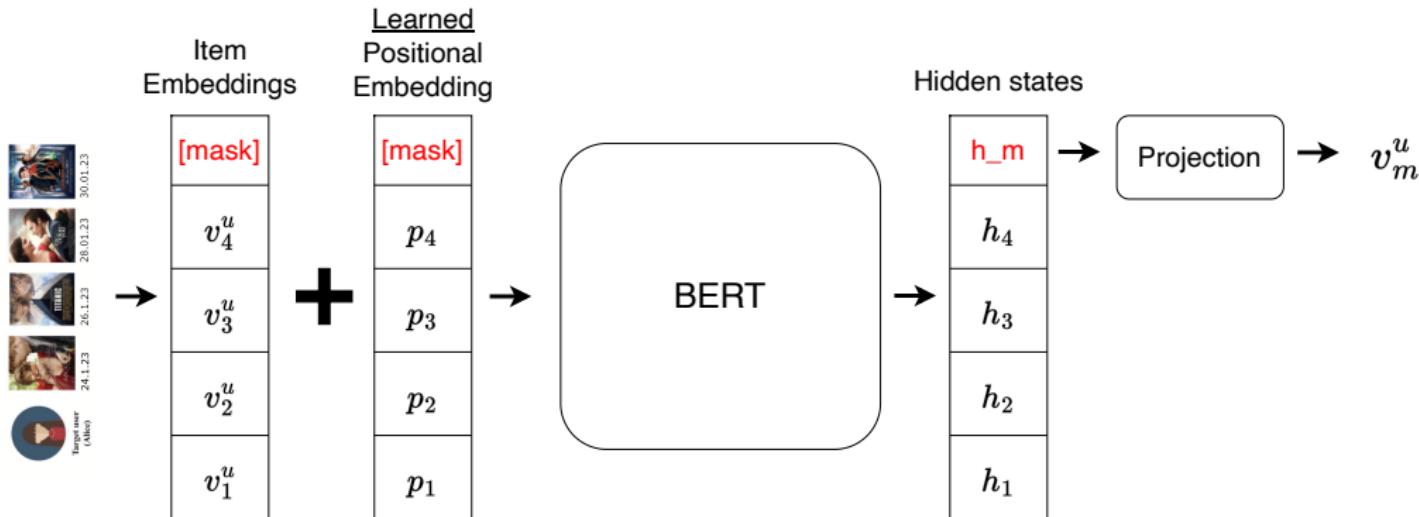


Figure 5: BERT4Rec Architecture, taking item embeddings v_t^u from user u history as input and predicts the next item v_m^u , u is likely to interact with. [4]

CF-HybridBERT4Rec

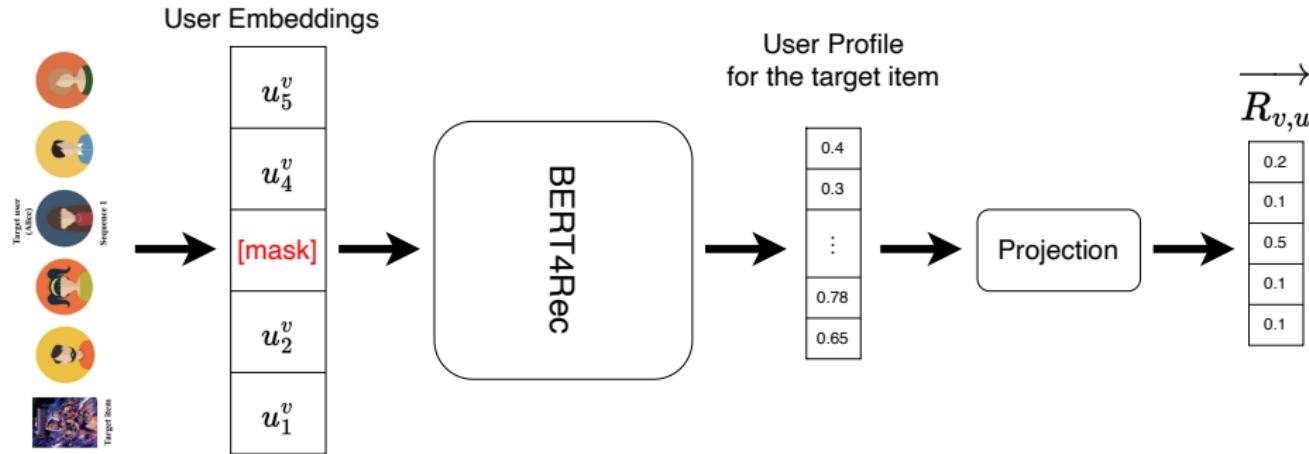


Figure 6: CF-HybridBERT4Rec Architecture, taking user embeddings from all users that have rated the target item v as input and predicts the “target item profile $\overrightarrow{R_{v,u}}$ ”. [1]

CBF-HybridBERT4Rec

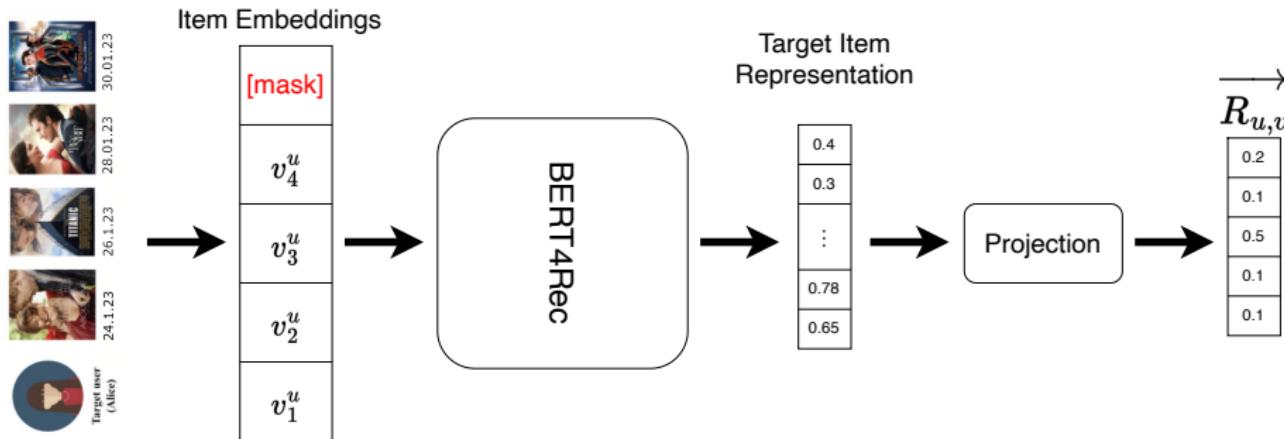


Figure 7: CBF-HybridBERT4Rec Architecture, taking item embeddings from a user u history as input and predicts a “target user profile $\overrightarrow{R_{u,v}}$ ”. [1]

Prediction Layer: Combining CF & CBF

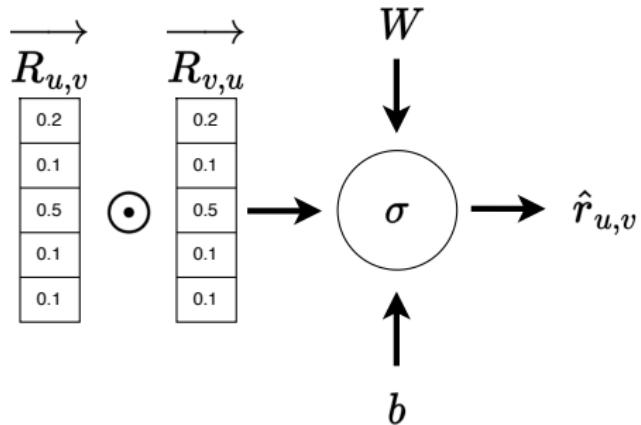


Figure 8: Schematic of HybridBERT4Recs Prediction layer, which uses a generalization of Matrix Factorization based on Neural Networks with Sigmoid activations to predict the rating $\hat{r}_{u,v}$ user u would assign to item v . [1]

Strengths & Weaknesses

Strengths:

- Easy to parallelize
- Bi-directional
- Sequential
- CBF-, CF-model & Prediction layer can be executed independently
- Intermediate results can be cached

Weaknesses:

- Sequence length is limited
- Needs lots of processing power and memory
- Only uses rating information

Results

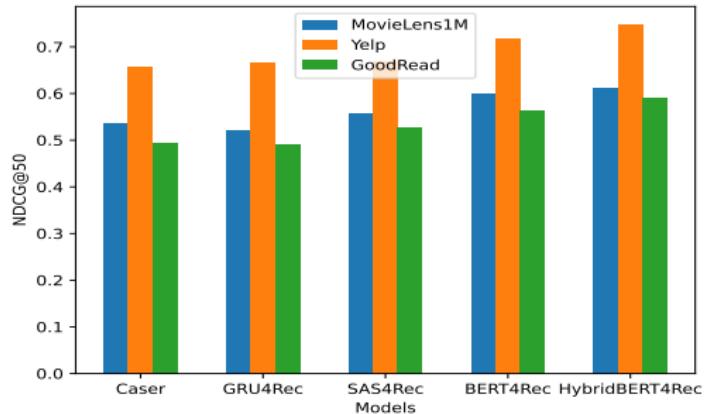


Figure 9: Performance comparison of different recommender models on three datasets as published by the authors of HybridBERT4Rec. [1]

Critique:

Results

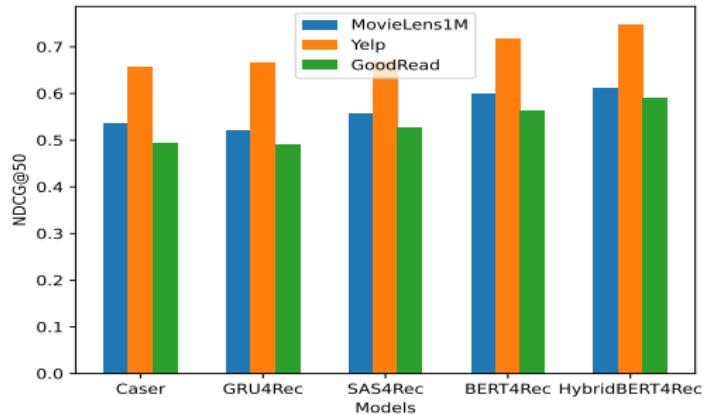
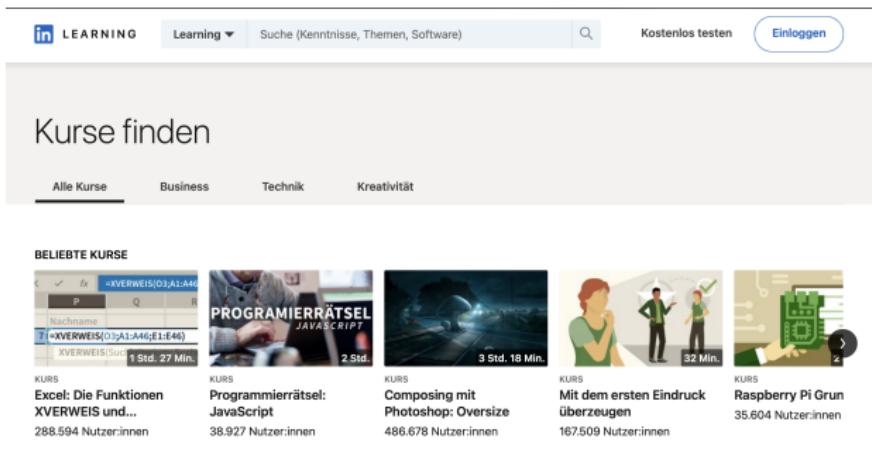


Figure 9: Performance comparison of different recommender models on three datasets as published by the authors of HybridBERT4Rec. [1]

Critique:

- No Hybrid model was evaluated!
- No information about data partitioning
- Generalization performance & real world Applicability is unknown

Applicability to E-Learning



The screenshot shows the LinkedIn Learning landing page. At the top, there's a navigation bar with the LinkedIn logo, 'LEARNING', 'Learning ▾', a search bar ('Suche (Kenntnisse, Themen, Software)'), 'Kostenlos testen' (try for free), and 'Einloggen' (log in). Below the header, a large banner says 'Kurse finden' (find courses) with tabs for 'Alle Kurse' (All Courses), 'Business', 'Technik', and 'Kreativität'. Underneath, there's a section for 'BELIEBTE KURSE' (Popular Courses) featuring five course cards:

- Excel: Die Funktionen XVERWEIS und...** by Thomas Rose (1 Std. 27 Min.)
- PROGRAMMIERRÄTSEL JAVASCRIPT** by Thomas Rose (2 Std.)
- Composing mit Photoshop: Oversize** by Thomas Rose (3 Std. 18 Min.)
- Mit dem ersten Eindruck überzeugen** by Thomas Rose (32 Min.)
- Raspberry Pi Grun** by Thomas Rose (35.604 Nutzer:innen)

Below the popular courses, there are two more sections: 'KURS Excel: Die Funktionen XVERWEIS und...' (288.594 Nutzer:innen) and 'KURS Programmierrätsel: JavaScript' (38.927 Nutzer:innen).

Figure 10: LinkedIn Learning landing-page. [3]

An Introduction to Sequential Content Recommendation
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HybridBERT4Rec
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The screenshot shows the LinkedIn Learning course overview for 'Programmierrätsel: JavaScript' by Thomas Rose. The course has 552 members who like it and was published on 20.12.2019. It has a duration of 2 hours. The course title is prominently displayed at the top of the page.

Figure 11: LinkedIn Learning course overview. [3]

Model Performance & Experiments
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Applicability to E-Learning
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References

- [1] Chanapa Channarong et al. "HybridBERT4Rec: A Hybrid (Content-Based Filtering and Collaborative Filtering) Recommender System Based on BERT". In: *IEEE Access* 10 (2022), pp. 56193–56206. ISSN: 2169-3536. DOI: 10.1109/ACCESS.2022.3177610. (Visited on 11/02/2023).
- [2] Xiangnan He et al. *Neural Collaborative Filtering*. Aug. 2017. arXiv: 1708.05031 [cs]. (Visited on 11/02/2023).
- [3] *LinkedIn Learning mit Lynda: Onlinekurse aus dem Business-, Technik- und Kreativbereich*. <https://de.linkedin.com/learning/>. (Visited on 11/03/2023).
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- [5] Shoujin Wang et al. "Sequential Recommender Systems: Challenges, Progress and Prospects". In: (2019), pp. 6332–6338. (Visited on 11/02/2023).
- [6] Feng Yu et al. "A Dynamic Recurrent Model for Next Basket Recommendation". In: *Proceedings of the 39th International ACM SIGIR Conference on Research and Development in Information Retrieval*. SIGIR '16. New York, NY, USA: Association for Computing Machinery, July 2016, pp. 729–732. ISBN: 978-1-4503-4069-4. DOI: 10.1145/2911451.2914683. (Visited on 11/02/2023).

Matrix Factorization

Inputs:

- User latent representation p_u
- Item latent representation q_i
- Dimension of latent space K

$$\hat{y}_{u,i} = p_u^T q_i = \sum_{k=1}^K p_{uk} q_{ik}$$

source: [2]

References



BERT

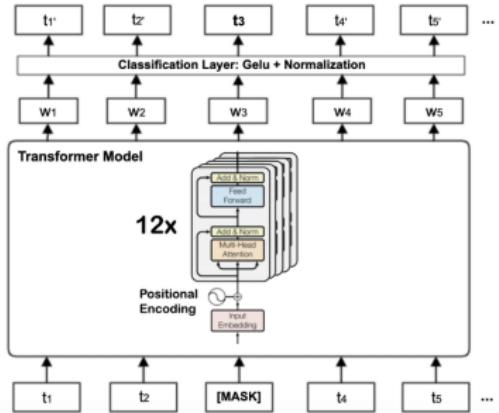


Figure 12: Schematic of BERTs Architecture ¹

¹source:

https://www.researchgate.net/figure/The-Transformer-based-BERT-base-architecture-with-twelve-encoder-blocks_fig2_349546860

References

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Normalized Discounted Cumulative Gain (NDCG)

- Measures the rating lists quality by accessing the items rank and rating

$$DCG_k = \sum_{i=1}^k \frac{2^{rel_i} - 1}{\log_2(i + 1)}$$

$$IDCG_k = \sum_{i=1}^{|REL_k|} \frac{rel_i}{\log_2(i + 1)}$$

$$NDCG_k = \frac{DCG_k}{IDCG_k}$$

source: https://en.wikipedia.org/wiki/Discounted_cumulative_gain; [1]

References

